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## **MARCUS MADODA MOSHAPALO**

<b>PERSONAL INFORMATION</b>	
	<ul style="list-style-type: none"><li>■ Date of Birth: 3<sup>rd</sup> March 1983</li><li>■ Nationality: South African</li><li>■ Languages: English, Sotho</li></ul>
<b>EDUCATION</b>	
	<p><b>AAA School of Advertising</b> <i>January 2001 – November 2003</i> <b>Higher Diploma in Communication specializing in Art Direction</b></p> <p><b>King Edward VII</b> <i>January 1996 – November 2000</i></p>
<b>PROFESSIONAL WORK EXPERIENCE</b>	
	<p><b>VML Y&amp;R</b> Executive Creative Director <i>2022</i></p> <p><b>Grey Africa</b> Creative Director <i>2020 – 2022</i> Conceptualized and developed campaigns for:</p> <ul style="list-style-type: none"><li>■ Hunter's</li><li>■ Viceroy</li><li>■ Burger King</li></ul> <p><b>M&amp;C Saatchi, Johannesburg</b> Creative Director <i>2017 – 2020</i> Conceptualized and developed campaigns for:</p> <ul style="list-style-type: none"><li>■ Windhoek</li><li>■ Sars</li><li>■ AVI (Willards Chips, Bakers)</li><li>■ Nebank</li><li>■ Nando's</li></ul> <p><b>Ogilvy and Mather, Johannesburg</b> Senior Art Director <i>2013 – 2014</i> Conceptualized and developed campaigns for:</p> <ul style="list-style-type: none"><li>■ The 2014 ANC election campaign,</li><li>■ Multichoice,</li><li>■ Cell C</li><li>■ KFC</li><li>■ SAB (Castle Lager).</li></ul>

	<p><b>TBWA Hunt/Lascaris Johannesburg</b> Senior Art Director 2012 – 2013 Conceptualized and developed campaigns for:</p> <ul style="list-style-type: none"> <li>■ Standardbank</li> <li>■ Nissan</li> <li>■ Tiger Brands</li> </ul> <p><b>DDB South Africa</b> Senior Art Director 2011 – 2012 Conceptualized and developed campaigns for:</p> <ul style="list-style-type: none"> <li>■ FNB</li> <li>■ Mcdonalds</li> <li>■ Honda</li> <li>■ Unilever</li> <li>■ MTN Africa</li> </ul> <p><b>FCB Johannesburg</b> Art Director 2004 – 2011 Conceptualized and developed campaigns for:</p> <ul style="list-style-type: none"> <li>■ Vodacom</li> <li>■ Toyota</li> <li>■ SCJ</li> <li>■ Tiger Brands</li> </ul>
<b>GLOBAL EXPERIENCE</b>	
	<ul style="list-style-type: none"> <li>■ Nissan Global Exchange program 2013 in Helsinki, Finland.</li> <li>■ Droga 5 Exchange program 2010 In Sydney, Australia.</li> </ul>
<b>TECHNICAL SKILLS</b>	
	<ul style="list-style-type: none"> <li>■ Extensive experience using Windows, Mac OSX</li> <li>■ Microsoft Word, PowerPoint; Adobe Indesign, Photoshop, illustrator, bridge, lightroom Proficient</li> </ul>
<b>AWARDS RECEIVED AND ACHIEVEMENTS</b>	
	<p><b>Loeries Awards</b></p> <ul style="list-style-type: none"> <li>■ 2 Gold awards for TV advertising, 2 Golds, 2 Silvers and 1 bronze award for radio advertising, 1 Silver award for an integrated campaign, 1 silver for outdoor advertising, 1 bronze for print advertising</li> </ul> <p><b>Pendoring Awards</b></p> <ul style="list-style-type: none"> <li>■ 1 Prestige (Gran Prix) and 5 gold awards for TV advertising, 1 silver award for print advertising</li> </ul> <p><b>Ad of The Year</b></p> <ul style="list-style-type: none"> <li>■ 1<sup>st</sup> place for outdoor advertising</li> <li>■ 3<sup>rd</sup> place for radio advertising</li> </ul>

	<p><b>Young Guns</b></p> <ul style="list-style-type: none"><li>■ Bronze award</li></ul> <p><b>London International Awards</b></p> <ul style="list-style-type: none"><li>■ Nomination</li></ul> <p><b>Cannes Lions</b></p> <ul style="list-style-type: none"><li>■ Nomination</li></ul> <p><b>Clio Awards</b></p> <ul style="list-style-type: none"><li>■ Nomination</li></ul>
<b>REFERENCES</b>	
	Provided upon request.