

# Laurika Bretherton: Curriculum Vitae

## SUMMARY

- Over fifteen years proven expertise in strategic communication campaigns, Pan European PR, client management, online content development and publishing.
- Practiced in a range of environments: in-house PR, agency PR and publishing firms in the high-tech sector, both in permanent and interim capacities.
- A versatile writer and communicator producing polished and compelling documents, regardless of the complexity of the topic or the scope of the brief.
- Seasoned professional with international work experience and cross-continent expertise in UK, USA, Europe and South Africa.
- Developed internal communications strategies for global companies which include intranet content development.

## EXPERIENCE

### **Freelance Writer-UK (2009 to Present)**

#### **EMEA PR and analyst manager, Compuware Corporation – Slough, UK (June 2005 to January 2009)**

A global software and IT Services company

- Understand the overall corporate and EMEA marketing objectives and translate these into a strategic PR programme.
- Working with corporate communications to ensure that the EMEA region's requirements are taken into consideration, and are being met, when planning global campaigns.
- Major change management role. Develop and implement a centralised PR programme across 17 independent countries in EMEA.
- Plan and manage PR resources according to an agreed budget.
- Manage reporting and measurement of activities and results to monitor messages and agency performance across EMEA and implement change where necessary.
- Work with the EMEA marketing managers to ensure support for their campaigns.
- Manage EMEA spokespeople programme by providing media training, developing messages, update the spokespeople and manage issues campaigns.

#### **Freelance – South Africa, USA, UK (1999 to June 2005)**

##### **Highlights**

##### **Computing (Part of VNU Group) – London, UK**

- Wrote features, news articles and covered events across Europe.

##### **Waggener Edstrom – London, UK**

- Part of the writing services department who delivered a variety of materials, including feature articles, press releases, messaging documents, website copy and case studies, including copy for Microsoft PressPass.

##### **Text 100 – London, UK and Cape Town, SA**

- Planned and supported campaigns for Text 100's clients including competitive analysis documents.
- Wrote press releases and case studies.

##### **Hotwire PR – London, UK**

- Planned and supported analyst and media campaigns for Hotwire's clients.
- Wrote messaging documents, press releases and case studies.

**ShipNow – Chicago, USA**

USA-based shipping software development company.

- As PR Manager, created a strategic plan with the aim to increase recognition of the company's products.
- Managed a team of two individuals.
- Wrote and developed features, brochures and online content.

**Features Editor, ITWeb – Johannesburg, South Africa (1998 – 2005) (15 months fulltime, plus freelancing)**

South Africa's leading Internet publisher and online IT news service.

- Investigated and wrote a variety of technology articles focusing on industry issues, personality profiles and investigative reporting.
- Manage feature schedule which included writing briefs and setting deadlines.
- Coached junior reporters.
- Launched and managed the publication's recruitment and training section.
- Developed an online strategy and plans for various IT companies' websites. Managed the development of these sites, including the liaising with clients, programmers as well as web and graphics designers.
- As freelancer, covered and reported from various IT conferences in the USA and UK.

**Journalist, Systems Publishers – South Africa 1998**

InformationWeek SA and ComputerWeek, an IT trade publication based in South Africa.

**Account Executive, Pinnacle Communications – South Africa 1997**

A member of the Johannesburg Stock Exchange-listed Adcorp Holdings communications division.

**PR executive, Teljoy Cellular Services – South Africa 1995 -1997**

A leading mobile phone service provider for Vodacom and part of the Teljoy Group that introduced television to South Africa in 1969.

**PR executive, PQ Networks – South Africa 1993 – 1995**

One of South Africa's largest computer networking companies.

**EDUCATION**

BA in Psychology and Sociology: University of Port Elizabeth, South Africa, 1991

Basic Principles in PR Certificate: Damelin Management School, South Africa, 1994

Certificate in PR Writing: PR Institute of SA, 1996

Speech Writing Workshop: CIPR UK, 2004

Improve your writing style: tutoring from the PMA UK Group, 2005

**OTHER INFORMATION**

Community: Samaritans Volunteer since 2008