

Andrew Pearson

Personal Details

Nationality South African

Contact Information

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Portfolio www.fwoomsh.com

Tertiary Education

AAA School of Advertising – Cape Town
Diploma in Marketing Communications (With Merit)
Graduated 2003

ADDITIONAL COURSES/TRAINING

Ogilvy Digital Marketing Academy	Ogilvy Action Academy
PRISA Presentation Skills Training	Youth Strategy & Marketing
Hubspot Inbound Marketing Certification	Primedia Radio Marketing

Skill Set

Creative Direction	Script Writing
Copywriting	Retail Advertising
Digital/Social Campaigns	Direct Marketing
Content Creation	Shopper Marketing
Social Activation	Brand Activation

Recent Notable Achievements Include:

GOLD – Content Strategy - 2017 Bookmarks: Ster Kinekor #OpenEyes
MULTIPLE SILVER – Branded Content, Social Media & Digital Campaign - 2017 Bookmarks: Ster Kinekor #OpenEyes
GRAND PRIX - Integrated – 2016 Africa & Middle East Loeries: Ster Kinekor #OpenEyes
MULTIPLE GOLD – Integrated, Branded Content & PR - 2016 Africa & Middle East Loeries: Ster Kinekor #OpenEyes
SILVER - TV - 2016 Africa & Middle East Loeries: Dairy 'Just Enough Energy for Teens'
MULTIPLE 1st, 2nd & 3rd PLACES – Creative Circle Ad of the Month 2016 – Ster-Kinekor, Dairy, Masterlock, We The Brave
SILVER - Pendorings 2014: Musica – 'Mouth Music' TV
BRONZE - Apex Awards 2014: Cell C 'Wake Up South Africa' Campaign
BRONZE - 2013 Africa & Middle East Loeries: Castle Lager 'One One Eight Crafted Lager' Experiential
MULTIPLE GOLDS – Outdoor/Ambient/Print & Direct Response – 2013 Assegai Awards: Cell C 'Change to Cell C'
BRONZE - Assegai Awards 2013: Castle Lager 'Africa United' - Outdoor/Ambient/Print
BRONZE - Eagles Print Awards 2013: KFC Coffee 'Yawners'
BRONZE - 2013 Africa & Middle East Loeries: Castle Lager '118 Crafted Lager' Alternative Media & Field Marketing
SILVER - Pendorings 2013: Cell C 'Respek Aan...' TVC
1st PLACE - Creative Circle Ad of the Month, December 2012: KFC 'Yawners' Print
3rd PLACE - Creative Circle Ad of the Month, November 2012: Cell C 'Power To...' TV
GOLD - Loeries 2012: Siemens 'COP17 Baobab' - Activation & Special Build
1st PLACE - London Event Awards 2012: Siemens 'COP17 Baobab'
SILVER - Assegai Awards 2012: Castle Lager – 'Superfans' Alternative Activations
SILVER - Assegai Awards 2012: Miller Genuine Draft – 'Miller Music Tour West' Social Media
GOLD MEDAL - Promax Awards 2011: SuperSport SuperDiski 'Goalmouth' Campaign

Employment History

FoxP2 Cape Town

Current, since December 2015.

Copy/Content/Concept

Permalancer-turned-full-timer at one of Cape Town's premier small agencies, creating award-winning work on multiple brands, generally on social/digital campaigns, for brands like Ster-Kinekor, Dairy, We The Brave, SPCA, Captain Morgan and even Hungry Lion, whose relaunched digital campaign work has resulted in their best year-on-year sales in 7 years.

Also servicing multiple remote freelance clients, both locally and overseas.

Reference:

Justin Gomes (Executive Creative Director - FoxP2)

+27 82 611 3989

justin@foxp2.com

Please bear in mind that this is a current employer, before contacting.

Saatchi & Saatchi BrandsRock Cape Town

October 2014 – September 2015

Creative Director

Responsible for the regional Procter & Gamble portfolio, including Head & Shoulders, Pampers, Olay and Ariel. Additional work included brands such as Harley Davidson, Jose Cuervo, FNB eBucks, KWV Wines & Brandies, Glenfiddich and Remy Martin and Cape Peninsula University of Technology. Responsible for creating and overseeing traditional brand communications, digital & social media, activations, integrated and experiential.

References:

Jonathan Beggs (Chief Creative Officer)

+27 83 601 7781

jonathan.beggs@saatchi.co.za

Tyrone Beck (Creative Director)

+27 82 331 4965

tyrone.beck@saatchi.co.za

DraftFCB Cape Town

July 2013 – September 2014

Creative Director

The role was head up FCB45 - a specialist TTL division within the FCB creative department that focused on offering full through-the-line creative communication, with an emphasis on digital content, promotions and brand activations. Client base included Amarula, BMW Motorrad, Engen & Engen Quickshop, Gordon's Gin, Klipdrift, Richelieu, Purity, RCS, Savanna, Vital and Galbani.

References:

Mike Barnwell (Executive Creative Director)

+27 76 940 9605

mike.barnwell@fcb.co.za

Aaron Harris (Creative Director)

+27 82 378 2131

aaron.harris@fcb.co.za

Ogilvy Johannesburg
May 2012 – June 2013

Copywriter/Creative Group Head

Responsible for overseeing a team of creatives, and the development and production of through-the-line campaigns, television commercials, digital content and innovative activations. Client base included Cadbury, Cell C, Castle Lager, DStv, KFC, Lucozade, M-Net, StaSoft and SuperSport .

References:

Fran Luckin (Executive Creative Director)
+27 83 462 1163
fran.luckin@grey.co.za

Alan Edgar (Creative Director)
+27 73 507 2222
alan.edgar@tbwa.co.za

Ogilvy – Brand Activation
August 2007 – May 2012

Copywriter/Creative Group Head

Responsible for overseeing a team of creatives, and the development and production of through-the-line content, integrated campaigns, activations, promotions and retail. Client base included Audi, Bakers, BP, BP Express, Castle Lite, Colgate Palmolive, Eno, Fanta, FNB, Grolsch, Lenovo, Miller Genuine Draft, Nike Football, Palmolive, Retina South Africa, SAA, SA Post Office, Siemens, Sun International Resorts & Casinos.

References:

Greg Cameron (Executive Creative Director)
+27 83 297 3344
greg.cameron@me.com

Additional Employment History

spaghetti.tv

Junior Producer/New Business Development
April 2006 – August 2007

London Borough of Islington

Copywriter, Press & Public Relations Liaison
August 2005 – March 2006

Pump Brand Ideas

Medium-Weight Copywriter
August 2004 – July 2005

Lowe Bull Johannesburg

Junior Copywriter
February 2004 – July 2004

TBWA/Hunt Lascaris Cape Town

Copywriter Intern
July 2003 - August 2003