



# TSHEPO MOLEFE

## COPYWRITER/ SCRIPTWRITER

### CONTACT

T: +27 63 816 4308

E: ADMIN@TSHEPOMOLEFE.COM

W: [HTTPS://WWW.TSHEPOMOLEFE.COM](https://www.tshepomolefe.com)

### PORTFOLIO

[HTTPS://WWW.TSHEPOMOLEFE.COM/  
PORTFOLIO](https://www.tshepomolefe.com/portfolio)

### AWARDS

**2018 CANNES YOUNG LIONS COMPETITION**  
TOP 20 ENTRY IN THE FILM CATEGORY

**2020 CREATIVE CIRCLE ANNUAL AWARDS**  
2ND IN INTEGRATED & LIVE  
3RD FOR PR & MEDIA & FILM

**2021 LOERIES YOUNG CREATIVE AWARD**  
FINALISTS

## EXPERIENCE

### DIGITAL COPYWRITER

8909 DIGITAL | APR 2023 - PRESENT

- Conceptualised Social Media Content Plans for various brands
- Conceptualised digital and influencer campaigns
- Put together pitch concepts and presentations with an art director

### MID-WEIGHT COPYWRITER

GRID WORLDWIDE | JAN 2022 - DEC 2022

- TTL Ad Campaign Conceptualisation
- Wrote Radio, TVC, OOH, and Digital Content that would answer the brief while adhering to the concept
- Put together pitch concepts and presentations with an art director

### MID-WEIGHT COPYWRITER

DRAFTLINE JNB | MAR 2020 - NOV 2021

- Content Creation for Digital Platforms
- 360 and Digital, Data-led Ad Campaign Conceptualisation.
- Wrote Radio, TVC, OOH, and Digital Content that would answer the brief while adhering to the concept
- Put together pitch concepts and presentations with an art director

### MID-WEIGHT COPYWRITER

MBONGIWORKS/BONFIRE | AUG 2019 - FEB 2020

- Conceptualised on BTL and In-Store Activations
- Conceptualised PR Campaigns
- Content Creation for Social Media
- Put together pitch concepts and presentations with an art director

### JUNIOR COPYWRITER

NET#WORK BBDO | JUN 2018 - AUG 2019

- Content Creation for Digital Platforms
- 360 Ad Campaign Conceptualisation
- Wrote Radio, TVC, Print, and Digital Content that would answer the brief while adhering to the concept
- Put together pitch concepts and presentations with an art director

### COPYWRITING INTERN

THE MAKE BEAUTIFUL AGENCY | JAN 2018 - MAY 2018

- 360 Ad Campaign Conceptualisation
- Wrote Radio, TVC, Print and Digital Content that would answer the brief while adhering to the concept

## SKILLS

- Copywriting
- Conceptualisation
- Digital Content Creation
- Scriptwriting
- Brand Strategy
- Corporate blogging
- UX Writing
- Playwriting

## EDUCATION

**NQF 5 IN ADVERTISING MAJORING IN COPYWRITING**  
UMUZI ACADEMY | FEB 2017 - FEB 2018