

## SUMMARY

After graduating from the University of Cape Town with distinctions in financial accounting and classical piano, I spent over two-and-a-half years in branding, communications, and market research. I also spent over three-and-a-half years at an eLearning company before leaving to dedicate myself to my full-time business as an award-winning copywriter, journalist, and blogger, having contributed to over 70 different websites, magazines, and newspapers around the world.

## CAREER

April 2015 – Current

I've written about travel, leisure, food, wine, marketing, media, television, film, music, theatre, art, books, business, personal development, and more for titles including Business Day, CNN, Financial Mail, Finweek, GQ, Mail & Guardian, and Sunday Times. One of my recent features won the IFWTWA [Excellence in Journalism Award](#) for 2017.

As a journalist and blogger, I've profiled over a hundred inspiring individuals so far: from Grammy-winning musicians and multinational CEOs, to celebrated fashion designers and the world's best chefs. And as B2B copywriter and content marketer, I interview a company's happy customers and use their words to create authentic case studies and testimonials that drive sales and improve the bottom line.

***"In the PR industry it is not often that we receive such a well written piece – I must say that your article on Grant is the best one written on him to date. Thank you again!"***  
~ Lesley O'Connor, Indigo Blue Communications

***"You are amazing. Your writing is both to the point and paints pictures. I know your work is accurate and researched. It is wonderful."*** ~ Carmen Lerm, Fusion Design Integrated Brand Agency

***"Wow Eugene – thank you for telling my story so beautifully and accurately. The best article I have read so far."*** ~ Vanessa Jacobs, founder of Sow Delicious

***"Thank you so much for all the effort and really taking time to create a work of art."*** ~ Lina Lupini, publicist

***"Gosh Eugene, you are a star! So fast and efficient, we are delighted."*** ~ Annette Kesler, editor of showcook.com

***"Absolutely stunning and so well written. Thank you for your generous support. I appreciate your always going the extra mile."*** ~ Debra de Souza, publicist

***"It's really refreshing dealing with someone who is so professional."*** ~ Jeanri-tine van Zyl, owner of Feed that Bird Communication Consultants

## CURRICULUM VITAE: EUGENE YIGA

### **CAREER (continued)**

Sep. 2011 – Apr. 2015

My role as Senior Writer at Cognician Software, an online learning and coaching company, gave me the opportunity to design and create over two dozen courses. These include a critical and creative thinking course for students at the South African College of Applied Psychology; an induction programme for new employees at Rand Merchant Bank; a retirement planning course for 10X Investments; and Leadership Accelerator, created in partnership with one of the country's top executive coaching companies and awarded Best Soft Skills Solution at DemoFest, part of DevLearn Conference & Expo 2014.

I also designed and created The Monumental Life, a personal development course based on over a decade of my active research into the art and science of self-growth. As one user said: "I'm very impressed with Cognician. I signed up and started going through The Monumental Life. I found myself being more introspective and more appreciative of my life. It's nice to see a start-up tackling not only a difficult problem, but one that could create significant positive effects for users."

Sep. 2009 – Apr. 2011

As Knowledge Manager of Synovate Laboratories, the R&D centre of a global market research company, I provided project design and analytical support for studies conducted in over 30 countries worldwide. I was also responsible for internal web management and monitoring online media buzz.

I was chosen as one of the first guest bloggers for the World Advertising Research Centre and published almost 20 articles (one of which won a company Thought Leader Award) as well as two whitepapers: the first on building powerful brands and the second on creating successful ads.

Jan. 2009 – Aug. 2009

After being selected as one of only six national candidates for the Kantar Graduate Programme, I gained extensive experience in brand strategy, creative development, ad testing, campaign evaluation, and media planning during my eight-month internship as a Junior Research Executive at Millward Brown.

I also published two case studies (one of which analysed social media platforms for the Google Insight Awards) and learned valuable project management skills while working for clients in financial services, healthcare, consumer goods, retail, technology, and sport.

## CURRICULUM VITAE: EUGENE YIGA

### **TERTIARY EDUCATION**

2018	Course: The Marketing Seminar Instructor: Seth Godin
2017	Course: Ignite Your Everyday Creativity (ungraded) Institution: The State University of New York (Coursera.org)  Course: Creative Problem Solving (ungraded) Institution: University of Minnesota (Coursera.org)  Course: Influencing People (ungraded) Institution: University of Michigan (Coursera.org)
2016	Course: Successful Negotiation: Essential Strategies and Skills (Distinction: 96%) Institution: University of Michigan (Coursera.org)  Course: Diploma in Blogging & Content Marketing (Distinction: 98%) Institution: Shaw Academy  Course: Diploma in Digital Marketing (Distinction: 92%) Institution: Shaw Academy
2015	Course: Diploma in Photography (Distinction: 100%) Institution: Shaw Academy  Course: Cape Wine Ambassador (Distinction: 84%) Institution: Topaz Wine Company
2011 – 2013	Diploma: Comprehensive Creative Writing Institution: UK Writers Bureau Awards: <a href="#">Writer of the Year</a> (2012)
2008	Diploma: Post-Graduate in Accounting Institution: University of Cape Town
2004 – 2007	Degree: Bachelor of Business Science (Honours – Finance) Institution: University of Cape Town Distinctions: Accounting (80%), Piano (80%)
Associations	Golden Key International Honour Society (2005 – )
Awards	Dean's List (2004, 2006, 2007), Woollsack Award for Outstanding Academic Achievement (2007), Kopano Award for Outstanding Academic Achievement (2004), Entrance Scholarship (2004), Faculty Scholarship (2004, 2005, 2007)
Projects	Topics included entrepreneurship, business strategy, marketing, econometrics, statistics, information systems, financial accounting, equity finance, corporate governance, and ethics. My final year thesis explored emerging market diversification opportunities for South African investors.

**LEISURE**

- Learning I am a firm believer in lifelong learning and have successfully completed almost 80 online courses through Coursera.org (in addition to those mentioned earlier), averaging 97%:
- History:** seven courses (average: 99%)
  - Philosophy:** fourteen courses (average: 98%)
  - Economics:** seven courses (average: 98%)
  - Governance and Society:** six courses (average: 100%)
  - Life Sciences:** three courses (average: 100%)
  - Psychology:** eight courses (average: 95%)
  - Personal Development:** nineteen courses (average: 95%)
  - Music and Art:** one course (average: 100%)
  - Math and Logic:** one course (average: 100%)
  - Business:** thirteen courses (average: 97%)
- Reading I set the goal to read the 100 greatest books of all time in the 100 months from November 2007 to March 2016. I achieved the goal early and added another 250 books to the list.
- Theatre As a judge for the prestigious Fleur du Cap Theatre Awards, I see over 100 performances every year. I also won a Silver Award (Special Merit for Online Innovation) at South Africa's [Arts Journalist of the Year](#) in 2014.
- Music I studied piano for eight years in school and four years in university, graduating with distinctions from the South African College of Music and in my UNISA exam.
- Speaking I received my Toastmasters Competent Communicator Award in 2012 and, in 2014, ended a two-year term as my club's Vice President of Education by receiving the Advanced Leadership Bronze Award. I also completed an Individual Voice Programme with The Voice Clinic in 2015 (followed by the PowerSpeaking Programme in 2017) and, in 2016, continued to develop my public speaking skills through weekly one-on-one sessions with the founder of the Byron Bure Academy of Theatre Arts.