

# CHLOË

## Senior Conceptual & Digital Writer

Johannesburg, South Africa

**RooCruit**

### PROFESSIONAL SUMMARY

*A highly creative Senior Conceptual and Digital Writer with a talent for shaping brand stories, high-impact campaigns, and long-form essays. Experienced across multiple formats and categories, bringing a literary sensibility to every brief to ensure clarity and impact for diverse global audiences. Proven track record of delivering award-winning creative work that drives results and builds brand equity.*

### KEY SKILLS

- Conceptual Copywriting
- Digital Content Strategy
- Brand Storytelling
- Campaign Development
- Community Management
- Fashion & Lifestyle Specialization
- International Brand Experience
- Long-form & Editorial Writing

### ACCOLADES

**WesBank New Generation Awards (2025)**

8 Awards for Automotive Campaign Work (2x Gold, 4x Silver, 2x Bronze)

**Promax Global Excellence Awards**

3x Awards for Media & Entertainment Industry

**Creative Circle Awards**

1x Gold, 1x Silver for Financial Services Sector

**PROFESSIONAL EXPERIENCE**

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**Senior Conceptual & Digital Copywriter**

2022 — 2025

Global Integrated Advertising Agency

Leading conceptual development and copywriting for high-profile clients in the automotive and telecommunications sectors. Developed multi-channel campaigns that earned significant industry recognition and awards.

**Conceptual Copywriter (Contract & Project Based)**

2024 — 2025

Various International & Boutique Agencies

Providing specialist conceptual work for major EMEA-wide sportswear campaigns, international telecommunications providers, public relations firms, and boutique lifestyle brands.

**Conceptual & Digital Copywriter**

2021 — 2021

Global Marketing Communications Agency

Focused on digital-first conceptualizing and execution for a diverse portfolio of FMCG and retail brands.

**Conceptual & Digital Copywriter**

2019 — 2021

Leading Full-Service Advertising Agency

Developed award-winning work for the financial services sector and beverage industry. Specialized in bridging the gap between traditional conceptual advertising and digital engagement.

### **Conceptual Copywriter & Creative Content Media Manager**

2017 — 2019

Creative Content Collective

Managed the intersection of creative writing and social media management, ensuring brand voice consistency across all digital touchpoints.

### **Senior Account Executive & Community Manager**

2016 — 2017

Global Creative Network

Facilitated client relations while managing digital communities for top-tier retail and fashion clients.

### **Junior Copywriter & Community Manager**

2016

Leading Interior Design & Architectural Publication

## **MAJOR CLIENT PORTFOLIO**

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ASICS EMEA, Burger King, Comedy Central, BET Africa, Audi EMEA, VW EMEA, Budweiser, Freedom of Movement, Dove, Skip, Standard Bank, Nando's, Mercedes-Benz, Corona, MTC (Namibia), Poetry, Cape Union Mart, Old Khaki, James Hardie (USA), MTN, SPCA, Lexus.

## **EDUCATION**

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### **BA: Fashion Design**

2013 — 2015

FEDISA (Fashion Institute of South Africa)

### **Matriculation**

2012

Brescia House School

Confidential Candidate Profile — Provided by RooCruit South Africa