

CURRICULUM VITAE

15 January 2020



Ms Dido Blagden

PERSONAL DETAILS:

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Postal address: 37 13th Avenue
Parktown North,
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Nationality: South African

Language: English

Gender: Female

www.DareToBeExtraordinary.com

DESIRED POSITION

Copywriter, Journalist, Wordsmith

Objective:

To secure a stimulating, creative and dynamic position where my talent for writing will be stimulated, challenged and rewarded.

Profile

- Having been in the advertising industry for many years, I have a desire to return to creative conceptualisation and copywriting or journalism. I started in advertising as a copywriter, and then developed many desktop publishing and management skills. I have relished the challenge involved in taking a project from headline to deadline.
- I have the ability to interact with all levels of society, cultures and ages. I have a strong sense of empathy and compassion and a need to give a "voice to the voiceless" whether through my animal advocacy or through counselling. Counselling has taught not just to listen but to actually hear. I enjoy the challenge of helping to give voice to the unspeakable. It's also crucial not just to be able to relate to and understand someone's deepest darkest fear or longing; but, also to be a positive role model and mentor, and be able to help them to implement constructive change.
- In advertising, I learnt important time management skills such as goal setting, problem solving, decision making, multi-tasking, strategic thinking and implementing strategies and meeting deadlines. I have learnt to handle stress and pressure; and developed a good sense of humour as my most effective coping skill (in the highly charged, dynamic, pressurised and deadline driven world of advertising). I also learnt many organisational skills including creative thinking, designing and delivering presentations.
- Lecturing and counselling have helped hone my listening skills, communication, conflict resolution and public speaking. My diverse roles and life experiences, have also taught me the importance of being able to both motivate and negotiate.

- Competent in basic Desktop Publishing Skills and photo-re-touching on Apple Mac computer.
- Exceptionally devoted to develop personal relationships within the work environment and ensure a creative team is able to reach consensus and excel.
- High degree of integrity and professionalism. Dedicated, thorough and extremely organised, setting high standards for

Career History

DATES	January 2018 - present
POSITION	NLP Master Practitioner, Life Coach and Counsellor
RESPONSIBILITIES	Counselling, Transformational Life Coaching, Wellbeing and resilience guidance, Compassion Fatigue expert and Motivational Speaker
EMPLOYER	Self < >
DATES	February 2012 - 2019
POSITION	Part-time lecturer in Basic Counselling Skills at UJ
RESPONSIBILITIES	Developing a course and lecturing the Homeopathy Students in Basic Counselling skills so that they developed empathy and compassion "bedside manner" in addition to all their other professional skills.
EMPLOYER	The University of Johannesburg
DATES	May 2017 - December 2017
POSITION	English and Creative Arts Educator, Senior Phase,
RESPONSIBILITIES	I took over in the middle of the second term as , the History teacher. for Grade 8 and 9. Within two weeks I was asked to teach Grade 8 English and Creative Arts to Grades 8 & 9. Moved home and did not renew contract.
EMPLOYER	CURRO Meridian, Cosmo City
DATES	2003 - 2012
POSITION	Freelance Photography, Advertising and Design
RESPONSIBILITIES	Much of my work has been voluntary work with Non Profit Organisations eg (Community Led Animal Welfare (CLAW) and Friends of Rescued Animals (FORA) taking photos of adoptable animals and developing websites and Facebook pages where they could get maximum exposure, as well as educating people on their responsibilities as pet owners.
EMPLOYER	Self < >

DATES	1997 - 2003
POSITION	Joint cc owner of Moonshine Advertising
RESPONSIBILITIES	Solicit business, win new accounts, meet creative briefs with high pressure deadlines.
EMPLOYER	Moonshine Advertising, 112 Mackay Avenue, Blairgowrie,
DATES	1996 - 1997
POSITION	Copywriter at Greymatter cc
RESPONSIBILITIES	Being a "wordsmith" and bringing a brief to life.
EMPLOYER	Grey Matter, 112 Mackay Avenue, Blairgowrie, 2194
DATES	1996
POSITION	Senior Primary Teacher at Bramley Primary School
RESPONSIBILITIES	Teaching Std 3 and Std 5 pupils
EMPLOYER	Bramley Primary School
PART-TIME JOBS	These have included looking after boarders at Kingsmead College, selling townhouses off-plan (Seeff), waitressing, babysitting and petsitting (PAWsome MOMs).

Education and Training

DATE	1994
QUALIFICATION AWARDED	BA Higher Diploma in Education, Senior Primary (Post Graduate) - with Distinction
INSTITUTION	Johannesburg College of Education in association with the University of the Witwatersrand
DATE	1991
QUALIFICATION AWARDED	Bachelor of Arts
PRINCIPAL STUDIES	Majors in Applied Psychology and English, sub majors in Education, History and a first year course in Zulu
INSTITUTION	University of the Witwatersrand
DATE	1987
QUALIFICATION AWARDED	T.E.D. Senior Certificate matriculation
PRINCIPAL STUDIES	(Subjects all on Higher Grade). English (first language), Afrikaans (Second Language), Biology, History, Geography and Art. (I was awarded the Art Trophy in matric.)
INSTITUTION	Greenside High School

OTHER QUALIFICATIONS:

Includes many Counselling & Life Coaching Courses - CBT, NLP, Trauma Counselling, Childline, Lifeline, and the Children's Foundation; Introductory, Intermediate and Advanced courses in Early Canine Development (University of Pretoria); Paws for People Therapy Dogs (Qualified Handler), CPR and First Aid Courses; and a valid Driver's Licence.

LANGUAGES

English
Afrikaans

**ADDITIONAL INTERESTS
AND COMPETENCES**

I have run many marathons and ultra-marathons, including 4 Comrades Marathons (the first with a Bill Rowan). Have climbed Mt Kilimanjaro 3 times by different routes, and Mt Elbrus in Russia (Highest summit in Europe). This has taught me about dedication and how to train and cut goals down into "bitable bits and chewable chunks".

All relevant documentation and most recent testimonials and list of referees can be viewed at:
<<http://pawtfolio.yolasite.com/cv-coaching.php>>