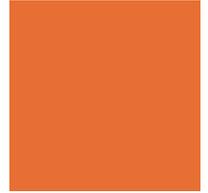


Lisa Johnston

28A Stafford Street, Westdene, 2092
Tel: 011 477 8956. Cell: 082 796 4504. Email: lisa.journalist@gmail.com



Profile

I am a writer, photographer and sub-editor with more than 14 years' experience across print and online media. My background in nearly every facet of content production has allowed me insight into the pressures at each juncture and, therefore, a healthy respect for deadlines and teamwork. I love people and the variety of personalities I get to meet through my job. Although I usually work independently, and can be relied on to run with projects without supervision, I am equally comfortable working from an office and taking (or giving) direction.

Experience

Freelance, Words & What-What – 2012 to Present

Versatility is key to my success as a freelance journalist and photographer, a position I've held since March 2012. My clients range from PR and design companies to NGOs, magazines, websites and newspapers. Visi, House & Leisure, Mail & Guardian, MBlife.co.za, Food & Home and ITL Communications and Design are among my regular clients, who rely on my professionalism and ability to continuously generate good story ideas in line with their editorial vision. In 2012 and 2013 I lectured media studies and taught caption writing to students at the Market Photo Workshop. I recently acquired the latest version of InDesign and have begun taking on layout jobs.

Travel writer and photojournalist, Getaway – 2008-2012

My responsibilities were to:

- Generate story ideas for in-depth features, blogs and columns before planning and implementing travel. This included organising press vehicles as well as sourcing and arranging hosts for accommodation and activities;
- Represent Getaway on television and in radio interviews, at launches and at the annual Getaway Show;
- Network with local tourism operators and maintain an editorial profile in Johannesburg and surrounds (Getaway is based in Cape Town).

Senior sub-editor, Mail & Guardian – 2003-2008

My job included:

- Weekly copy-editing and layout of Friday, the Mail & Guardian's arts and lifestyle section (as well as pages from other sections of the paper);
- Arts, lifestyle, development and travel feature articles for the weekly print edition as well as its Leisure magazine and in-house supplements;
- Copy-tasting and editing of the international section as required;
- Main paper cover design as required.



Sub-editor and writer, African Eye News Service — 2001-2003

My duties included:

- Editing raw copy into daily, weekly, online and magazine articles;
- Assisting junior writers with story development and rewriting stories to appeal to various clients.

Content editor, Exclusivebooks.com — 2000-2001

My job was to interview authors and write blurbs, book reviews and features.

Education

Rhodes University, Grahamstown, 1992-1996

Bachelor of Arts: Journalism (writing and editing), Fine Art Practice (drawing and printmaking), History of Art.

References

Matthew De Gale: Head of Projects, Praekelt Foundation, matthew@praekeltconsulting.co.za, 079 892 0129.

Bonny Jennings: Owner/Manager, ITL Communications and Design, bonny@itldesign.co.za, 082 821 1862