Adrian Partridge

Copywriter, Editor, EFL Teacher

Corporate Profile

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A copywriter, editor, author, and content producer for over 15 years, I have created compelling content for small and medium businesses, individuals, Blue Chip financial giants, and multi-nationals...

...across South Africa, Australia, the UK, the US, Europe, the Middle-East and Sub-Saharan Africa. I specialise in keeping content **simple, clear, elegant and resonant**, understanding that clients want – and readers need – punchy work that flows beautifully, that draws the audience in and stimulates, and that delivers a message, or product, in the clearest way possible.

I have produced articles and blog posts, written letters and marketing materials, created internal and external corporate communications and produced newsletters. I have assisted people with their presentations and social media posts, written sales content and speeches, and collaborated with companies and individuals to get their website text up to scratch. I have written comic scripts and edited novels.

I have **written and edited** for coffee shops and corporates, blue-chips and Fortune 500s, health and wellness practitioners, panel beaters and authors, personal trainers and accountants, PR companies and wedding planners, students, software developers and venture capitalists, wine merchants and sectional title people.

I am also a **specialist technical academic editor** on the editor panels of the University of Stellenbosch Business School, University of Cape Town, Nelson Mandela Metro University, University of Namibia, Cape Peninsula University of Technology, the UK-based University of Leicester, and a number of private MBA colleges (such as MANCOSA and Henley Business School). I also headed up the editing panel for Fort Hare's PhD department, and have edited for submission to a number of peer review journals, including the UK-based Journal of Microbiology and the South African Journal of Economic and Management Science.

Client Spotlight: Ed-Admin

I began with Ed-Admin in 2016. They are a **software development company** specialising in the development and sale of high-end educational software to high schools and (in particular) universities. Developed by a team of experts in education and piloted in various countries throughout Europe, Asia, the Middle East and Africa, they are a major supplier at the very forefront of educational management technology.

My primary function was the **compilation and editing of their online set of guides and manuals**, taking the overly technical language and producing a product that is fit for the non-technical end-user to understand. In addition to this, I wrote a certain amount of their corporate communications, and received requests for client communications and internal correspondence.

I ended my contract with them in 2023.

Client Spotlight: Edge Growth

I started with Edge Growth in February 2017. They are primarily an **investment firm managing three impact funds**, which all invest in early-stage, high-impact and high-growth ventures. Their portfolio includes the management of R700 million worth of capital, mainly from blue chip South African companies and the South African Government. They operate in much of Africa and the Middle East.

In addition to this, the firm also assists between 50 and 100 SME's (at any given time), supporting their growth with various support services, including management skills development, strategy development, and sales and marketing development.

Whilst I had some minor functions for the overall firm, **my main day-to-day projects** were for a niche service within the company which offers support to high-growth venture teams, including growth strategy support, executive coaching with a focus on developing the Scale Up leadership skillset, and execution. To this end and amongst other tools, they run a series of executive boot camps with a focus on Scale Up leadership.

My functions included, amongst others, the creation of a series of eBooks to aid with the leadership development process, the writing of information for web, blog and advertising purposes, the editing and compilation of webinar materials and course manuals, the creation of workbooks and the editing of decision papers, guides, and client proposals.

I ended my contract with them in 2022.

Special Project for Edge Growth

As part of my collaboration with Edge Growth, **I was appointed to a four person team** (including a project manager, researcher, writer, and editor) to work alongside a project team from First National Bank to develop FNB's (now published) Fundaba product, a one a half-year project. The product is a zero-cost banking platform for SME's and small start-ups, assisting entrepreneurs to get into the finance market.

As the writer on the team, **I was responsible for compiling over 100 500-word articles, and 12 2500-word articles**, on various stages of the business process. These articles included base-level information such as estimating the market demand for a product, calculating gross margin, identifying suitable suppliers, and testing business assumptions. It also included middle-range concepts such as identifying sources of financing, types of business structures, the legal and licensing environment, and preparing for Day 1 of the launch.

Furthermore, the articles **included higher-level concepts**, such as corporate governance, human resources and recruitment, sales and marketing, financial and operational management, innovation and customisation, scaling and investment readiness, mergers, acquisitions, and exits.

Special Project for Edge Growth
(continued)

The knowledge base is available only to Fundaba clients, and some were used to create an animated video series. To that end, **I also worked with Sea Monster, the animators**, to create the content and scripting for the video segments.

Due to Non-Disclosure Agreements, I cannot provide the text for any of the articles, nor may I comment on the format or order that they took, apart from what I have already provided. I can say, however, that I was part of a two-month recruitment process, where articles were tested by an FNB-led focus group, and my style - a blend of narrative storytelling and content - was selected. **I took on the role of feature writer** and – together with my team and the focus and management groups – helped to create a character that would resonate with the intended audience. **I developed that character through the 100-plus articles** as he moved his fictitious business from one stage to the next, facing the challenges, pitfalls, and triumphs that many new business people face.

It was our hope that we would create a narrative that resonated and, according to the focus groups, project team and the management teams on both our side, FNB's, and the animators, we succeeded in doing just that.

Services Offered and Industries Served

Amongst others, I include the following summary of services that I currently enjoy in my suite, and some of the industries I have served:

Services Offered

Academics
Articles
Blog Posts
Corporate Communications
Editing (general)
Editing (technical)
Email Communications
Letters
Marketing Materials
Newsletters
Novels and other works
Presentations
Presentation Decks
Press Releases
Proofreading
Social Media Posts
Speech Writing
Website Pages

Industries Served

Accountants
Authors
Banks
Branding Companies
Coffee Shops
Corporates
Health and Wellness
Non-profit Organisations
Panel Beaters
Personal Trainers
PR Companies
Property Managers
Software Devlelopers
Tech Companies
Staff Writers and Freelancers
Students
Travel Companies
Wine Merchants and Manufacturers

Teaching English as a Foreign Language

Alongside my work in writing and editing, I'm a **certified EFL teacher (Level 5 Diploma in Higher Education)** with a passion for helping learners speak English with clarity, confidence, and ease. I've taught teens and adults across the globe, tailoring each lesson to the learner's goals - whether it's mastering tone, polishing pronunciation, or building fluency through everyday language.

My teaching style is intuitive, warm, and detail-driven. I focus on rhythm, flow, and real-world relevance, helping learners sound natural - not textbook-y. Lessons are practical, empowering, and always infused with a touch of humour and heart.

I've coached students preparing for exams (IELTS, TOEFL, DET), professionals refining their pitch, and curious minds simply **wanting to feel more at home in English**. I believe language should be a tool, not a hurdle - and learning it should feel like a conversation, not a chore.

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QUALIFI SUCCESS THROUGH LEARNING RECOGNISED WORLDWIDE
DEAC DISTANCE EDUCATION ACCREDITING COMMISSION
AQC Approved Quality Curriculum

References

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