



MARTJIE LOUW

Senior Art Director
/Graphic Designer

Hi, I'm Martjie...

I'm an awarded, strategically-minded Senior Art Director with a passion for coming up with ideas, beautiful craft and people.

With 14 years experience in above, through-the-line and digital advertising & design, I first cut my creative teeth at Ogilvy Cape Town in 2004, starting out as an assistant Art Director. Working my way up through the ranks on every variety of job and brand, I was promoted to Art Director. Just over two years later, I moved to Johannesburg to further my career and joined Ogilvy Johannesburg, ranked no.1 agency in the country at the time.

During my 5-year tenure there, I had the opportunity to work on both global and local campaigns, helped relaunch a national cellular network and built my awards portfolio.

In 2011 I went freelance, which proved to be an incredibly rewarding growth experience, working with many different people, across a spectrum of varied media as well as brands.

Currently I am living in Berlin where I'm operating as an Freelance Art Director and Graphic Designer for local and remote clients.

QUALIFICATIONS

2002 – 2004

AAA School of Advertising, Cape Town
3-year full time diploma in Visual Communication

1996 – 2000

Paarl Girls' High / Stellenberg High School
Biology, Art, English, Afrikaans, Business Economics and Home Economics. Passed with Honours.

EXPERIENCE

Channels – Film, Print, Online, Activation, digital, Integrated, In-store. Design

Sectors – Cellular, Financial, Entertainment, Food & Beverages, Alcoholic Beverages, Automotive, Social & Environmental, Health & Beauty, Pharmaceuticals, Fashion, Business to Business.

FREELANCE SENIOR ART DIRECTOR

01/10/2011 – Current (5 years)

GTB Freelance Art Director

Conceptualizing & design of integrated launch campaigns for 3 new Ford models. Presenting creative to clients, as well as overseeing the production process.

Y&R Johannesburg – Senior Freelance Art Director

Conceptualizing TV commercials for Danone and The Laughing Cow. Working on graphic design elements for Investec Bank.

Whatif Creative – Freelance Creative Director

Overseeing and reviewing with creative teams. Attending client briefings and presenting creative work.

Wunderman – Senior Freelance Art Director

Creative Strategy & Ideation of integrated campaign for Investec Bank. New business pitch (won).

Leo Burnett – Senior Freelance Art Director

Successful new business pitch for Dimension Data.

TBWA Johannesburg – Senior Freelance Art Director

Conceptualisations of new Tiger Brands brand campaign.

TBWA Johannesburg – Senior Freelance Art Director

Concept an production of Standard Bank's Rewards TVC and print campaign.

Leo Burnett & Publicis – Senior Freelance Art Director

Samsung Galaxy Music pitch, concept for Samsung brand print campaign for West and East Africa.

NOTABLE SKILLS

Creative Strategy

During my career at Ogilvy, I was part of the creative team that relaunched Cell C, a leading cellular player in South Africa. The success of the campaign was manifested not only in awards, but also in an increase of 70% to Cell C's subscriptions in the first 2 months of launch. The campaign was also instrumental in making comedian Trevor Noah famous outside of the South African comedy scene.

As a lead Art Director on new business pitches, I have used my strategic and conceptual abilities to acquire new business such as Dimension Data, Tiger Brands (food), and law firm Cliffe Decker Hofmeyer.

Winning the hearts of both consumers and awards judges is important to me, a fact which I feel is evident in work such as the KFC "So good" TV commercial.

Presenting and selling

I believe good presentation skills are essential to selling good work. I enjoy presenting, and have completed a course in public speaking through Toastmasters International.

Management

I've supervised and guided younger creative teams on campaigns, as well as new business pitches. I have also managed a small agency while the Executive Creative Director was on leave. This entailed making sure deadlines and brief criteria were being met, accompanying teams on presentations, and generally ensuring that operations ran smoothly.

Art direction and Design

I'm a sucker for beautiful things and a meticulous crafter. Work I've produced has won awards for both craft and concept.

Interpersonal skills

Freelancing has taught me to work well with many different personalities as one is constantly paired with a new writer or working with a new Creative Director for a new client. As a freelancer it's crucial to maintain good relationships with both agencies and clients, to encourage future business with them.

M&C Saatchi Abel – Senior Freelance Art Director
Design for Edgars retail catalogues & their Christmas TVC.

McCann Johannesburg – Senior Freelance Art Director
Successful 8ta pitch (Cellular company). Design of beauty catalogue and print ads for Revlon.

Y&R Johannesburg – Senior Freelance Art Director
Successful Business pitch for law firm Cliffe Decker Hofmeyer. Press ads for Land Rover SA. Palmolive TV commercial.

OGILVY JOHANNESBURG (5 years) M/W - Senior AD

01/03/2007 – 30/10/2011

Accounts

Cell C (Cellular), DStv Africa, AA, Bright Insurance (pitch), Dove for Men (for Ogilvy Europe), DStv, M-Net, Huggies, KFC, Audi, Ponds, Cadbury, Exclusive Books and Grandpa.

Responsibilities

- Conceptualizing and executing creative ideas for TV print, radio, online and activation.
- Help relaunch the Cell C (Cellular) brand in South Africa.
- Lead Art Director on the AA account, helping strengthen the relationship with the client after retaining the business.
- Guiding and supervising junior teams on shoots.
- Presenting and selling creative work, as well as building good client relationships.

OGILVY CAPE TOWN (2 YEARS) Junior AD

01/05/2005 – 30/03/2007

Accounts

Volkswagen, Old Mutual (Financial), Sissy Boy, MWEB (Internet provider), Sasko, South Africa Breweries, Parmalat, Sunday Times, MCQP, Cadbury (pitch).

Responsibilities

- Conceptualizing and executing creative ideas for TV and print campaigns.
- Overseeing creative shoots.
- Presenting and selling creative work, as well as maintaining good client relationships.
- Working with senior teams on new business pitches.

LOWE BULL CAPE TOWN (INTERN)

19/01/2005 – 30/04/2005

Responsibilities

- Conceptualizing ideas with senior creatives.
- Helping out on a new business pitch.
- Accompanying senior creatives on TV and still shoots in order to learn.

SOFTWARE

Mac OS, Windows, Adobe Acrobat Professional, Keynote, Power Point, Adobe Creative Suite: InDesign, Photoshop, & Illustrator.

LANGUAGE

English (Native)

Afrikaans (Native)

German (Currently busy with B1 Level)

CERTIFICATIONS

Social Media Bootcamp

– Pollen Compelling Integrations

Public speaking

– Toastmasters International

SABC African Cultural training

REFERENCES

RUI ALVES
ECD, Y&R, TBWA SA

GREG BURKE,
Former ECD, Ogilvy London, OFYT

KAMLESH YOGEE
CD, TBWA SA

MATTHEW BRINK
CD, BBD NY

VANESSA PEARSON
Founding Partner / ECD,
House of Brave

Contact details available on request.

CONTACT

 +49 179 419 3411

 martjielouw@gmail.com

 <https://za.linkedin.com/in/mlouw>

AWARDS

- *Silver film Loerie for KFC "So Good"*
- *3 Loerie craft certificates for KFC "So good"*
- *Bronze Clio film KFC "So Good"*
- *Gold Assegai Integrated & Direct Marketing Award "Cell C: Tell Trevor" campaign"*
- *Creative Circle Ad of the Month: 3rd place Film: KFC "SO Good"*
- *Loeries: Bronze in Press: Duracell: 'Old Robots'*
- *CC Ad of the Month: 3rd in Print: Duracell: 'Old Robots'*
- *Lurzer's Archive Showcase 08/09: Duracell: 'Old Robots'*
- *Loeries: Bronze in Radio: DStv: 'What are you watching?'*
- *CC Ad of the Month: 2nd place in Print: Huggies: 'Love the Joyride'*
- *CC Ad of the Month: 2nd place in Print: Duracell: 'Farewell Soldier'*
- *CC Ad of the Month: 1st place in TV "Sunday Times Centenary"*
- *Loeries finalist for Duracell "Farewell soldier"*
- *Loeries finalist in internal marketing, illustration and design.*
- *Loeries finalist in Poster for MCQP "Poof"*

PERSONALITY

- Self-starter
- Independent
- Friendly
- Well-organized
- Quick learner
- Good judgment
- Good attitude
- Analytical
- Flexible
- Good sense of humor

HOBBIES

When I'm not working you'll find me training for a marathon, traveling, studying any of a range of subjects, hiking, reading (almost exclusively non-fiction), or just simply socializing with my friends.