

Q: *How do you eat an elephant?*

LIZE-MARIÉ SWAN

ART DIRECTOR & CREATIVE MAVERICK

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CAREER STRATEGY

A: *One bite at a time.*

EMPLOYMENT EXPERIENCE

THE ODD NUMBER - JOHANNESBURG

CREATIVE DIRECTOR
(NOV 2019 - PRESENT)

Main duties are retail creative direction, and conceptualisation of 360° advertising campaigns (ATL and BTL) for MassMart's GAME stores. On a day to day basis I liaise and brief artists, production teams, social media and digital teams from external agencies to produce effective retail campaigns in-store and wider ATL communications as well as internal sales and marketing campaigns for B2B opportunities.

PROMISE GROUP - JOHANNESBURG

SNR. CONCEPTUAL ART DIRECTOR
(OCT 2017 - OCT 2019)

Main duties are retail art direction, and conceptualisation of 360° advertising campaigns (ATL and BTL) for the Edcon Group and Edcon Speciality Division which consist of retailers, Edgars, Jet, CNA, Boardmans and Edcon Cellular. On a day to day basis I liaise with artists, production teams, internal digital creatives and social media managers to produce effective retail campaigns in-store and wider ATL as well as digital communications and internal sales and marketing campaigns for B2B opportunities.

ODA ADVERTISING - DURBAN

SNR. ART DIRECTOR / COPYWRITER
(APR 2016 - OCT 2017)

As Senior Art Director and Copywriter my main duties are art direction, design, packaging design, corporate identity development, copywriting and conceptualisation of 360° advertising campaigns for new and existing clientele. Client list includes Bygård Automation Business Solutions, Ascendis Pharmaceuticals (Brands: Sinucon, Sinucon C, Zetop, Biocort), Styleline Sanware, SRSA (Dunlop), Unilever Food Solutions, Wondrous Water, Spar Group BuildIt, RTE Snacks (Brands: On the Go nuts and dried fruit snacks), Johannesburg Expo Centre and Nolands Auditors. On a day to day basis I design and write copy to produce emailers for Unilever Foods Solutions according to the digital strategy by Wunderman Germany.

GEOMETRY GLOBAL-OGILVY&MATHER JOHANNESBURG

ART DIRECTOR (JUN 2015 - MAR 2016)

Redworks merged with Hogarth which lead to the retail creative department merging with Geometry Global in a global acquisition. Most of my duties stayed the same with Sun International being my main client, with added shopper-marketing and activations experience with briefs from Vodacom SA, Grandpa, Nestle, GSK (Mondelez).

REDWORKS-OGILVY&MATHER - CAPE TOWN

ART DIRECTOR/DESIGNER (FEB 2014 - MAY 2015)

Main duties are art direction, design, conceptualisation of large scale promotions and advertising campaigns to Sun International Hotels, Resort and Casinos. Sun International

boasts with a portfolio of 27 properties across Africa and South America, incl. Sun City, Carnival City, Boardwalk Casino, The Table Bay Hotel and The Maslow Hotel in Sandton.

STRAIGHT TWISTED - JOHANNESBURG

ART DIRECTOR/TEAM LEADER (SEPT 2012 - JAN 2014)

Main duties are art direction, design, conceptualisation and sometimes copywriting of advertising campaigns and materials to clients: Nissan South Africa(NSA), Soviet Clothing, Treger Brands, Everguard and LawCredit. Manage studio workflow and check that all aspects of client briefs are met, on time, on target and executed to the highest quality.

As the team leader and creative head for the internal NSA team at Straight Twisted, my main duties was to act as a brand custodian for the NSA Retail, Parts and After Sales, Africa Division, Dealer Network and Internal Communications on the NSA account. In 2013 LKDA voted NSA to have the most consistent retail campaigns across all Nissan networks globally.

INTERNSHIPS & VOLUNTEER

HBS (HOST BROADCASTING SERVICES)

WEBSITE PUBLISHER ASSISTANT (JUNE 2010 - JULY 2010)

I had the privilege to be one of 200 students nationwide to intern for six weeks at the official FIFA broadcasting services during the 2010 FIFA Soccer World Cup in South Africa. My duties was to update broadcasting information on the FIFA-MAX server for the 2010 FIFA Soccer World Cup.

TBWA\HUNT\LASCARIS

INTERN ART DIRECTOR (MAY 2010 - JUN 2010)

As part of my course, I had the privilege to intern for a week at TBWA\Hunt\Lascaris, a multi-awarded advertising agency. I designed a logo for the LAB and brainstormed on various ideas and concepts.

BREINSTORM BRAND ARCHITECTS

INTERN DESIGNER (MAY 2010)

I interned for a week during winter break at Breinstorm Brand Architects, a boutique branding and design agency. I designed (under the guidance of the creative director)a fabric pattern for Marriane Fassler, renown South African fashion designer, for her 2010 spring collection.

AGENT ORANGE DESIGN

INTERN/DESIGNER (NOV 2009 - DEC 2009)

During the summer break, I interned for six weeks at Agent Orange Design, an advertising and design agency.

PRETORIA ART MUSEUM

VOLUNTEER/EDUCATIONAL ASSISTANT (2004)

I volunteered as an educational assistant and guide for the Pretoria Art Museum. During this time I set up workshops and help to manage some art exhibitions.

AWARDS AND ACHIEVEMENTS

MUSE CREATIVE AWARDS (2020)

SILVER AWARD IN MARKETING & PROMOTIONAL

The MUSE Creative and MUSE Design Awards are global competitions, which seek to commemorate the exemplary creative and design professionals of various industries. <https://museaward.com/>

A'DESIGN AWARDS (2020)

BRONZE AND SILVER AWARDS IN ADVERTISING, MARKETING & COMMUNICATION DESIGN

A' Design Award and Competition was established to create a global appreciation and awareness for good design as well as to promote good design practices and principles worldwide. The ultimate aim of the design accolade is to make the world a better place by promoting, publishing and advertising good designs in all industries. <https://competition.adesignaward.com/>

THE CREATIVE POOL ANNUAL 2018

INDIVIDUAL GRAPHIC DIVISION BRONZE WINNER

Creativepool endeavours to set higher benchmarks for creativity and to inspire learning, interaction, and debate and does so with one of the most widely distributed creative award publications, the Creativepool Annual, <https://creativepool.com/>

ECO DESIGN INITIATIVE CHALLENGE 2012

FRESH TALENT⁵NALIST

The Eco Design Initiative is an annual challenge to designers from South Africa to come up with unique and sustainable design solutions to improve our social and economical environment. Sponsors and associates of this challenge are the South Africa Department of Arts and Culture, Swedish Art Council, The Swedish Institute, the SVID-Swedish Industrial Design Foundation, INDEX:design to improve life and The Earth Child Project. All finalist designs will be showcased at the Design Indaba, Cape Town.

EDUCATIONAL INFORMATION

Degrees & Diplomas

UNIVERSITY OF JOHANNESBURG

NDIP GRAPHIC DESIGN (2008-2011)

- * Design Techniques
- * Communication Design
- * Graphic Design Drawing
- * Professional Graphic Design Practice
- * History and Theory of Graphic Design

UNIVERSITY OF PRETORIA

BA VISUAL STUDIES (2003-2006)

- * History of Art
- * Visual Communication Studies
- * Drama and Film Studies
- * Cultural History
- * Information Science
- * History of Western Philosophy
- * Industrial Psychology
- * Marketing Management

Certifications

OGILVY DIGITAL MARKETING ACADEMY

CERTI⁵GATES (2015)

- * Content Strategist
- * eMail Marketing Essentials
- * Digital Analytics for Marketers

MAURICE KERRIGAN AFRICA

CERTI⁵GATE (2014)

Effective Speaking and Presentation

AAA SCHOOL OF ADVERTISING

CERTIFICATE (2012)

Copywriting

NATIONAL COLLEGE OF PHOTOGRAPHY

CERTI⁵GATE (2003)

Intermediate course in Photography

HOËRSKOOL JAN VILJOEN (HIGH SCHOOL)

NATIONAL SENIOR CERTI⁵GATE (2002)

- * Afrikaans
- * English
- * Accounting
- * Mathematics
- * Computer Science
- * Physical Science

OTHER INFORMATION

COMPUTER LITERACY

ADOBE CC

- * Photoshop
- * Illustrator
- * InDesign
- * XD

MICROSOFT

- * Word
- * Excel
- * Power Point

AF⁵NITY

- * Publisher
- * Designer
- * Photo

DREAMWEAVER

- * Dimensions
- * Premiere Pro
- * After Effects

OTHER

- * Keynote
- * Numbers

DIGITAL

- * HTML & CSS
- * CMS
- * IU & UX design

LANGUAGES

- * English, Afrikaans, Learning French

LICENSES

- * Code 08 drivers license
- * PADI Scuba Diving License - Advance Diving

REFERENCES

GEOMETRY GLOBAL

MAHEN REDDY (CREATIVE DIRECTOR)

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OGILVY & MATHER JOHANNESBURG

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OGILVY&MATHER JOHANNESBURG

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