

## PROFILE

**Dr. Rachael Naidu-Valentine**  
Research Scientist, Content Writer  
& Editor



As a distinguished Academic Researcher Content Writer and Editor, I bring a unique combination of expertise and experience to the field of education, training, and development. With a deep understanding of the intricacies of human anatomy and a strong foundation in natural medicine, I possess a versatile skill set that has been refined through my extensive experience in both the private and public sectors.

As a member of the Cape Peninsula University of Technology's Advisory Council for Maritime Studies, I have had the privilege of serving in this esteemed capacity since 2015. During my tenure, I have also had the opportunity to assume the role of Deputy Chairperson for the University's Advisory Council from 2018-2019.

In 2017, I was honoured to be as a guest speaker at the Management College of Southern Africa's Orientation Day. As a guest speaker, my primary role was to inspire and encourage students as they embarked on their academic journey. This was a valuable opportunity to motivate and empower students as they began their studies, as well as to serve as a role model and inspiration to them."

In the midst of a global pandemic, 2020, I had the esteemed privilege of delivering a keynote address as a guest speaker at the inaugural Departmental Research Day hosted by the University of Western Cape. This esteemed occasion provided me with a unique opportunity to inspire and share my research experiences in the field of academia, an experience that I hold in high esteem and gratitude.

## EDUCATION

College of Balanced Wellness (ANHA)  
**Human Anatomy & H/Medicine & Iridology**  
Practice No: 000 12107/009

Association: Emergency Medical Society of South Africa  
Association: Homeopathic Association of South Africa

MasterGrade IT - 2022  
**Data Analytics**

Quality Council for Trade and Occupation - 2016  
**National Occupation Certificate**

University of the Western Cape (UWC) – 2015-2021  
**Ph.D. Education**

Management College of Southern Africa – 2012 - 2014  
**Master's in business administration [MBA]**

Navigator Transnet Leadership Development Programme - 2013  
**Certificate of Outstanding Achievement Award**

Management College of Southern Africa – 2010-2011  
**Postgraduate: Business Management**

CBA – 2007  
**Investigations & Report Writing**

ETDP SETA – 2005-2006  
**Higher Certificate: Occupationally Directed Education Training & Development Practices [ODETDP]**

Certified: **Assessor & Moderator** - 2006  
Certified: **Skills Development Facilitator** - 2005

Competency International - 2006  
**Certified Workplace Coach**

Damelin – 2004-2005  
**Diploma: Personnel & Training Management**

European Computer License Foundation International - 2003  
**ICDL Certification**

University of South Africa – 2000-2003  
**BCom Degree [Informatics] 3 years Switched to PG**

## PERSONAL DETAILS

Gender: Female

Ethnicity: Indian

Date of Birth: 22/04/1967

Hobbies: Reading & Research,

Contact Details

TELEPHONE: +27 083-5992567 / [021] 5517538

E-mail: [drrachaelnaidu@gmail.com](mailto:drrachaelnaidu@gmail.com)

Email: [ppc@drrachaelnaidu.co.za](mailto:ppc@drrachaelnaidu.co.za)

## EMPLOYMENT HISTORY

---

Pinnacle Pulse Consulting (Pty) Ltd.

Director: Scientific Researcher, Content Writer & Editor  
2020 - Present

My key performance objectives

Creation of written content of academic literature for universities and educational books for schools, Reports for Corporates, articles, posts, essays, scripts, or any other form of written expression.

Produce research materials to support my writing, including data, statistics, quotes, and references.

Generate multiple drafts of work, going through various stages of editing and revision before producing the final version.

Developing ideas, brainstorming, and conceptualizing content essential to specific outputs, particularly in the creative and strategic writing domains.

In some cases, I collaborate with other team members, contributing to joint projects, proposals, or group-authored pieces.

Scientific Researcher

The primary output of my job is to revised and polished content for my clients. This involves improving clarity and ensuring adherence to a particular style guide or publication standards.

Feedback and Suggestions: I provide feedback and suggestions to writers, offering constructive criticism, identifying areas for improvement, and proposing changes to enhance the overall quality of the content.

I ensure that written material follows a consistent style and tone, maintaining coherence across the entire document or publication.

I review documents for typographical errors, spelling mistakes, and formatting issues to produce error-free and professionally presented content.

As a Researcher and Academic Editor, I ensure that the content aligns with the guidelines and requirements of the target audience, publication, or project.

Industry Trends

A keen interest in staying updated with the latest trends and developments in digital publishing. This includes understanding emerging technologies, platforms, and formats that are shaping the industry.

Content Creation

Awareness of the various stages of digital content production, from ideation and creation to editing and publishing. This includes understanding the different types of digital content such as blogs, videos, podcasts, and social media posts.

Audience Engagement

Understanding how to engage and grow a digital audience through effective content strategies. This involves knowledge of metrics and analytics to gauge audience interaction and preferences.

Multimedia Integration

An interest in integrating various multimedia elements into digital content. This includes the use of graphics, videos, and interactive elements to enhance the user experience and make content more engaging.

## Academic Mentor & Coach

### Learning and Cognitive Development:

Focusing on understanding how students learn and develop cognitively. I examine factors such as memory, problem-solving, attention, and language acquisition. By assessing cognitive processes, and tailor interventions to support effective learning strategies.

### Social and Emotional Well-being:

Emotional and social factors significantly impact a student's learning experience. I assess and address issues related to social interactions, emotional well-being, and mental health. I provide interventions to support students in developing social skills, managing emotions, and navigating interpersonal relationships.

## Assessment and Intervention

I conduct assessments to identify learning disabilities, developmental delays, and other factors that may impact academic performance. Based on my findings, I design and implement interventions to address specific educational challenges. This may involve collaborating with teachers, students, and other professionals to create a supportive learning environment.

I provide consultation on educational strategies, offer guidance on addressing specific challenges, and contribute to the development of effective educational programs.

## Behavioural & Motivational Strategies

Understanding student behavior is a key aspect of my role. I analyse behavioural patterns, identify potential challenges, and develop strategies to address behavioural issues. Additionally, I work on enhancing motivation and engagement, promoting a positive learning experience for individuals.

## **MY ATTRIBUTES**

Decision Making and Problem Solving  
Attention To Detail  
Confidential  
Analytical Thinking  
Team Effectiveness

Technical Terminology  
Good Business Acumen  
Decisiveness

## **BEHAVIOURAL**

Accurate Understanding of People and Documentation  
Developing Others  
Leading Change  
Leveraging Diversity  
Communicating Effectively  
Collaborating And Networking  
Service Orientated  
Corporate Governance & Compliance

## **REFERENCES**

Twala Mzukisi – Author  
South African Broadcasting Commission  
Cape Town  
072-3994194

Noluthando Sasekile  
Transnet  
Cape Town  
083-3882884

James January  
Director  
BLUEPEERS PRAXIS  
Cape Town  
0834489898

**AUTHENCITY OF PORTFOLIO: Some of my Research and Editorial Services Provided**

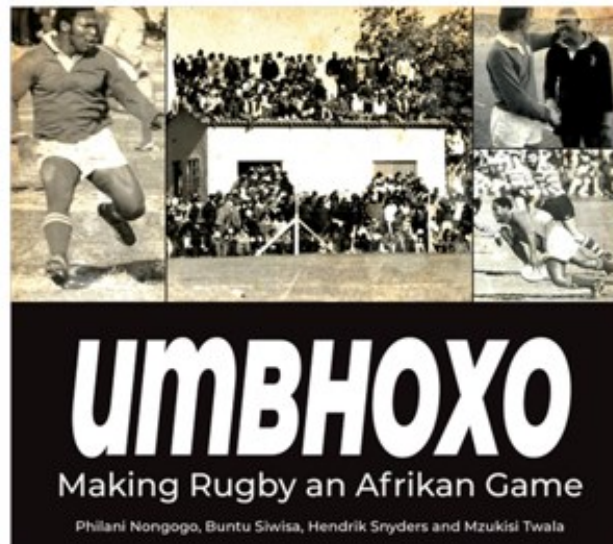
From: **Danny**  
Date: Mon, 23 Oct 2023 at 12:05  
Subject: RE: Editing of Harvard Referencing Completed  
To: Dr Rachael Naidu <drachaelnaidu@gmail.com>

Dear Dr. Rachael,

I want to express my heartfelt gratitude for your invaluable contributions to my work. I have thoroughly reviewed my document, and it is undeniably excellent.

Warm regards,

Manager: International Students  
International Cooperation Division  
Department of Research and Innovation



**Indexing:**

Rachael Naidu of Professional Editing and Proofreading Services

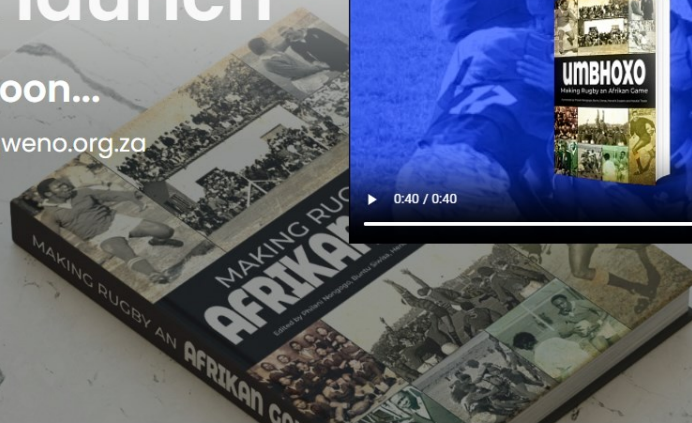
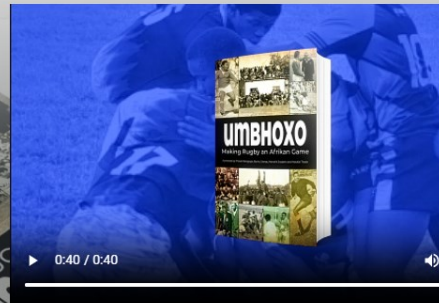
**Project Management team:**

Mzukisi Twala, Sabelo Mzanywa, Sithembele Mkosi and Philani Nongogo

# Book launch

Coming Soon...

✉ [info@iminqweno.org.za](mailto:info@iminqweno.org.za)



<https://www.iminqweno.org.za/book/>

Book —

## Making Rugby An Afrikan Game



## Book in the news



**Writer and Editor**

**Team Leader: Dr Rachael Naidu**

Dr. Rachael will collate all data captured and collate the information to draft a Full Report of the entire GEO Week 2023 Conference and Ministerial Summit.

Ms R Arendse

---

## Draft Report of GEO-19

*This Document is submitted to Plenary for decision.*

### **Wednesday, 8 November 2023**

#### **1. Session 1: Opening Session:**

##### **1.1 Welcome from the Lead GEO Co-Chair:**

GEO Co-Chair: Mmboneni Muofhe, Deputy Director General, Department of Science and Innovation, South Africa, in his opening remarks, mentioned that South Africa was honored to host GEO Week for the second time. In his key note address, Mmboneni welcomed the Deputy Minister for Higher Education, Science, and Innovation in South Africa, he expressed a warm welcome and felt honoured to have present the esteemed delegation to the Ministerial Committee and extend his greetings to fellow co-chairs from the People's Republic of China, the European Commission, the European Union,

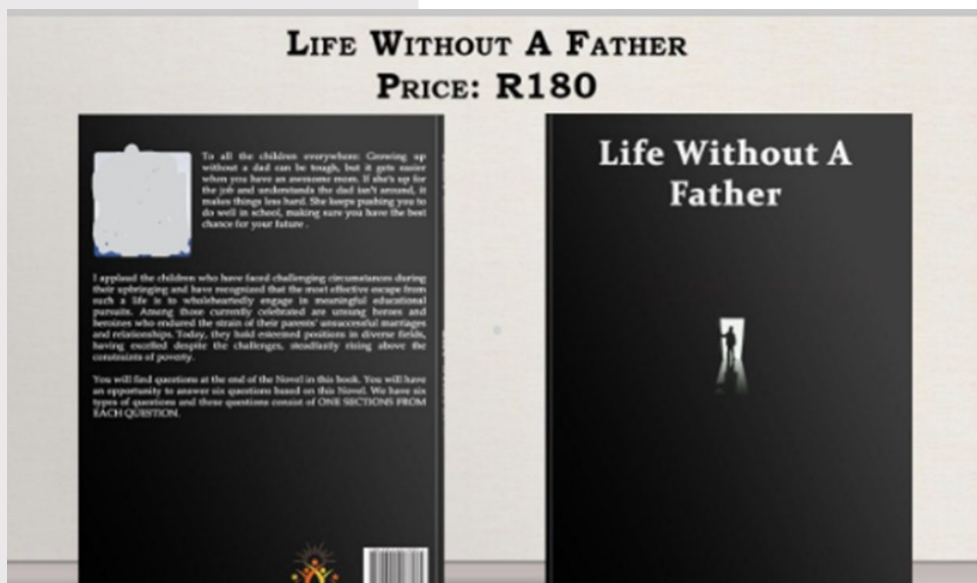
## Educational Content Writing, Editing & Proofreading School Books

1. Consonants Digraph Story Book - Grade 2
2. Alphabetic Story Book – Grades 1 & 2
3. Double Consonant Books – Grades 1 & 2
4. Vowel Story Book – Grade 2
5. Novel – Life Without a Father
6. Essays – Grades 11-12



### Editing and Design Layout of Book 2

Dr. You make my weekend and push me to create more work for children's books. Congratulations God bless you, Dr. Remember, I will always work with you until the end of God's time. Listen to this story; it's amazing. I can't believe I wrote something so powerful as this story.

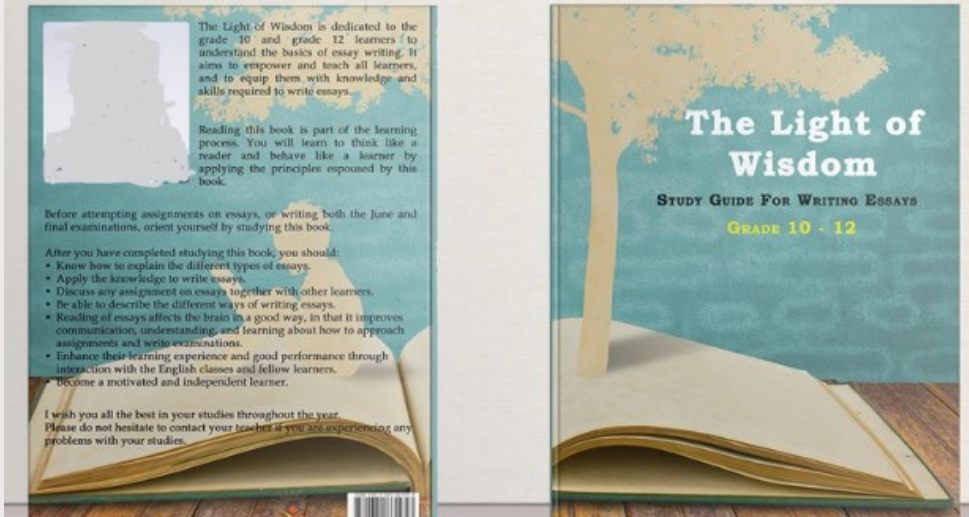


[03/23, 09:46] Thank you so much Dr.

[03/23, 17:56] : So Dr share with me more about what you are going to do to make the novel the best. Make Activity per chapter to help learners to understand the storyline. All Questions please make it a Memorandum. Check the conclusion of the book. Make this book so easy and strong to the reader. Be my Ghost writer like what you have done with other books 📖. Make the reader cry 😭😭😭 and also my self 🙏. This is the first Novel I want to show Premier of Gauteng Province for supporting me with funding to complete my project. Please be my Ghost writer 🙏🙏 That Novel. Please

# THE LIGHT OF WISDOM

PRICE: R180



I feel more confident when my work is edited by Dr. Naidu. You understand my handwriting. I sent you the Novel with purpose because I know the start will shine.... I need that Novel 🙏.

## Quotation for 20 Books



Dr Rachael Naidu <drachaelnaidu@gmail.com>

to Thabo ▾

Hi Thabo

I have attached my quotation as you requested. I have kept my price as low as possible for you only.

Warm Regards

Professional  
**EDITORS**  
**30+** Guild  
Est 1993  
Promoting excellence in editing

**Rachael Naidu-Valentine**  
Associate Member

Membership number: NAI005  
Membership year: March 2024 to February 2025

+27 83 599 2567  
drachaelnaidu@gmail.com

[www.editors.org.za](http://www.editors.org.za)

Thu, 4 Apr, 23:12

## Request for Editorial Services for Foundation Phase LB and TG Mathematics submission



Ann Apio

to me ▾

Thu, 15 Aug, 09:52



**Hello Rachael,**

I hope this email finds you well.

We are seeking your services as the Editor for our Grade 1 Learner's Book (LB) and Teacher's Guide (TG) for the current submission.

I will be sending you the full manuscript, which may come in sections from Term 1-4. Please be aware that deadlines are very tight due to the submission timeline.

Please reply to this email indicating if you have the capacity to take on this project. We'll then ensure you are onboarded, send through the work and brief and begin processing the Work Order.

We are aiming to complete the English version this month, so your dedication to the project and ability to meet deadlines is crucial.

I look forward to your response.

Thank you,



1 of 6



## sending first draft of 5th chapter



Mintesinot Birru

to me ▾

30 Aug 2024, 12:16 (6 days ago)



Dear Dr. Naidu,

I hope this email finds you well.

Thank you for your incredible help so far in editing and correcting exhaustively my research work. I didn't ask your time before sending, trusting your kindness and willingness to assist me. You are such a trustworthy person because the scarcity of trustworthiness diminishes from our fellows.

I attached my 5th chapter of the first draft to this email. Let me know as soon as you are done with it.

Blessings,  
Mintesinot

# **MBA Thesis Editing and Proofreading**

## **Customer Service Excellence in the Motor Industry**

Good day, Dr Naidu

The meticulous attention to detail and profound understanding of the subject matter exhibited by Dr. Rachael are evident in the comprehensive and well-structured thesis. My research design, methodology, and data analysis were executed with precision, reflecting a high level of academic rigour. My thesis effectively contributes to the existing body of knowledge in the field of Customer Service.

Mr K Naicker

# **MBA Thesis Editing and Proofreading**

## **The Impact of the Supply Chain Process in a State owned entity**

Dear Dr Rachael

I appreciate the excellent editing work you performed on my thesis. Your efforts have resulted in an outstanding piece of scholarly work.

Ms N Daniels

## Master's Thesis on Income Tax and Auditing



**Bronwyn Davidson**

to me ▾

Mon, 4 Dec, 07:27 (1 day ago)



Good Morning Dr Naidu

Please see my accepted changes and some additions, this is taking shape nicely now, wow you are invaluable to me! I think if you agree with my additions then you can do the referencing etc?

Please may I call you to discuss my chapter contents, I need to make proper frameworks to work on Chapter 2-5 now so that it can progress faster, I am determined to get it done by the end of December! This is my own personal goal! I am definitely not sure what the headings of my next chapters should be, I think your input here will be more valuable if we can discuss it? What time will suit you best? I hope for things to quiet down at work soon in which case I will have more time to focus on this dissertation. You are a star, thank you, thank you, thank you!!!!!!!!!!!!!! CAPITAL THANK YOU! Will you still be able to assist me throughout December as I progress, please?

Regards

Bronwyn



**Mintesinot Birru**

to me ▾

Dear Dr. Rachael,

Thank you so much for your incredible work!



**DANIELLE JOLENA CROWIE**

to me ▾

09:46 (1 hour ago)



Dear Dr Naidu

I trust this email finds you well.

I am so sorry for only sending this through now, the past few months have been crazy on my side due to the elections.

Please find attached the signed recommendation letter.

Just an update on my thesis:

- I am still currently busy working on it. My supervisor wanted me to make some changes.
- We will then do a full read-through of thesis.
- I might need to send the work back to Dr Naidu for final language and grammatical edits. This shouldn't be much as the work itself hasn't changed much, I've just need to add and move some information around. I would also like to discuss some layout changes and whether that's in line with proper dissertation structure.
- I will be in contact with Dr Naidu sometime in July for this service in all likelihood.

Once again, I'd like to express my sincere thanks and gratitude for all your help with editing and streamlining my work.



**Dr. Belle Louis Jinot**

to me ▾

09:54 (27 minutes ago)



Dear Dr. Naidu,

Good morning. Thank you very much for your professionalism. Much appreciated. I have not yet gone through the edited thesis, but I am sure it must be of good quality. I will come back to you. Of course, I will refer my other students to you for editing.

Regards,

**Dr BELLE L. J, FHEA (UK)**

*ACU Fellow in Education (BUK, Kano State, Nigeria)*

*Commonwealth Scholar (Institute of Educational Technology, UK)*

*Certified PhD supervisor (Stellenbosch University)*

*Ph.D (SA); MBA (Edinburgh, UK); MA ODE (Open) (UK); MSc (UoM); M.Ed (SA); PGDEM (SA)*

Academic Affairs Division

Open University of Mauritius

Dear Bev and Rachael,

Thank you very much for your time and for the introductions.

Racheal, would you be happy to meet with me, at a time that is convenient for you, to discuss the matter further?

A great day further to you both.

Kindest of regards,

Dominique Anderson, PhD

Senior researcher and team lead for Biocollection Informatics



**Thabo Kheswa**

to me ▾

Thank you Dr. I have received it.



**PERFECT**



# Congratulations, Rachael!

## Your article reached 500 reads

Achieved on June 8, 2024

Article: Title: Comparison of Quantitative and Qualitative Data Analysis in a Mixed Method Approach



Rachael, increase your impact even more.

[View suggestions](#)

Share on social media

### Communications Portfolio Report

Leading Safrea's Communications portfolio during a time of limited work and increased personal commitments might seem absurd. However, our dedicated communications team, has risen to the challenge in these initial weeks and has been truly inspirational.

Lisa Dreyer and Aqeelah Van der Schyff have revived Safrea's social media presence. Lisa, a "professional storyteller with a talent for marketing, branding, and content creation," has played a crucial role. Despite the challenges posed by our social media accounts falling prey to the dark web, she persisted. Lisa has reclaimed all social media accounts, launched a new Facebook page, and is in the process of recovering our original Instagram handle. She has also implemented cybersecurity measures to protect our social media assets.

Aqeelah, an intern with a degree in language and communications and a passion for "content creation", has tackled essential tasks with professionalism. She has responded to after-hours requests, using her Canva skills to design cards for Safrea members who have suffered family losses and delivering her commitments promptly.

Rachael Naidu-Valentine, a distinguished professional, swiftly returned to activity, despite suffering a personal loss. She has provided invaluable insights and guidance on internal communications, such as mailing list software and communication channels.

Our trusted executive administrator, Thea Aboud, supports her by contributing years of experience in internal communications.

Akani Ngubeni, an editorial intern at Jacana Media and an English Master's candidate, leads our newsletters and website efforts. Balancing studies and a full-time job, Akani has revitalised the Safrea newsletter with fresh ideas and outreach to our members. He brings his publishing experience and vision to connect with our younger freelancers.

Supported by Thea, and management team members Kay Johnstone, whose insight has been invaluable, and Nathi Gula, who has provided steady guidance, these first weeks have set a remarkable precedent. I am honoured to lead a team of experienced, professional, and committed members.

Our plans for robust social media, internal communications that foster camaraderie, and a vision for a new generation are well underway.

I encourage you to recognise the valuable, voluntary work these communication members have done for you. Please visit, like, share, and comment on our refreshed Safrea social media accounts to show your support. (Please see the links on Page 10). Let's start afresh!

Safeeyah Kharsany

Safeeyah Kharsany



Lisa Dreyer



Rachael Naidu-Valentine



Akani Ngubeni



Aqeelah van der Schyff



## World Conference of Science Journalists 2025

### Our groundbreaking event is taking shape!

The World Conference of Science Journalists will be happening for the first time ever on African soil, 1-3 December 2025, at the CSIR International Convention Centre in Tshwane. And you could be there!

It's going to be a very exciting event with speakers and panels from across the world. The WCSJ2025 is expected to draw about 800-1000 delegates from upwards of 50 countries.

The Programme Committee has been busy shaping the programme, and is about to issue a call for proposals for sessions. Keep your eyes peeled – as a member of the South African Science Journalists Association, this may be your ticket to attend, not as a guest, but as a participant.

If you have not already subscribed to receive news directly from the conference please add your details at <https://www.wcsj2025.org/subscribe/>.

#### WCSJ25 Excursions: here's a sneak peek

We will visit the Cradle of Humankind World Heritage Site – one of the world's richest fossil sites. Here we will find:

- **The Maropeng Visitor Centre**, an award-winning, world-class exhibition, focusing on the development of humans and our ancestors over the past few million years. Take a journey through time, starting with the formation of the planet and moving all the way through the evolutionary processes that culminated in the world as we know it today. See fossils, learn about how humankind was born, view stone tools that are up to one million years old, and much more. This interactive tour allows you to take all the time you need to ponder humanity's fascinating origin story.
- **The Sterkfontein Caves**, a fascinating museum display of cave formations and geology, early life forms, mammals, and hominid fossils, among other topics. Here you will be introduced to 'Mrs Ples', the 'Taung Child' and 'Little Foot' before heading underground to explore the caves, where scientists have discovered many hominid and other animal fossils dating back more than 4-million years to the birth of humanity.
- **Active scientific dig sites**, where researchers are painstakingly reconstructing humanity's complex origin story. These sites are often visited by world renowned experts in the field, and have hosted major scientific announcements, such as the discovery of 'Little Foot', Homo naledi and Australopithecus sediba.

There's much more to follow, and the news will now be coming out fast, so do subscribe to keep pace!

Mandi Smallhorne, SASJA



Rachael Naidu-Valentine, a distinguished professional, swiftly returned to activity, despite suffering a personal loss. She has provided invaluable insights and guidance on internal communications, such as mailing list software and communication channels.

members like, share Safrea soc support. (l Let's start

**Safeeyah**

*Safeeyah Kharsany*



*Lisa Dreyer*



*Rachael Naidu-Valentine*





### Good job, Rachael!

With 38 new reads, your research items were the third-most-read research items from your department last week

Achieved on July 22, 2024



Rachael, increase your impact even more.

[View suggestions](#)



### Well done, Rachael!

Your research items reached 900 reads

Achieved on July 28, 2024



Rachael, increase your impact even more.

[View suggestions](#)

Share on social media



## Inquiry About Dissertation Writing Services



**Masimtembe M. [redacted]**  
to me ▾

11:01 (28 minutes ago) ☆ 😊 ↶ ⋮

Dear Dr. Naidu,

I hope this message finds you well.

I was referred to you by a fellow postgraduate student from UWC who spoke highly of your assistance with dissertation writing. I am currently seeking support with my dissertation and I am interested in learning more about your services.

Could you please provide information on the types of support you offer, your rates, and whether you can assist with selecting a dissertation topic?

Thank you for your time and assistance.

Best regards,  
Masimtembe M. [redacted]