

Curriculum Vitae

Contact Info

Name: Elane Vrey
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LinkedIn: [Elane Vrey - LinkedIn Profile](#)
URL: [Elane Vrey – Creative Director](#)

Personal Info

Date of Birth: 8 July 1972
Gender: Female
Marital Status: Married
Language: Bilingual
Qualifications: BA Communications Degree from UJ (NQF 7)
Post-grad Qualification in Marketing Management from IMM (Cum Laude) (NQF 8)
Behavioural Economics in Action Certificate from University of Toronto
Award in Behavioural Economics from the Institute of Data and Marketing in the UK

Experience

Creative leadership and behavioural science application across Traditional ATL, BTL, CRM, Digital, Social Media, Corporate Communication.

Strengths

- My key strength lies in bringing out the best in a team of creatives.
- Through inspiration and dedication, I guide creatives to produce bold, breakthrough work.
- I am upskilling myself as an Applied Behavioural Scientist and have a passion for optimising creative thinking by applying behavioural interventions where appropriate.
- I am curious by nature. I love delving and digging and learning something new - about people and about products.
- I continuously challenge myself and those in my creative circle (whether they be colleagues or students) to be bold in their thinking and to step outside of their comfort zone in order to find solutions that will disrupt and engage.
- I am a conceptual, strategic thinker, able to express myself in various media.
- I always take a holistic approach to any project, identifying potential consumer touch-points and tailoring the Big Idea to the relevant media.

Work history

- 2019 – current: **Standard Bank Group** – Creative Lead (Internal and External Communication)
After spending 22 months in the Employee Marketing team, I moved across to the in-house studio, joining a family of fellow creatives. I'm proud to bring my industry experience as Creative Director to this team and hope to help shape the studio into a place that not only delivers on business objectives, but does so in an environment where respect, innovation and growth underpin

everything we do. We have also recently started applying behavioural science interventions to our projects.

- 2019 – 2020: **Vega School** - Part-time Copywriting Lecturer
Mentor the copywriters of tomorrow by sharing my knowledge and experience.
- 2017 – 2019: **Standard Bank Group** – Senior Conceptual Copywriter (Employee Marketing)
Venturing to the "client side" of copywriting - focusing mainly on crafting internal messages to Standard Bank Group's 55 000+ employees across Africa and beyond.
- 2016 – 2017: **Digital Arts Network TBWA** – Creative Director (Digital)
Responsible for the smooth integration of digital ideas into campaigns to offer clients a 360° marketing solution. Also involved in Disruption Live sessions to implement digital comms, reflecting a brand's ability to respond to tactical opportunities "at the speed of life".
- 2013 – 2016: **AAA School of Advertising** – Full-time Copywriting & Part-time Digital Writing Lecturer
Mentor the copywriters of tomorrow by sharing my knowledge and experience.
- 2008 – 2012: **Thirtyfour** – Creative Director (TTL)
- 2006 – 2007: **BBDO** – Creative Group Head (Retail)
- 2001 – 2005: **FCB, BBDO, TBWA\Fusion, Saatchi's & Ogilvy** - Freelance Copywriter
Develop concept and copy for various clients, through-the-line.
- 2000 – 2000: **BerryBush BBDO Proximity** – Senior Copywriter (Direct Marketing)
- 1998 – 1999: **TBWA\Tequila** – Medium-weight Copywriter (BTL)
- 1996 – 1997: **Saatchi & Saatchi Cape Town** – Junior Copywriter (ATL)
- 1994 – 1995: **Ogilvy Johannesburg** – Junior Copywriter (ATL)

Accounts

SAB, Johnson & Johnson, Kimberly-Clarke, SA Rugby, Powerade, Foodcorp, Clover, V&A Waterfront, Pfizer Consumer Health, Capitec, Standard Bank, Nedbank, Sanlam, Santam, Metropolitan Life, Woolworths Financial Services, Finansies & Tegniek, Brandhouse, Media24 Digital, Hetzner, Medi-Clinic, Intec, Damelin, Peter Stuyvesant, Chesterfield, Dunhill, Shell, Wella, Truworths, Langeberg Foods, Ster-Kinekor, Parmalat

Awards won by my AAA Copywriting students (view them as examples of my "Creative Director" skills)

2014 – Student Loerie: Lion Matches Radio in Afrikaans

2014 – Student Loerie: MTN Mahala Airtime Radio in English

2014 – Student Loerie: Nando's E-toll Radio in English

2014 – Student Loerie: Scrabble Print Campaign (Equal Playing Field) in English

2014 – Student Pending (Truly South African Category): Lion Matches Radio in Afrikaans

2015 – Student Loerie: Scrabble Print Campaign (Everyone's Game) in English

2015 – Student Loerie: Skoobs Theatre of Books Radio in English

2015 – Student Loerie: Text & Drive "TIK" Radio in Afrikaans

2015 – Student Pending (Truly South African Category): Scrabble Print Campaign (Everyone's Game) in Zulu

2015 – Student Pending (Truly South African Category): Scrabble Radio in Zulu

References

Eunene Levine: (MD at DAN while I was working there) 082 809 3131

Linda Rademan: (Colleague at AAA School of Advertising) 083 308 9219

Grant Hillary: (MD at Thirtyfour) 082 933 1433

Richard Phillips: (ECD at Thirtyfour while I was working there) +4552342827 | notyetfamous (Skype)