

# Siobhan Roux Rothenburg

082-926-3313

4 Promenade Road  
Lakeside  
7945  
Siobhanr@mweb.co.za  
www.siobhan.co.za

## Senior Bilingual Copywriter

Beyond the Blue  
Advertising & Marketing  
Clicks Head Office, Cape Town

## Education & Awards

### 1989 | AAA (Association of Advertising Agencies) Diploma

- Creative Award - Reader's Digest Ad of the Month
- Creative Award - Pending Afrikaans Award
- Creative Award - International FMI Woman's Day Award (USA)
- Creative Award - De Kat magazine/Tarentaal Afrikaans Awards
- National Senior Bilingualism Certificate
- Radio Workshop Certificate
- Digital Online Copywriting Certificate from UCT (recently completed the course)

## Experience

### Oct 2009 - Present | Senior Bilingual Copywriter Beyond the Blue

Creation of TV ads, print ads, leaflets, radio commercials, in-store point-of-sale material and packaging for Clicks, Link, UPD and some Musica campaigns. Proofreading all advertising material that goes out. Voice-over direction for TV and radio commercials for Clicks.

## Skills

- Copywriting
- Translations
- Proof-reading and checking



- Voice-over direction (TV & Radio)
- Creating campaigns, together with all the designers

**April 2006 – October 2009 (3 yrs) | Senior Freelance Bilingual Copywriter**  
Self-employed

Creation of TV ads, print ads, leaflets, radio commercials, in-store point-of-sale material and packaging for my own clients, including University of Stellenbosch Business School, Tru-Cape Apples and Pears, Ackermans, Neale-May & Partners, Shoprite, Ellerines and more. Proofreading all advertising material that went out. Translations into Afrikaans. Voice-over direction for TV and radio commercials for Shoprite/Tru-Cape annual fruit promotions.

**Skills**

- Copywriting
- Translations
- Proof-reading and checking
- Voice-over direction (TV & Radio)
- Creating campaigns, together with all the designers from various agencies, as well as freelance designers

**Feb 1992 – April 2006 (14 yrs) | Senior Bilingual Copywriter/Group Head**  
Berry Bush/BBDO

Creation of TV ads, print ads, leaflets, radio commercials, in-store point-of-sale material and packaging for Shoprite & Checkers, Ackermans and a variety of other clients over the 14 years I was there. Proofreading all advertising material that went out. Translations into Afrikaans. Voice-over direction for TV and radio commercials for Shoprite & Checkers, Ackermans and other smaller clients. Below-the-line copywriting and direct mail advertising.

**Skills**

- Managing a group of younger creatives under me
- Conceptualising & Copywriting
- Translations into Afrikaans
- Proof-reading and checking of all advertising materials
- Voice-over direction (TV & Radio)
- Creating campaigns, together with a number of art directors and designers

**Feb 1990 – Feb 1992 (2 yrs) | Bilingual Copywriter**  
Lintas Advertising, Cape Town (became 3D advertising)

Creation of TV ads, print ads, leaflets, radio commercials, in-store point-of-sale material and packaging for Sanlam, EverFresh Milk and Custard, Saldanha Pilchards, Lucky Star Pilchards, Vital Foods and a variety of other clients over the 2 years I was there. Proofreading all advertising material that went out. Translations

into Afrikaans. Voice-over direction for TV and radio commercials. Below-the-line copywriting and direct mail advertising.

### **Skills**

- Conceptualising & Copywriting
- Translations into Afrikaans
- Proof-reading and checking of all advertising materials
- Voice-over direction (TV & Radio)
- Creating campaigns, together with a number of art directors and designers

### **1989 - 1990 | Below-the-line Copywriter Bernstein, Loxton, Golding & Klein, Johannesburg**

Creation of all below-the-line and direct mail advertising on accounts such as Standard Bank, Denny Mushrooms and more. Afrikaans translations. Proof-reading and checking.

### **Skills**

- Conceptualising & Copywriting
- Translations into Afrikaans
- Proof-reading and checking of all advertising materials
- Creating full below-the-line campaigns that matched the above-the-line advertising

### **Feb 1984 - March 1987 | Junior Copywriter and Afrikaans Copywriter/ Trainee Account Executive and Production Assistant Grey-Phillips, Bunton, Mundel & Blake, Johannesburg**

I did 3 different jobs at the company, whilst I was there. Started as a Trainee Account Executive, then after a year I was moved to Production Assistant upon my request and finally got a chance to do copywriting and Afrikaans translations, which is where I really wanted to be. It was the start of my copywriting career and a very good foundation for my advertising & marketing skills. We handled major accounts, such as Sun International, BMW, Nedbank, Beacon Sweets and more.

### **Skills**

- Client Service
- Print production assistant
- Copywriting & Afrikaans translations
- Proof-reading and checking of advertising materials
- Voice-over direction on Afrikaans TV commercials and radio spots

## References

**Shirley van den Houten:** Senior Accounts Manager

Beyond the Blue (Clicks Retailers)

E-mail: [Shirley.vandenhouten@clicksgroup.co.za](mailto:Shirley.vandenhouten@clicksgroup.co.za)

Cell: 083-255-2463

Work: 021-460-1385

**Caroline Joseph:** Senior Art Director

Worked together at Berry Bush BBDO (Ackermans and Checkers), as well as during my freelance years on various jobs

Now owns her own company - Caroline Joseph Studios

E-mail: [carolinejoseph@cazora.co.za](mailto:carolinejoseph@cazora.co.za)

Cell : 082-878-0872

Work: 021-448-3396

**Tish Roux,** Senior Art Director, worked as a Team at BBDO (Cape Town).

Now owns her own design company - TROUX Designs

Cell: 082-784-2644

E-mail: [tishroux@gmail.com](mailto:tishroux@gmail.com) (Written reference also available)

Please view more references on my LinkedIn profile:

[http://www.linkedin.com/profile/view?id=23216882&trk=nav\\_responsive\\_tab\\_profile](http://www.linkedin.com/profile/view?id=23216882&trk=nav_responsive_tab_profile)

## Portfolio of Creative Work

[www.siobhan.co.za](http://www.siobhan.co.za)