



FRANCOIS HAASBROEK

Multimedia Specialist & Journalist

+27 83 270 4819
linkedin.com/in/francoishaasbroek

francoisjhaasbroek@gmail.com
Cape Town, South Africa

PROFESSIONAL PROFILE

I'm a qualified Multimedia Specialist and Journalist with more than 10 years' experience. While writing and photography is my forte, I'm experienced with creating content for various platforms and different mediums, like video, audio and print. Apart from traditional multimedia skills, I'm also a qualified GIS Analyst and Cartographer, a skillset that compliments the media landscape more and more with the production of informative and beautiful maps, as well as the analysis of spatial data.

LANGUAGE SKILLS

Native | AFRIKAANS
Fluent | ENGLISH

EDUCATION

BACHELOR OF ARTS Humanities

University of Stellenbosch | 2003 - 2005

BAHONS Geographical Information Systems

University of Stellenbosch | 2006

BPHIL Journalism

University of Stellenbosch | 2009

TECHNICAL SKILLS

ArcGIS
Microsoft Word
Adobe InDesign
Adobe Photoshop
Adobe Audition
Adobe Premiere
Adobe After Effects

AWARDS

MEDIA24 Excellence Award

Editor's Choice | 2012

MEDIA24 Excellence Award

Best Standalone – Botswana Map Book 2016

MEDIA24 Excellence Award

Best Standalone – Botswana Map Book 2018

PROFESSIONAL EXPERIENCE

MULTIMEDIA JOURNALIST & HEAD CARTOGRAPHER 2010 - 2020

Media24 is one of the largest publishers in South Africa and I've worked for more than a decade at its travel titles called *Weg!* (Afrikaans) and *Go!* (English) magazines. *Weg!/Go!* are the biggest travel magazines in South Africa.

Responsibilities:

- Write stories and feature articles.
- Take photographs to a professional standard.
- Shoot and edit video.
- Create digital maps to accompany web-stories.
- Create, produce and distribute podcasts.
- Serve as podcast consultant to other titles.
- Combine GIS-technology with design software to create informative and aesthetically pleasing maps.

RADIO PRESENTER 2014 - 2018

Served as co-host of the weekly Unhappy Hour-radio show on Bush Radio FM – the oldest community radio station in Cape Town. The show consists of playing music and interviewing local musicians.

BUSH RADIO FM Cape Town, South Africa

HOBBIES / INTEREST



REFERENCES

BARNIE LOUW

Editor (2010 – 2014)

NASPERS - MEDIA24

+27 21 406 3257, blouw@dieburger.co.za
Naspers Building, 40 Heerengracht Street,
16th Floor, Cape Town, 8001.

PIERRE STEYN

Editor (2014 – 2020)

NASPERS - MEDIA24

+27 21 406 2634, psteyn@media24.com
Naspers Building, 40 Heerengracht Street,
19th Floor, Cape Town, 8001.