

ELIZABETH

Creative Director & Senior Copywriter

Cape Town, South Africa | Bilingual (English & Afrikaans)



PROFESSIONAL SUMMARY

An award-winning Creative Director and Senior Copywriter with over two decades of experience across digital, print, and broadcast media. Proven track record in developing high-impact strategies and creative content for global brands in the technology, automotive, and FMCG sectors. Adept at managing end-to-end creative processes, from conceptualization and e-commerce development to multi-channel marketing campaigns.

KEY SKILLS

- Creative Direction & Brand Strategy
- Senior Copywriting (Radio, Print, Digital, TV)
- Digital Content Strategy & SEO
- E-commerce Web Development
- Bilingual Translation & Proofreading
- Feature & Editorial Writing
- Internal & Corporate Communications
- Social Media Marketing

PROFESSIONAL EXPERIENCE

Creative Director / Owner

October 2015 – Present

Independent Boutique Creative Agency

- Lead creative strategy and content production for high-profile accounts including global technology leaders and luxury automotive brands.
- Oversee internal reward programs, social media marketing, and multimedia campaigns for international manufacturing and electronics firms.

- Manage end-to-end client relationships and project delivery across diverse industries including finance, retail, and animation.

Shareholder & Web Developer**December 2017 – Present***Eco-friendly Retail & E-commerce Venture*

- Co-founded and built an e-commerce platform focused on sustainable, plastic-free living.
- Managed brand identity development, website architecture, and digital marketing strategy.

Senior Digital Strategist & Copywriter**August 2013 – January 2018***Strategic Marketing & Rewards Agency*

- Developed comprehensive online strategies and digital copy for leading global brands in electronics, automotive, and pharmaceuticals.
- Executed cross-platform campaigns for major beverage and FMCG companies.

Freelance Senior Copywriter**August 2014 – March 2015***International Luxury Real Estate Marketing Firm*

- Produced high-end copy for radio, print, and digital channels targeting luxury property and premium automotive markets.
- Provided professional translation and proofreading services (English/Afrikaans).

Copywriter / Editor**February 2010 – May 2013***Leading Private Healthcare Group*

- Managed creative communication for an extensive network of hospitals across Southern Africa.
- Produced brochures, magazines, newspaper print, radio scripts, and internal communications.

Senior Copywriter**July 2008 – March 2009***Specialized Pharmaceutical Marketing Agency*

- Developed specialized medical and pharmaceutical copy for major global healthcare labs.
- Created GP communications, promotional materials, and medical brochures.

Copywriter**October 2007 – June 2008***Major National Furniture & Home Retail Group*

- Authored copy for multiple retail brands, managing brand equity documents and corporate identity portfolios.
- Produced high-volume promotional materials for print and radio.

Copywriter

January 2004 – November 2005

Award-Winning Integrated Communications Agency

- Crafted creative content for blue-chip clients including global beverage, banking, and logistics giants.
- Developed campaigns for leading fast-food chains and personal care brands.

EDUCATION

- **Postgraduate Copywriting** – Vega: The Brand Communications School (2000)
- **BA majoring in Psychology & English** – RAU / Stellenbosch University (1997-1999)
- **Marketing & Business Management (MBM)** – Damelin (1996)

CERTIFICATIONS & TRAINING

- **Social Media Marketing Course** – Britefire (2012)
- **Feature Writing** – CityVarsity (2012)

AWARDS & ACHIEVEMENTS

- Pending Award Winner
- Loerie Award Winner
- Finalist in "Ideas That Matter"

LANGUAGES

- English (Fluent)
- Afrikaans (Fluent)
- Mandarin (Basic)