



Vivienne Bezuidenhout

Storyteller | Creative Director |
Copywriter | Comms Specialist | Content Strategist | Proofreader |

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[Portfolio](#)

Creative Director | Content Strategist

Specialist in employee communications and engagement

Born a Word Nerd, I started out in journalism and grew into a storyteller across various publishing, corporate, agency, and hospitality environments. Today I draw on decades of experience as a creative director, copywriter, comms specialist, and content strategist by turning big ideas into words that work. I help organisations connect with their people through campaigns, events, and stories that inspire alignment, drive engagement, and add a dash of magic too.

How I Drive Impact

Employee Alignment & Insights:

I focus on how people connect at work, merging high-level **strategy** with human-centric **storytelling**. By designing practical **culture and communication frameworks**, behaviour-based **toolkits**, and interactive **campaigns**, I help large workforces unite and engage with corporate culture.

B2B Corporate Communication:

I thrive in corporate environments, breathing life into complex, technical copy. I call them **words that work**. Partnering with senior stakeholders, I translate intricate data, governance, compliance, and operational shifts into **clear, compelling narratives** that protect the brand and drive results.

Scriptwriting & Creative Direction:

A storyteller at heart, I write character-driven scripts and multimedia content. From manifesto videos anchoring major culture shifts to full scripts and campaigns, I transform strategic vision into experiences that move audiences and drive results.

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Vivienne is hard working, proactive, creative and meticulous. A fantastic team player but equally comfortable in a leadership role. She has an energy and drive that motivates all those around her and lights up a room. I would recommend Vivienne to anyone.

Leanne Emery-Hunter
CEO, Tshikululu Social Investments

International BD in Journalism

Birnam Business College

IBI certified in Journalism, Business Communication, Word Processing, and Desktop Publishing.

Graduated with 6 distinctions

Professional Certifications:

- Event Organisation and Management
- Effective Speaking and Assertiveness
- MS Office Suite

Senior Certificate

Full Matric University Exemption

Other Key Skills:

AI (Gemini, Chat GPT, Claude), Monday.com, Slack, ClickUp, Bizzabo, SharpSpring

Current

Creative Director, Copywriter & Content Strategist

Great Textpectations owner since 2008

Turn complex briefs into people-powered campaigns and collateral that align teams, move audiences, and anchor big change.

Breathe life into corporate copy and craft witty, character-driven scripts across events, videos, and multimedia storytelling.

Establish tone, style, and voice guidelines to ensure brand consistency across campaigns.

Creative Director (freelance)

Blue Moon / Mastercard Foundation & Absa from July 2024 – March 2026

- Delivered creative strategy, transforming complex communication briefs for blue-chip accounts into high impact, channel-wide rollouts.
- Steered projects from high-level communication calendars and storytelling concepts down to tactical execution of alignment activities.

Strategic Storyteller (freelance)

Actuate / Sabtank from December 2024 – March 2025

- Translated a complex operational change brief into a powerful corporate metaphor.
- Built alignment toolkits, conversation cards, and digital launch copy to sustain long-term culture shifts.

Content & Communications Strategist

Torque from October 2022 – April 2024

- Created content grids and editorial calendars to turn high-level business goals into engaging user experiences.
- Worked directly with corporate clients and design teams to ensure creative assets hit the mark.

Marketing Executive

Newton Media (UK) from Dec 2020 – Sept 2022

Created the company's first internal alignment strategy while running automated B2B marketing workflows and webinars for specialised sectors.

Earlier Communication Highlights

Change Management Communications Associate

Changefolio / Shoprite from July 2020 – Nov 2020

Rolled out end-to-end launch comms for a nationwide rewards programme during COVID, driving stakeholder engagement and employee readiness through agile, future-fit channels.

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

Change Management Communications Specialist

Changefolio / MTN from March 2020 – May 2020

Drove adoption of MS Teams and Yammer across MTN Manco in South Africa and Dubai to shape a dialogue-based culture and guide COVID-concerned employees to connect, collaborate, and share.

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

Senior Communications Specialist

Changefolio / Rand Merchant Bank (2018): Translated complex data governance and compliance structures into a relatable strategic metaphor.

Group Communication & Engagement Specialist

Ocean Basket (2016-2017): Built the global employee brand strategy and co-authored the company's landmark Sustainability Philosophy.

Change Management Communications Specialist

Change Logic / Standard Bank (2015): Managed senior stakeholder communications and change messaging for a major core banking migration across Africa.

Creative Director

Blue Moon (2010 – 2014): Crafted integrated employee engagement campaigns and events to deliver standout storytelling that was fresh, true, and brave.

Thanks for your time, here's to working together!

P.S. This is the short and sweet version. My full CV, with all the chapters beyond employee alignment, is available on request.