

# Safrea presents career-building tips for freelance creatives at Madex event in Johannesburg

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Freelance creatives looking to get an edge in the job market are the focus of an upcoming session from The Southern African Freelancers' Association (Safrea) at Madex in Johannesburg.

Presented by long-time Safrea member Tiffany Markman, the topic is titled: "Taking the 'free' out of freelancing: five ways to be a more successful creative".

"Successful freelancing is about business as much as it is about creative talent," says Markman. "I'm excited to share some tried-and-tested tips with colleagues, acquaintances and guests at Madex, en route to making us all better money-makers."

Markman is an internationally sought-after freelance copywriter, editor and writing skills trainer. As a successful marketing entrepreneur, she has made a name for herself in the freelancing market both as an expert and advisor.

Safrea is thrilled to have her represent the association at Madex. "Madex is an important event that brings together leaders in the communications industry. Our hope is to inspire freelancers there to think out of the box when growing their careers," says Safrea Chair Laura Rawden.

Madex is a first-of-its-kind expo that focuses on the marketing and public relations industry. It features over 20 different sessions on topics including digital strategies, mobile marketing, communications trends and more.

Madex runs from Wednesday, 7 June, to Thursday, 8 June, at the Sandton Convention Centre in Johannesburg. Guests can attend Markman's session on 8 June at 1:30pm.

## About Safrea:

Safrea is the Southern African Freelancers' Association. We advocate for and support freelance workers in the communications fields. We also provide resources, tools, training and networking to strengthen freelance careers.

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## Safrea



Safrea is the Southern African Freelancers Association. We provide advocacy, support and resources to freelancers in the media and communications industry, and provide tools, training and networking to freelance professionals.

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