

# Vivienne Bezuidenhout

Storyteller | Copywriter |  
Communications Specialist |  
Creative Director | Content  
Strategist



## NAME

Vivienne Bezuidenhout

## CONTACT NUMBER

+27(0)82 499 3886

## EMAIL

viviennebezuidenhout@gmail.com

## DATE OF BIRTH

24 March 1975

## ID NUMBER

7503240030086

## RACE & GENDER

White female

## NATIONALITY

South African

## CURRENT CITY

Hartbeespoort, North West, SA

## LANGUAGE & PROFICIENCY

English, excellent

## DRIVER'S LICENSE

Yes – Code B (08)

## I PLAY WITH WORDS... FOR A LIVING AND FOR FUN

I am a natural-born storyteller and idea alchemist with strong writing skills. I distil concepts and unique moments, creating notions and metaphors that speak to people's hearts and minds... and sometimes their funny bones too.

## WHAT MAKES ME DIFFERENT

I'm a creative thinker with a playful mind and a disciplined eye. I make a point of getting to know and understand my audience so that I can write with insight to connect them to my content – whether it's written, visual, or verbal.

I'm an old hand at transforming strategic vision into workable reality through effective communication, with compelling copywriting as my weapon of choice. I love crafting unique copy, communication solutions, campaigns, and events that tell stories which prompt engagement and brand love.

I service blue-chip clients and small purpose-driven initiatives with equal enthusiasm. I have an internal drive to deliver excellence and love to push the boundaries to create and deliver work that is fresh, true, and brave.

I graduated as a journalist in South Africa and went on to make my own headlines in various publishing, corporate, franchise, agency, consultancy, and hospitality environments. I began my career in marketing, advertising, and branding – which is where I first learned to mobilise mindsets with my creativity and well-placed words. I now have 20+ years' experience in mastering the art of meaningful communication as a journalist, copywriter, comms specialist, creative director, and content strategist.

## INDUSTRIES I'VE WORKED IN AND WRITTEN FOR



Advertising



Beauty



Branding



Change  
Management



Communications



Employee  
Engagement



Entertainment



Event  
Management



Financial Services



Fitness



FMCG



Government



Health



Hospitality



HR



Insurance



Interior Design



IT



Marketing and  
PR



Media and  
Publishing



Mining



Photography



Recreation



Retail



Telecoms

## SKILLS

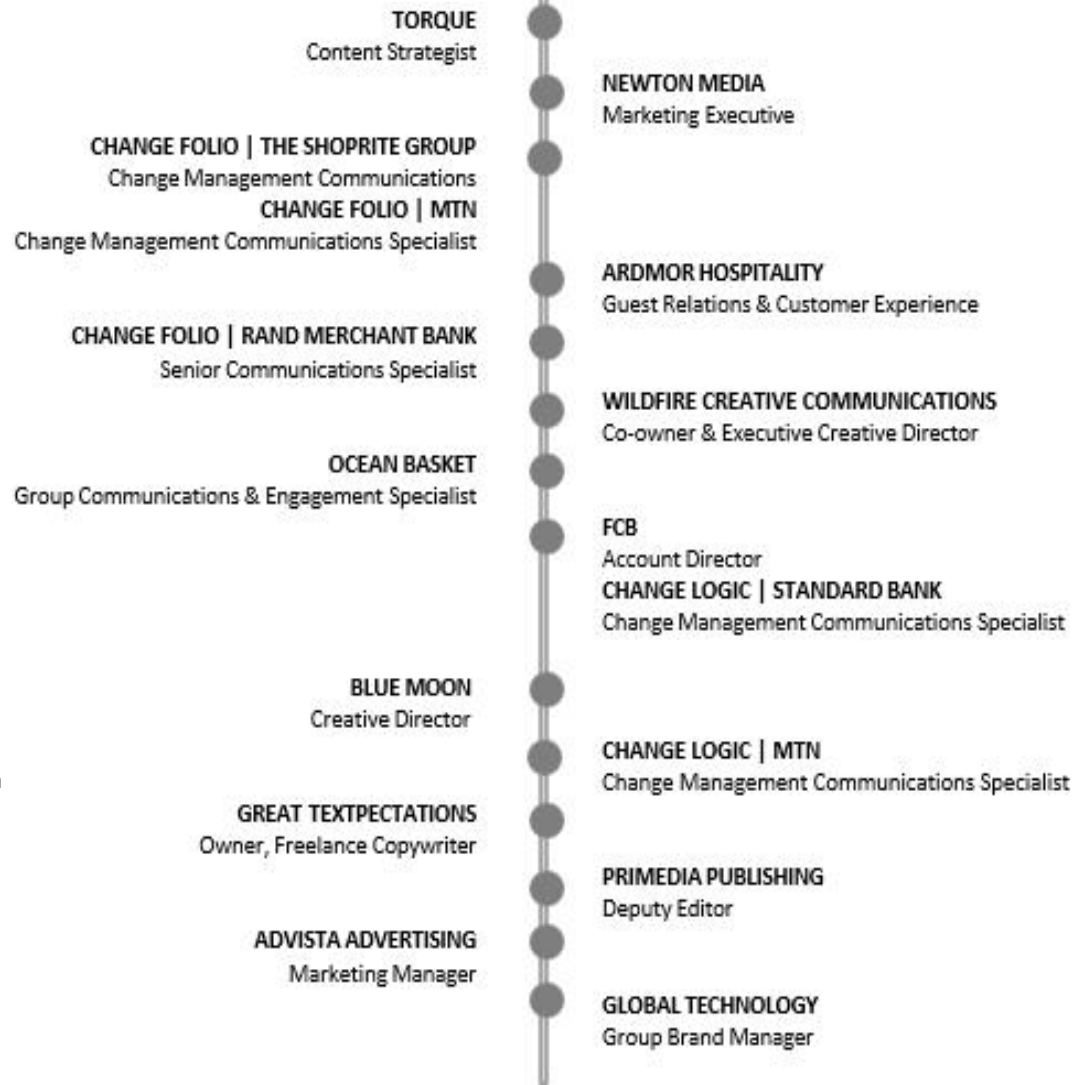
- Brand development
- Change management comms
- Communication strategy
- Conceptualising & ideating
- Content design/development
- Copywriting
- Creative direction
- Customer experience
- Editing
- Employee engagement
- Event design
- Internal communication
- Key account direction
- Proofreading
- Stakeholder management
- Strategic content writing
- Video direction
- Voice overs

## QUALIFICATIONS

I hold an International BD in Journalism (Birnam Business College), with internationally recognised IBI Certificates for Journalism, Business Communication, Word Processing and Desk Top Publishing. I completed 9 subjects and obtained 6 distinctions. I earned my Senior Certificate with full matric exemption from Florida Park High School in Gauteng, South Africa.

I completed subsequent certification courses in event organisation and management; effective speaking and assertiveness; and MS Office Suite.

## CAREER SUMMARY



“ I play with words... for a living and for fun ”



## RECENT EXPERIENCE

### OWNER, FREELANCE COPYWRITER, COMMUNICATIONS SPECIALIST & VOICEOVER ARTIST

GREAT TEXTPECTATIONS (September 2008 – present)



Independent Word Nerd with strong attention to detail, skilled in providing communications-related services, such as blogging, brand messaging, brainstorming, change management communication, copywriting, communication strategy, creative and corporate communications, corporate profiles, creative direction, editing and proofing, event design, integrated employee engagement campaigns, key account direction, longform writing, presentation development, press releases, scripting, social media strategy and content, thought-leadership commentaries, voice overs, and website content.

*Clients: 24 Carrots, Al Prodders Comedy, Activ8, AlwaysOn, Azure Designs, Big City Life, Blank Canvas International, Blue Moon Corporate Communications, Bush Willow Strategy and Communications, C-Major Productions, Change Logic, Change Folio, Chitwa Private Game Lodge, CHOC, Differentiated Global Solutions, DNA Brand Architects, Dynamic Relations, Embellish Me, Espavo Hair Design, eThele Security Systems, Frozen Lemon Communications, GoFETch Online, HD Construction, Inkoleko Communications, Ingwe Life, Inside Active, Intensity Branding Solutions, Kennedy & Co, La Piovra, Neon Creative, O2 Designs, Off The Wall Events, Punch Club Studio, Sunday Content Marketing Agency (UK), The Divas, The Dream Team, The HR Hub, The Squad, Tourvest, Vantagepoint, Vertical Limit Productions, Warren James Photography and Write Scene.*



### CONTENT & COMMUNICATION STRATEGIST

TORQUE (October 2022 – April 2024)



Skilled strategic writer with expertise in planning, designing, creating, editing, and publishing engaging and relevant content across multiple platforms, including websites, social media, and blogs. Responsible for developing and implementing content and communication strategies for internal and external stakeholders, conducting research on industry trends, brainstorming, liaising with clients and cross-functional teams, briefing designers, and managing freelance writers. Skilled in planning content grids, editorial calendars, and content journeys. Experienced in working with Torque's content and project management systems (Monday.com, Slack), and ensuring content quality and consistency across all platforms. Accomplished in developing content governance guidelines for tone, style, and voice, and overseeing work for consistency. Excellent writing skills and a command of the English language.

## NOTABLE ACHIEVEMENTS

Involved in running a three-day virtual live event with:

- ✓ 1000+ attendees
- ✓ 15 hours of content
- ✓ 70 C-suite speakers



Launched a retail rewards programme/loyalty card with:

- ✓ 25M+ customers engaged
- ✓ 1M+ sign-ups in 1 week
- ✓ 60 000 store employees impacted and on-boarded



Launched Microsoft Teams and Yammer in MTN Manco South Africa and Dubai:

- ✓ Active Teams users increased by 4700+ in 1 month
- ✓ First live Yammer event with 1900+ live views, sparking 1000+ new joiners in 1 day



## CAREER HISTORY

### MARKETING EXECUTIVE

NEWTON MEDIA GROUP (December 2020 – September 2022)

Marketing professional adept at working with colleagues and customers from varying backgrounds. Communicating to insurance and intellectual property audiences and industries in the UK and USA. Focused on digital marketing campaigns to create awareness about, and engagement with, digital media products, as well as live and on-demand webinar content. Dedicated to reaching old audiences in new ways and learning new platforms and tech. Intermediate project management and CRM proficiency, as well as reporting, data tracking, and content management using platforms like ClickUp, Slack, SharpSpring, Bizzabo, and Hootsuite. Humble and enthusiastic, detail-orientated team player.

### CHANGE MANAGEMENT COMMUNICATIONS ASSISTANT

SHOPRITE (Short-term project from July 2020 – November 2020)

Experienced Change Management Communications Consultant commissioned to join the project as a member of the business delivery team in the lead-up to a nationwide rollout of a customer rewards programme. Focused on stakeholder engagement, as well as engaging all impacted employees through strategic awareness, knowledge transfer, business readiness, pre-launch, and launch communications. Responsible for driving a customer-first culture using future-fit channels in a remote setting. Proactive and creative support role in an agile working environment, driven by the need to find new ways of working in the prevailing Covid-context.

### CHANGE MANAGEMENT COMMUNICATIONS SPECIALIST

MTN (Short-term project from February 2020 – March 2020)

Strategic and creative Change Management Communications Specialist contracted to drive the adoption of Microsoft 0365 Teams and Yammer. Responsible for devising a clear approach to actively motivate adoption by stimulating a tech-savvy, dialogue-based culture. Mandated to drive a 30% adoption rate across MTN Manco in South Africa and Dubai.

Collaborated with programme sponsor and key stakeholders to ensure the successful execution of the strategy by creating awareness and acceptance of both platforms to drive sustained adoption and engagement. Effectively nudged employees to use both platforms as a place to meet, connect, collaborate, and share over a two-month delivery period. Partnered with MTN's suppliers to provide guidance, tools, training, and support for meaningful and ongoing engagement.



## CUSTOMER EXPERIENCE MANAGER & GUEST RELATIONS

ARDMOR HOSPITALITY (February 2019 – January 2020)

Dedicated Customer Experience Manager, serving as an intermediary between Country Club Members and the golfing operations team. Right hand to the General Manager of food & beverage services, and an escalation point for customers and internal departments. Strong people skills and ability to empathise with Members, customers, and Clubhouse staff alike. Focused on customer satisfaction in all internal and external interactions as the voice and face of the Pecanwood Country Club and Estate. Adeptly produced and managed all communication and marketing activities to promote three onsite food & beverage operations. Coordinated all non-golf related events, creating an exemplary customer and guest experience across all touchpoints.



## SENIOR COMMUNICATIONS SPECIALIST

RAND MERCHANT BANK (Short-term project from May 2018 – July 2018)

Experienced strategic and creative communicator and storyteller appointed to work with the Head of Data Management to devise and propose a compelling reason for RMB management to buy in to a new data strategy. This would involve new compliance, privacy, and governance structures to be put in place to transform operating models across the enterprise. Devised an engaging concept and metaphor to drive awareness with senior stakeholders, and to share what business value the new strategy would bring in the future. Creatively positioned the proposed change for several audience groups and stakeholders by designing an awareness campaign, artefacts, and media to share information in a series of roadshows designed to land the strategy proposal.

Successfully led the creative direction and execution of the company's branding, resulting in increased brand recognition and sales.

Designed and hosted the 4th annual African Sustainability Summit at the Johannesburg Stock Exchange.



## EXECUTIVE CREATIVE DIRECTOR

WILDFIRE CREATIVE COMMUNICATIONS (December 2016 – January 2018)

Committed co-owner and innovative Creative Director with a passion for balancing strategy with creativity, and proven success in bringing creative visions to fruition. Responsible for conceptualising, building, establishing, and maintaining the company brand across several platforms. Proofread and edited all copy, ensuring adherence to grammar, style, and tone standards. Guided clients through the end-to-end communication process of telling their brand stories. Wrote and produced all collateral for the company and its clients, while driving the value of excellent communication practices.

Assisted entrepreneurs, corporates and NPOs to distinguish their offering, and to connect them with their audiences in creative ways to drive engagement, brand love, and a return on investment. Designed and coordinated high-impact events and supporting media to impress audiences, prompt action, and enable change.

Instrumental in navigating a new company culture by:

- ✓ Drafting the Ocean Basket Sustainability Philosophy in line with SASSI to drive awareness and responsible ocean citizenship
- ✓ Joining the Ocean Basket Managing Steering Committee (MANCO)



Delivered an exciting new corporate identity featuring both BTL and ATL elements including:

- ✓ A full suite of mixed media collateral comprising 30 different elements
- ✓ A television commercial and related digital asset for 6 Nations/T20 sponsorships



Designed and managed a large-scale team effectiveness offsite to conclude the roll-out phase

Nominated as a Culture Crafter to unify two corporate cultures at Standard Bank Head Office.



## GROUP COMMUNICATION & ENGAGEMENT SPECIALIST

OCEAN BASKET HOLDINGS (May 2016 – November 2016)

Enthusiastic developer of the employee brand and engagement strategy for employees, franchisees, and international licensees in a franchise environment. Focused on developing internal communication strategies and programmes; writing collateral to inform employees across the company about strategic changes and day-to-day operations. Proactive communicator in drafting crisis communications to address issues, mitigate negative public sentiment, and maintain brand reputation. Committed to daily team mentoring, employee and stakeholder engagement, and channel strategy involvement.

## ACCOUNT DIRECTOR

FCB GLOBAL (Short-term contract from October 2015 – January 2016)

Key Account Focused Director contracted to lead and manage the relationship between the agency and one of their newest clients, Sasfin. Hardworking and adaptable, with expertise in nurturing customer relationships and working in creative teams in a studio environment. Responsible for overseeing daily operations and cross-departmental production activities involving Production Managers, Graphic Designers, Creative Directors, Art Directors, and external suppliers. Intermediate Chase administration skills to monitor work progress, transmit client guidelines to staff, and provide guidance to the creative team. Offering outstanding organisation skills and acute attention to detail, while managing several senior account stakeholders. Action-orientated Account Executive with excellent customer oversight, issue resolution and relationship building skills.

## CHANGE MANAGEMENT COMMUNICATIONS SPECIALIST

STANDARD BANK (Short term project from March 2015 – September 2015)

Creative Change Management communicator contracted to work at a strategic level in the Core Banking Transformation programme within the Corporate and Investment Banking (CIB) division. Assigned to support the varied change activities around their migration from legacy branch accounting systems, with well-placed change management communication. The project scope extended across two different IT environments in South Africa, and the Rest of Africa. Demonstrated success in adapting to change quickly and finding appropriate solutions to internal customer challenges. Skilled in conceptualising creative elements and writing compelling messaging to guide affected employees through the change. Responsible to two Programme Managers and their Change Managers for senior stakeholder management, and strategising, developing, implementing, and evaluating programme-wide communications.

Championed Blue Moon's migration to carbon neutrality for 4 consecutive years.

Awarded for pioneering an innovative microsite for the mining sector, which became an internal best practice tool.



Was a member of the Phase 2 team who prepared the way for the eventual delivery of the Powerbill programme, which was the largest IT project of its kind in MTN SA at the time.



Groomed as a deputy editor by one of the most prolific B2B magazine editors at the time.

Before ceasing publication in 2013, Advantage Magazine had been in circulation for 20 years.



## CREATIVE DIRECTOR

BLUE MOON CORPORATE COMMUNICATIONS (April 2010 – November 2014)

Visionary idea alchemist and communicator with strong branding and storytelling skills, a talent for event design, and a passion for integrated employee engagement. Skilled at crafting unique communication campaigns and elements to transform strategic vision, mission, values, and objectives into workable reality. Serviced several blue chip accounts acting as liaison between clients and creative teammates. Committed to finding new ways and concepts to inspire employee behaviour, relationships, and results through compelling copywriting skills, stand-out presentations, and exceptional event and campaign execution. Dedicated and hardworking with internal drive to deliver excellence. Known for pushing the boundaries to create and deliver work that was fresh, true, and brave for both the agency and the client.

*Clients: Edcon, Exxaro, Liberty, South African Breweries, Sasol, Sun International, Tiger Brands, and Vodacom*

## CHANGE MANAGEMENT COMMUNICATIONS SPECIALIST

MTN (Short term project from December 2008 – September 2009)

Disciplined and accomplished communicator with strong written communication skills and a natural ability to repurpose technical content into engaging communication assets. Assigned to support the Senior Change Manager in steering several senior stakeholders and teams through the inevitable operational changes associated with the replacement of MTN's wholesale billing system. Distilled complex data to create a shared understanding across business areas and designed compelling communication pieces using innovative and effective communication channels, elements, and tools. Designed compelling presentations to support weekly Programme Manager communications.

## DEPUTY EDITOR

PRIMEDIA PUBLISHING (July 2006 – July 2008)

Creative copywriter with a background in marketing, mentored by the legendary adman and inimitable Editor-in-Chief of Advantage Magazine, John Farquhar. Groomed into an accomplished story-driven journalist, possessing strong storytelling skills and an ability to deliver unique copy. Adept at interviewing key contributors and developing articles for the award-winning B2B mouthpiece of the media, marketing, and advertising industries in South Africa. Also responsible for sub-editing, proof-reading, pagination, research, and client services.

## **MARKETING MANAGER**

ADVISTA ADVERTISING (January 2005 – January 2006)

Detail-oriented marketing professional with expertise in copywriting, event planning, and client relations. Hard-working and friendly, bringing just under a decade of marketing experience, and a track record in collaborative, cross-functional teamwork in high-pressure environments. Also responsible for traffic management, key account management, and project management.

Initiated and established the Global Technology Business Intelligence company website.

Secretary for the Pilot User Group of South Africa committee for 3 years.

Organised 2 annual 3-day user group conferences, in the Drakensburg and Cape Town, with international speakers and delegation and themed daily activities and events.

## **GROUP BRAND MANAGER & MARKETING COORDINATOR**

GLOBAL TECHNOLOGY (November 1994 – November 2003)

Joined the company as a receptionist and left nearly a decade later as a creative and forward-thinking marketer with a talent for brand development. Developed and implemented product marketing plans. Responsible for media liaison and collaborated with external PR agencies to rebrand the organisation across all touchpoints. Hardworking, with demonstrated skills in copywriting and event management. Enthusiastic team builder able to motivate colleagues and clients at all levels to achieve more while having fun.