



# Tshepo Molefe

## Copywriter

### Award

2018 | Cannes Young Lion

**Top 20 in the Film Category**

2020 | Creative Circle Annual Awards

**2nd in Integrated, Live**

**3rd in PR, Media, Film**

2021 | Loeries Young Creatives

**Finalist**

### Portfolio

[https://www.tshepomolefe.com/  
/portfolio](https://www.tshepomolefe.com/portfolio)

### Contact

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### Education

- 2018 | Umuzi Academy  
**NQF 5 in Advertising Majoring in Copywriting**
- 2019 | Michigan State University  
**Short Course in Scriptwriting**
- 2024 | Market Theatre  
**Level 2 in Theatre Performance**
- 2024 | Market Theatre  
**Level 2 in Scriptwriting**

### Work Experience

- Publicis Groupe Africa | May 2025 - present  
**Integrated Copywriter**
  - TTL advertising campaign conceptualisation
- Leagas Delaney | February 2024 - February 2025  
**Integrated Copywriter**
  - TTL advertising campaign conceptualisation
  - Worked on pitches and 360 campaigns with art director
- 8909 Digital | April 2023 - January 2024  
**Digital Copywriter**
  - Digital and influencer campaign conceptualisation
  - Worked on pitches and 360 campaigns with art director
- Grid Worldwide | January 2022 - December 2022  
**Creative Copywriter**
  - TTL Advertising Campaign Conceptualisation
- draftLine JNB | March 2020 - November 2021  
**Midweight Copywriter**
  - TTL & digital advertising campaign conceptualisation
  - Worked on pitches and 360 campaigns with art director/s
- Mbongiworks | August 2019 - February 2020  
**Midweight Copywriter**
  - BTL and instore activation conceptualisation
  - PR campaign conceptualisation
  - Content creation for social media
- Network BBDO | May 2018 - July 2019  
**Junior Copywriter**
  - TTL & digital advertising campaign conceptualisation
  - Content creation for digital platforms