

# Hagen Engler



## Writer, Editor, Journalist

PR, Print, digital, broadcast; editorial and corporate

**I am** a writer and content editor working in print, digital and multiple media for Ogilvy Public Relations as well as writing and editing books of my own and for private clients. I worked for almost six years as Editor of major SA lifestyle magazine *FHM*, and ran my own writing and editing business for

five years. At Ogilvy I write and edit corporate and op-ed pieces for clients, conducting interviews with executives at companies like GIBB Engineering, Anglo American, Banking Association SA, Audi, MMI, Glencore, Investec and Avis to create content for reputation management and advocacy purposes.

### Fiction writing

My most recent novel, *In The Maid's Room*, was selected for the longlist for the 2017 Sunday Times Barry Ronge Fiction Prize.



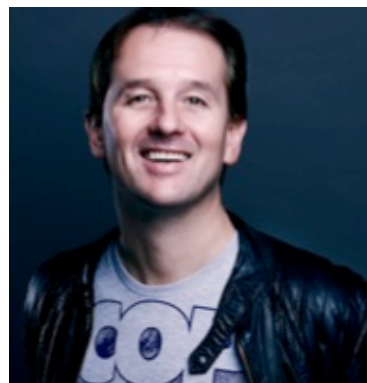
### Corporate Publishing

I co-wrote and edited the highly successful *415 Action-Packed Neighbourhood Marketing Tips* with Basil O'Hagan, which has sold several thousand copies.



## Core skills

I have 24 years' experience in journalism, writing and language editing. I am also skilled in **content management**, and **manuscript development**. As editor of *FHM* magazine I compiled and edited regular management reports. I am a member of the SA Freelancers' Association (Safrea), for whom I have conducted journalism training workshops. I also have experience in script-writing for television radio and corporate use, speechwriting, **branded content**,



**content marketing, cross-media networking and multi-platform delivery.**

I have deep experience in print, but I am a versatile, **content-creation specialist**. I blog at [www.hagenshouse.com](http://www.hagenshouse.com)

## Contact



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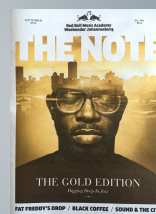
## Work history

**Feb 2017 - Present** I work as a corporate writer for Ogilvy PR, writing and editing content. This entails everything from drafting thought-leadership pieces for publication in major newspapers to editing consumer reports, writing speeches (one was presented at the Davos meeting of the World Economic Forum) and conceptualizing radio scripts. **2012-2017** Ran and managed [Hagen's House](http://www.hagenshouse.com), a writing and editing service, generating content for corporate clients, PR, television, magazines, newspapers, websites, agencies, and private clients on print and digital platforms.

**2006-2012: Editor, *FHM* magazine** I ran the magazine newsroom and managed all content on print and digital platforms. I selected content, repurposed, rewrote and edited all copy, oversaw publication design and saw through all content

to final proof stage.  
**2002-2006:** Copy editor, *FHM*  
**2002:** Copy editor, *You.*  
**1999-2002:** Sub-editor, *EP Herald*.

## Noted!



In the 2015/16 Arts Journalist of the Year Awards presented by Business and Arts South Africa, I won a silver award for a piece that appeared in the *Red Bull Note*.