

Neal McKenna

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A highly creative communications professional with significant strengths in short and long-term communications. Strong expertise in editing, media writing, public & media relations. Excellent coordination and organizational ability. Well able to undertake simultaneous projects and quickly adapt to rapidly changing priorities. Proven ability to deconstruct concepts and theories for easy consumption by the lay reader.

PROFESSIONAL EXPERTISE

- .. Extensive writing experience, ranging from magazine articles and media releases to on-hold messaging and corporate & promotional material.
- .. Experienced editor/researcher, possessing excellent communications skills and strong Internet search abilities.
- .. Adept English language sequencer – a skill which goes far beyond simple editing, involving the restructuring of sentences, allowing them to be more readily understood.
- .. Focused listener with the ability to easily communicate with a wide variety of people.
- .. Skilled in logistics and orchestrating resources to accomplish the project at hand.
- .. Excellent organisational and project management skills resulting in on-time – and within budget – completion of the project.
- .. An accountable, diligent worker who enjoys responsibility.
- .. Self-motivated with strong interpersonal skills.
- .. Flexible, enthusiastic, creative, a team player, and a willing learner.

ACHIEVEMENTS

(2006) Compiler & Editor for the Global Call to Action against Poverty's (GCAP)
White Band Book 2005

(2006) Co-project Managed *Future Build 2006*, an annual magazine produced by Witwatersrand University's School of Construction Economics and Management.

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(2005) Senior Editor for *Jozi Today Magazine*. This magazine focused upon the people & places as well as the revitalization of inner city Johannesburg.

(2004 – present) Grammatical editing and sentence restructuring of Masters/PhD thesis material as well as editing and rewriting for several international agencies and universities.

(2004) Produced ongoing newsletters for Witwatersrand University

(2004) Edited documents for international development agencies such as CIVICUS and ActionAid as well as for the Nigerian Ambassador to South Africa.

(2001) Fiction published by SynergEbooks Publishing – www.synergiebooks.com
“*Evil Little Stories*” http://www.synergiebooks.com/ebooks_horror.html

(2000) Scripted a 30-minute teleplay for raising teen awareness about HIV/AIDS for the AIDS Resource Centre, Kelowna, BC, Canada.

Writing Instructor (fiction & article writing), Okanagan Institute of Creative Arts, Kelowna Recreation Services, Okanagan University College (Kelowna, BC, Canada) and privately in Johannesburg

Coordinated a variety of media related services for various clients including development of ad concept and layout designs; preparation of written promotional materials, including media releases, brochures and newsletters; coordination of ad copy writing, advertising bookings and print production. Article writer on a regular basis, for a variety of magazines in Canada and the United States.

Media Consultant for the launch of the music CD “*For Heaven's Sake*” by “the singing nuns,” **Saint Charlie’s Angels**.

Created the corporate identity for *Third Millennium*, a Canadian software company, as part of a two person marketing team, producing material which served as media launch for their *i-Build Management Program* at an American Home Builders Trade Show. Coordinated selection of a graphic designer, hiring of an appropriate printer, booth designer and film production company for media launch. Scripted, produced, and co-directed trade show demonstration videos. Created concepts for handout brochures, a corporate brochure, promo posters, and information for the company’s website. Collaborated on creation of company and product logos and contributed to the design of a 130 sq. m. display booth.

Managed all advertising, promotion and public relations activities related to the marketing of the *Data Secured* (automatic on-line data transfer & storage) service.

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Organised and coordinated logistics for a range of public events including a *Theatre BC Mainstage Festival*, several *Kootenay Zone Theatre Festivals*, theatrical productions, and corporate party / presentations.

Directly involved with public relations in the Media Centre operation for the *2000 BC Seniors Games* in Kelowna, BC, Canada, including the generation of daily updates of games results and subsequent disbursement to the media in British Columbia.

Message copywriter for *Media Button*, *Talking Yellow Pages* and *Sold on Hold*.

WORK HISTORY

Feature Writer , Gay Pages magazine, Johannesburg, SA	2007 - present
Copy Editor , Documenta 12 Magazine, Kassel, Germany	2007 - present
Writer / Creative Consultant , M ^c Kenna Ink, Kelowna, BC, Canada and Johannesburg, SA www.nealmckenna.co.za	1995 – present
Public Relations Coordinator , Data Secured, Nelson, BC	1994 - 1995
Writer / Advertising Copy / Concept Consultant , The Castlegar News, Castlegar, BC	1990 - 1994
Writer / Advertising Copy / Concept Consultant , Sterling News Publishing, Nelson BC	1979 -1990

EDUCATION AND PROFESSIONAL DEVELOPMENT

Diploma in Marketing,

Northern College of Applied Arts & Technology, Kirkland Lake, Ontario, Canada

Certificate in Drama,

David Thompson University Centre, Nelson, BC, Canada

Computer Skills: Word Processing – Windows XP; MS Word 2000, Windows NT, Linux SuSE, MS Scheduler; Firefox; Internet Explorer, concise web browsing

REFERENCES

Annemiek Richters, MD, PhD, Professor of the Faculty of Medicine, Department of Public Health, University of Leiden, The Netherlands, Leiden, NL. – 071-526-8458 E-mail: jmrichters@umail.leidenuniv.nl

Henri Valot, Global Call to Action against Poverty (GCAP) Web and New Media Coordinator – Paris, France – E-mail: Henri.Valot@civicus.org, Skype: Valot.Henri

Lorena Núñez C., Post Doctoral Research Fellow, Forced Migration Studies Programme, Graduate School for Humanities and Social Sciences University of the

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