



GRANT ALEXANDER CYSTER

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EMPLOYMENT OVERVIEW

Key Career Emphases

- Professional copywriter and editor (books, websites, blogs, feature articles, etc.)
- Former executive committee member of the Southern African Freelancers' Association
- Seven years in professional public speaking and training (South Africa, USA)
- Ten years project management, team leading, and business administration experience
- Five years spiritual-development and life-coaching experience (USA)
- Performing musician (South Africa, UK, USA)

QUALIFICATIONS

Master of Arts (Full Thesis) – University of the Western Cape

Higher Certificate in Feature Writing – University of Cape Town

Higher Certificate in Business Writing – University of Cape Town

Radio Broadcasting Diploma – Cape Technikon

EMPLOYMENT HISTORY

COMPANY / University of the Western Cape (UWC)

DURATION / September 2013 to Present

POSITION / Online Editor/Co-ordinator

RESPONSIBILITIES:

I am employed as the Online Editor/Co-ordinator in the Online Marketing and Communications Unit in UWC's Institutional Advancement department. The responsibilities associated with this role include, but are not limited to:

- Creating, editing and managing content for the UWC homepage
- Writing, editing and proofreading content for the website and numerous institutional documents and communications
- Providing management support to junior team members – overseeing the University's social media content strategy
- Managing various online projects with stakeholders in UWC departments/divisions/units
- Providing guidance to relevant stakeholders with regard to adherence to established online content publishing protocols
- Liaising and collaborating with UWC faculties and departments in relation to the promotion of key university-related events

FREELANCE MEDIA PROFESSIONAL / January 2009 to September 2013

Southern African Freelancers' Association (Safrea) – Exco member (PR/Marketing Portfolio)

Freelance copywriter, editor and voice-over artist

- Created content for various corporate and private clients (Marketing, Relationship Management, I.T., Self-Development, Music, Finance, Education, Health and Nutrition)
- Risk SA magazine (national, award-winning B2B publication) - Feature writer (July 2012 – June 2013).
- Published in (amongst others) Risk SA Magazine, Bike SA Magazine, The Cape Times, The Star, The Media Online, etc.
- Provided editing services for numerous clients including Cape Media and the South African Institute of Chartered Accountants (SAICA).

PR, marketing and communications

- Secured media exposure for various clients on platforms including ENCA Television, Cape Talk Radio, SAFM, East Coast Radio, The Cape Times, The Star, etc.

HIPPO Communications - Writer and media strategist

San Francisco based Mycaal.com - Communications director

- Creating and editing all website content (site copy, blogs, articles).
- Creating marketing material (press releases, email campaigns).

COMPANY / Batesville Vineyard Church (Indiana, USA)

DURATION / January 2004 to September 2008

POSITION / Senior Pastor, Worship Pastor

REASON FOR LEAVING / Expiry of 5-year religious worker visa

RESPONSIBILITIES:

- Teaching, motivational speaking, presentation preparation and delivery.
- Responsible for the teaching focus in Sunday morning celebrations.
- Researched and studied for Sunday teachings (created and delivered content).
- Responsible for the musical expression of worship, including personal song writing.
- Trained and developed new worship leaders and mentored worship team members.
- Created content for, and conducted, special training workshops for the worship teams.
- Vision casting and team building.

COMPANY / Allan Gray Investments (Cape Town)

DURATION / 1 December 2001 to 31 March 2003

POSITION / Team Co-ordinator

REASON FOR LEAVING / End of contract

RESPONSIBILITIES:

- Project Management of an offshore investment platform, implementing and managing an efficient investment process and infrastructure.
- Managed an administration team with regard to performance and career development.
- Product Training and Unit Trust Administration.

COMPANY / Natwest Stockbrokers (London, UK)

DURATION / March 2000 to September 2001

POSITION / Unit Trust Administrator

REASON FOR LEAVING / End of contract

RESPONSIBILITIES:

- Assisted prospective clients with ascertaining the types of investments which would best suit their needs.
- Transferred portfolios between investment management companies.

- Ensured that the portfolio manager's investment decisions were implemented.
 - Ensured that contracts outlining details of transactions on client portfolios were accurate.
 - Liquidity Reviews - Monitored portfolio cash levels and investigated discrepancies.
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COMPANY / Old Mutual Unit Trust (O.M.U.T.)

DURATION / 23 January 1995 to 31 July 1999

POSITION / Unit Trust Specialist, Section Head

REASON FOR LEAVING / Pursuit of an opportunity at Old Mutual Direct

RESPONSIBILITIES:

- Gained a thorough understanding of unit trust products ranging from Low Risk (Interest Bearing), Medium Risk (General Equity) and High Risk (Specialist Equity) Funds.
 - Designated unit trust specialist providing technical support to the investment consultants.
 - Created training material providing clarity and information on financial products.
 - Produced reports for management detailing the nature and volume of workloads and proposing appropriate action plans.
 - Implemented staff development strategies and conducted performance appraisals.
 - Departmental product training and management of workflow.
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COMPANY / Old Mutual Unit Trust (O.M.U.T.)

DURATION / June 1992 to January 1995

POSITION / Valuations Clerk (Temporary Position)

REASON FOR LEAVING / Acceptance of a permanent job offer within O.M.U.T.

RESPONSIBILITIES:

- Monitored the Memorandum Unit Register of two of Old Mutual's unit trust funds.
 - Liaised with O.M. offices countrywide regarding discrepancies in daily receipting totals.
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PERSONAL PROFILE

DATE OF BIRTH	22 July 1974
CITIZENSHIP	South African
LANGUAGES	English and Afrikaans
MARITAL STATUS	Single
DEPENDENTS	None
CRIMINAL RECORD	None
HEALTH	Excellent
INTERESTS	Guitar, movies, writing, self-development, travel, bicycling, swimming, tennis, motorcycling, personal coaching

DRIVING QUALITIES

- I work effectively alone or as part of a team and I am a fast and enthusiastic learner.
 - I approach every new challenge with creativity, diligence and integrity.
 - It is my constant goal, driven by the relentless pursuit of excellence, to achieve the best possible results at all times.
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