



TSHEPO MOLEFE

COPYWRITER/
CONTENT
CREATOR/
WRITER

CONTACT

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PORTFOLIO

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

EXPERIENCE

MID-WEIGHT COPYWRITER

DRAFTLINE JNB | MAR 2020 - PRESENT

- 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 on PR Campaigns.
- Content Creation for Social Media.
- Put together pitch concepts and presentations with an art director.

COPYWRITER

NET#WORK BBDO | JAN 2019 - 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.

FREELANCE COPYWRITER

NET#WORK BBDO | JUN 2018 - DEC 2018

- Content Creation for Digital Platforms.
- TV and Radio Ad Campaign Conceptualisation.
- Writing Radio Scripts and TVCs that would answer the brief while adhering to the concept.

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.

EDUCATION

NQF 5 IN ADVERTISING MAJORING IN COPYWRITING

UMUZI ACADEMY | FEB 2017 - FEB 2018

SKILLS

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

AWARDS

2018 CANNES YOUNG LIONS COMPETITION

ONE OF TOP 20 ENTRIES IN THE FILM CATEGORY

2020 CREATIVE CIRCLE ANNUAL AWARDS 2020

2ND IN INTERGRATED & LIVE. 3RD FOR PR AND MEDIA & FILM