

Eve Strauss

Date of Birth: 8 July 1990 Age: 27 Nationality: South African
Email: evestrauss1@outlook.com Cell: +27 79 390 7966

Experienced copywriter specialising in director- and CEO-level communications for the finance and technology industries. Major clients past and present include global management consulting firm Accenture (NYSE: ACN), global B2B marketing agency Wings4U and venture capital firm Silvertree Internet Holdings. Eve is also the founder of an educational publishing company, Thinxygen Books, a member of New York-based Gotham Ghostwriters and a published fiction author.

Experience

Jun 2015- Present: Self-employed (serving multiple clients) Website: www.evestrausswriter.com

March 2018 - Present

Tech Writer, EMEA Region, Wings4U (Global B2B marketing agency)

- Full suite of written content production spanning blogs, websites, voice-over scripts, case studies and whitepapers. Content focus: Artificial intelligence and machine learning. Major client: Microsoft

May 2017 – Present

Copywriter, The CRM Team (South African CRM software company and Microsoft Partner)

- Creation of blogs, case studies and thought leadership pieces related to Customer Relationship Management Software (Microsoft) and the sales process

Apr 2017 – Present

PR Writer for the Accenture Account, Magna Carta Reputation Management Consultants

- Development of press releases and thought leadership pieces for Accenture Managing Directors, released into the mainstream press (print and digital). Executives (managing director level) worked with include: Accenture's Head of Digital, Head of Consulting, Head of Analytics and Head of Health and Public Sector. Content focus: machine learning, analytics, artificial intelligence, cloud technology

Aug 2016 – Sep 2017

Writer, BrandsEye (Major South African social media analytics company)

- Production of company blogs, research commentary, press releases and thought leadership pieces for BrandsEye CEO. Content focus: social media analytics, customer research, industry-specific analyses

Sep 2016 – Nov 2017

Freelance sub-editor, Fitch Solutions (formerly BMI Research)

- Editing (content and language) and fact-checking across a range of Quarterly Industry Reports spanning telecommunications, freight, infrastructure, agribusiness and insurance

Jun 2015 – Present

Founder and Director of Thinxygen Books Pty Ltd Website: www.thinxygen.com

- Founder of a specialist educational publishing house focused on providing academic acceleration for bright students (books and worksheets). Conducted all research, content production, layout and marketing

Mar 2015 – Jun 2015

Business Analyst, Monocle Solutions (Consulting firm specialising in financial services)

- Appointed as executive assistant to the CEO and tasked to spearhead the development of an internal company knowledge database for analysts, covering key economic and financial subject matter
- Conducted in-depth research on events and new regulations affecting the financial industry
- Assisted CEO with development of Master's Degree thesis topics, for company-sponsored degrees offered to students at local universities
- Developed web content and articulated company messaging during shift in the company's business focus

Jan 2014 – Mar 2015

Graduate Programme Participant, Executive Training, Wholesale Market Risk Department, HSBC Bank PLC, Johannesburg Branch (NYSE: HSBC)

Highlights:

- Nominated by Head of Credit to spearhead a new banking area (Traded Credit Risk). Role involved running stress tests and scenarios, monitoring exposures on forwards/swaps, and reporting at regional forums and monthly Risk Management Committee meetings attended by exco
- Nominated by Head of Risk to spearhead the development of a concentration risk model covering the bank's full corporate lending portfolio and products. Model was completed in approx 6 months and approved by the CEO
- Requested by CEO to conduct research projects on African banking strategy and regulation, including IFRS 9 and Basel III
- Compiled of monthly branch revenue reports for submission to Group
- Involved in internal capital adequacy project data collection

Education

2015

- CFA Level 1 Exam
- Certificate course: Financial Modelling Masterclass

2010-2014

Bachelor of Science (Hons), Economics and Finance

University of London (International Programmes)

Lead college: London School of Economics and Political Science (LSE)

- Degree focus: Principles of banking and financial institutions, macroeconomics, microeconomics, mathematics, statistics, econometrics, quantitative finance, international political economy, monetary economics, social psychology & corporate finance

2009

Bachelor of Arts, University of the Witwatersrand

- Prizes: Top 1st Year Psychology Student, Certificate of Excellence in Sociology
- 'A' final year results in all subjects (English, Philosophy, Sociology and Psychology)
- Studies discontinued after year 1 due to change in academic direction

2004 -2008

King David High School Linksfield

- Top academic student in 2008 matriculating class (Dux Scholar)
- Recipient of academic prizes: Benny Uranovsky Prize for Physical Science, Tamara Lewis Trophy and the Norman Sandler Prize for English, Ingle Peiser Prize for Life Sciences
- Distinctions in 7 subjects
- Overall academic average for Grade 12 subjects above 90%

Memberships, awards & other

- Flash fiction submission shortlisted for The Bridport Prize (international creative writing competition) (2016)
- Member of Top Pitch Team at Rand Merchant Bank Winter School (2013)
- Member of the International Society for Philosophical Inquiry
- Member of the Golden Key International Honour Society (inducted 2009)
- Participated as a delegate of the Global Young Leaders Conference, held in Washington DC and New York (2008)
- Ranked among top 50 participants nationally in the De Beers English Olympiad (2007)
- Short Story published in *You Pay for the View: A Collection of Classic and New Short Stories* (collection of South African short stories. Educational textbook available to schools) (2009)

Languages

English (home language) Afrikaans (intermediate) French (intermediate)