



PERSONAL HISTORY

Job Description	::	Writer/Designer/Photographer
Nationality	::	South African
Home Languages	::	English/Afrikaans
Address	::	28 Middelburg Ave, Monte Vista, Cape Town 7460
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AT-A-GLANCE

- Thirteen years as freelance **Writer/Translator/Designer**. Clients include Volkswagen, Audi, SAB, British Airways, American Express [through *Ogilvy*], Weylandts and MWeb [through *M&C Saatchi Abel*], City of Cape Town [through *Derrick*], Matrixads, Artists One Artists Management, Overhex Wines International, Cape Diamond Wines, Org de Rac Organic Wines.
- Four years as **Concept Editor and Senior Copywriter** responsible for content, concepts and sound at Internet company Forwardslash. Oversaw the work of five copywriters. Also started designing in all major design software.
- Eight years as **Senior Copywriter** at big ad agencies working through the line on accounts like Colgate Palmolive, South African Breweries, Old Mutual, Firestone, Media 24 and Pick & Pay Financial Services.
- Work has won **numerous accolades**, including Loeries, Lions and the prestigious New York One Show Awards.
- First **novel**, Fast Forward from Schoonwater (published by Double Storey Books) on Sunday Times Long List.

EDUCATION & TRAINING

Highest Standard Passed :: Standard 10
Year :: 1979
Subjects Passed :: English, Afrikaans, Maths, Science, History, Geography

Degrees/Diplomas/Courses Completed:

- **National Diploma in Performing Arts** - Pretoria Technicon. Subjects included: English, Afrikaans, Writing and Directing for Television, Film and Radio :: 1984
- **National Higher Diploma in Performing Arts** – Pretoria Technicon. Subjects included: English, Afrikaans, Writing and Directing for Television, Film and Radio :: 1985
- **Lipsynchronisation Translation Course** - SABC, Johannesburg :: 1985
- **Adobe Creative Suite Course** - Concept Interactive, Cape Town :: 2004

COMPUTER EXPERIENCE

- Photoshop
- Premiere
- Dreamweaver
- Powerpoint
- Bootstrap Studio
- Microsoft Word
- Illustrator
- Adobe Audition
- Indesign
- Wordpress CMS

SKILLS & STRENGTHS

- **Content creation, copywriting and translations (Engl/Afr, Afr/Eng)**
- **Website design**
- **Print design** up to finished artwork & liason with printers
- **Content Editing & Management**
- **Strong creative writing skills** - first novel was published (Fast Forward from Schoonwater, Double Storey Books)
- Interested in **current affairs**
- **Conscientious**

WORK HISTORY

- **Freelance Writer/Translator/Designer/Photographer** :: 2004 - present
Clients & Accounts: Volkswagen, Audi, SAB, British Airways, American Express [through Ogilvy], Weylandts and MWeb [through M&C Saatchi Abel], City of Cape Town [through Derrick], Matrixads, Artists One Artists Management, Overhex Wines International, Org de Rac Organic Wines, Glen Carlou Winery.
- **Concept Editor - Forwardslash, Cape Town** :: 2000 - 2003
Job description: Concept, design and copy for offline and online promotions, including print ads, radio spots, online promotion pages and e-mails; copy for various websites; sound design for all projects; directing of voice-overs for use on websites and software, press releases.
Responsible for the work of five copywriters.
Accounts: Softwrap, The Gaming Club, The River Belle, Lucky Nugget, Orbital Online Casino, Showdown Casino.
- **Senior Copywriter - TBSP, Cape Town** :: 1999
Job description: Concept and copy for various “Brand Theatre” campaigns; concept and copy for websites and promotional videos.
Accounts: Old Mutual, The Competition Commission, South African Breweries, ESCOM.
- **Senior Copywriter - Bosman Johnson FCB, Cape Town** :: 1996 - 1999
Job description: Concepts and copy for above and below-the-line television, CD Rom, radio and press advertising; presentations; directing of voice-overs, press releases etc.
Accounts: Southern Life, Good Hope Bank, Pick ‘n Pay Financial Services, Nasionale Tydskrifte, Sunair, Distillers Corporation, Caltex, Hard Rock Café, Rembrandt International.
- **Copywriter/Broadcast Producer - Y&R, Nairobi, Kenya** :: 1992 - 1995
Job description: Concepts and copy for above and below-the-line television, radio and press advertising; presentations; casting; directing of television commercials and radio spots; editing.
Accounts: Commercial Bank of Africa, Co-operative Bank of Kenya, Madison Insurance, Firestone East Africa, Colgate Palmolive, Cadbury Kenya, Glaxo Wellcome.
- **Copywriter, PdeV Advertising, Cape Town** :: 1991
Job description: Concepts and copy for above and below-the-line television, radio and press advertising; directing of voice-overs and sound.
Accounts: Standard Bank Namibia, SWABOU Building Society, New South Africa Peace Campaign.
- **Actor - Cape Performing Arts Board (CAPAB)** :: 1986 – 1990
Acted in many productions, including Ubu Roi; Blitzbreker and the Chicken from Hell; Piekniek by Dingaan; Romeo and Juliet; The Good Soldier Shwek; Anatomie Titus: Fall of Rome; Kinkels in die Kabel; Measure for Measure; Huise vol Uile.