



# MELISSA MYBURGH

COPYWRITER \* VIDEO CONTENT CREATOR \* ESL TEACHER

## GENERAL

Name : Melissa Myburgh  
ID number : 8210190258084  
Nationality : South African  
Languages : English, Afrikaans

## CONTACT



Mobile: +86 136 9765 2016  
WeChat ID: Mellie4Mel



missmelissamyburgh@gmail.com

## PORTFOLIO | SHOWREELS

**Journo**  **PORTFOLIO**

<https://missmelissamyburgh.journoportfolio.com>

**vimeo**

<https://vimeo.com/user35583240>

## PERSONAL ATTRIBUTES

- Conceptual and creative
- Strategic and analytical
- Enthusiastic and self-motivated
- Quality-focused and deadline-driven
- Diligent and attentive to detail
- Open-minded and adaptable
- Honest and friendly
- Good work ethic

## STRATEGIC & CONCEPTUAL SKILLS

### Strategic:

- Research and data analysis
- Strategic platform development
- Clearly define objectives and goals
- Methodical action and task planning
- Time management

### Creative:

- Conceptualisation
- Creative concept development
- Artistic creativity
- Creative problem solving

## ABOUT

I'm a senior copywriter and video content creator with a passion for emotive storytelling and value-added content marketing. I believe my creative and strategic inclination, my marketing and filmmaking background, as well as my copywriting and video production skills form a unique skill set for content that hits the mark. I also thoroughly enjoy ESL teaching and creating educational videos for online teaching platforms.

## EXPERIENCE

### NATIVE ENGLISH TEACHER (China)

2019 - Present

**Company:** Sesame Street English

**Responsibilities:** Develop teaching plans and expand on the provided curriculum to best suit varying student levels; Prepare teaching materials, games and activities; Lead main academic classes (90 min) with a core focus on listening, comprehension, speaking and social competence; Lead demo and activity classes; Create review videos for each class; Conceptualise and create educational videos for the online teaching platform; Write weekly reports and fulfil general administrative duties.

**Ages & Class size:** Ages 3-10 with no more than 12 students per class

**References:** On request

### SENIOR COPYWRITER & VIDEO CONTENT CREATOR

2017 - 2019

**Company:** G&G Digital

#### Strategic & Conceptual:

- Brief interpretation
- Brainstorm facilitation
- Concept development in collaboration with Creative Director
- Content and social media calendar planning

#### Writing:

- Research industry-related topics, trends, and target audience interests
- Write content for B2C and B2B brands across digital platforms including:
  - Articles
  - Blog posts
  - Social media posts
  - Press releases
  - Infographics
  - Website content
  - Banner and carousel ads
  - Product descriptions
  - Promotional material
  - Personal profiles
  - Video scripts
- Interview and incorporate views of industry experts
- Liaise with Creative Director, client service and design teams
- Edit and proofread content prior to publication

#### Video:

- Conceptualisation
- Full video production for digital platforms including:
  - Scriptwriting
  - Pre-prod planning
  - Directing
  - Camerawork (DSLR)
  - Lighting, Sound and VO recordings
  - Video editing
  - Stock footage and music sourcing
  - Basic motion graphics and VFX
  - Basic colour grading and sound mixing
  - Final renders

**Brands:** Nashua, WIZZIT International, Battery Centre, Janssen (MyADHD and Here4You), Valley Macadamias, Servest, Subaru, CryoSave, Massmart, Mexem, Roche, Bayer Animal Health (The Pawspective), Sizwe IT Group, Levisons, Doppio Zero, and Austell.

#### References:

Richard Weir | Creative Director | [richardweir@gmail.com](mailto:richardweir@gmail.com)  
Nicole Ferger | Client Service Director | [nicole@ferger.co.za](mailto:nicole@ferger.co.za)  
Emily Corke | Head of Copy and Content | [emilycorke@gmail.com](mailto:emilycorke@gmail.com)

WRITING SKILLS

- In-depth research
- Logical outline and sentence structuring
- Craft compelling headlines, hooks, angles, calls to action, and conclusions
- Brand voice and personality adoption
- Tailor style and tone to suit context
- Keen attention to grammar and spelling
- Attention to relevance and consistency
- Mindful of a clearly defined audience
- Create easy-to-read content
- Simplify complex topics
- Basic SEO writing techniques

VIDEO SKILLS

PRE-PRODUCTION

Conceptualisation	●	●	●	●	●
Scriptwriting	●	●	●	●	●
Pre-prod planning	●	●	●	●	●

PRODUCTION

Directing	●	●	●	●	●
Camerawork (DSLR)	●	●	●	●	●
Sound & VO recordings	●	●	●	●	●
Lighting	●	●	●	●	●

POST PRODUCTION

Video editing	●	●	●	●	●
Colour grading	●	●	●	●	●
Sound mixing	●	●	●	●	●
Visual effects	●	●	●	●	●
Motion graphics	●	●	●	●	●

EDITING SOFTWARE

Adobe Premiere Pro	●	●	●	●	●
Adobe After Effects	●	●	●	●	●
Adobe Photoshop	●	●	●	●	●
Adobe Audition	●	●	●	●	●
Adobe Speedgrade	●	●	●	●	●
Adobe Media Encoder	●	●	●	●	●
PluralEyes	●	●	●	●	●
Magic Bullet Looks	●	●	●	●	●
DaVinci Resolve	●	●	●	●	●
Final Cut Pro X	●	●	●	●	●

EXPERIENCE

FREELANCE VIDEO EDITOR (TV & Digital) 2013 - Present

**Company:** Dark Horse Films (for Connect TV and Blue Marble Entertainment)  
**Role:** Offline TV series editor  
**Programs:** Mooiloop (Reality Travel - SABC2); Ons sprokiesbruilof (Reality Lifestyle - kykNET)  
**References:** Neill Jordaan | Co-owner and online editor | neill@envisionstudios.co.za

**Company:** Bidfood South Africa  
**Role:** Video content creator  
**References:** Nichola English | Digital Marketing Manager | nichola.english@bidfood.co.za

**Company:** Wrap Your Brand  
**Role:** Offline and online video editor  
**References:** Rinus Viljoen | CEO | rinus@wrapyourbrand.co.za

**Company:** Idea Collective  
**Role:** Offline video editor  
**References:** Megan-Kim Crampton | Director | megan@ideacollective.co.za

REALITY SHOW LOGGER / TRANSCRIBER 2017

**Company:** Triosphere (for Network TEN and ITV Studios Australia)  
**Reality Show:** I'm a celebrity, get me out of here (Season 3)  
**References:** Melanie Cook | Senior Logger | melliecook@gmail.com

STRATEGIC PLANNER (Mid-weight) 2012 - 2013

**Company:** DDB Advertising Agency  
**Responsibilities:**

- Interpret client briefs, brand context and positioning
- Data analysis to uncover consumer insights, competitive gaps and market trends
- Strategic approach to identify core messaging in collaboration with Senior Strategist
- Develop strategic platforms and 360° brand strategies with Senior Strategist
- Facilitate brainstorm sessions with creative team
- Proposal and presentation writing

**Brands:** First National Bank, Honda, McDonalds  
**References:** Christel Raubenheimer | Senior Strategist | christel@thesolvency.co.za

NATIVE ENGLISH TEACHER (South Korea) 2011

**Company:** EPIK (English Program In Korea)  
**Responsibilities:** Conduct kindergarten and primary school English classes; Assist Korean teachers with their English classes; Conduct conversational classes, extracurricular activities and English camps; Prepare teaching materials; Administrative duties  
**References:** Lee Kyoungsun | Korean co-teacher | mariekslee@gmail.com

BRAND STRATEGIST 2008 - 2010

**Company:** The Creative Counsel  
**Responsibilities:**

- Conceptualise and develop creative and strategically sound TTL campaigns
- Research to uncover brand essence and consumer insights
- Strategic platform development
- Facilitate brainstorm sessions with creative team
- Develop creative concepts
- Copywriting for promotional elements
- Creative team briefings
- Proposal writing and client presentations

**Brands:** Vodacom, Nokia, Clover Danone (NutriDay), GSK (Lucozade), Nedbank, P&G (Oral B), Tiger Brands (Jungle Oats and Tastic Simply Delicious), Nestle (Nestle Cereals), AMKA (Satiskin), Unilever (Rajah), Incolabs (Innox), and Kraft (Toblerone)

**References:** Rory McLean | Managing Director | rorymcleans@gmail.com; Kendal Smith | Creative Director | kendal.smith5@gmail.com

RESEARCH EXECUTIVE (Internship) 2007 - 2008

**Company:** Nielsen (AC Nielsen)  
**Responsibilities:** Project plan preparation; Questionnaire and research material design; Assit in field team briefings and project progress management; Initial data analysis and interpretation; Report and presentation writing; Proofreading  
**References:** On request

AU PAIR (USA) 2001

**Company:** EurAupair Intercultural Child Care  
**Responsibilities:** Live as part of an American host family to help care for their children; Form a deep and trusting relationship with the children and see to their everyday needs; Join in the host family's life, chores and family activities; Learn about American culture and history by attending classes at a local college and by socialising with students  
**References:** On request

## INTERESTS & SELF-STUDY

- Online consumer behaviour
- Consumer loyalty in the digital age
- Blockchain technology for digital marketing
- Marketing automation
- SEO for video and copy
- Basic coding
- Google Adwords
- Google Analytics
- Photography
- Motion graphics
- Visual effects
- Facebook Live streaming

## HOBBIES

- Traveling
- Hiking
- Guitar playing
- Photography
- Experimental short films

## WORKED TRAVELED



## MOTTO

IN ALL THINGS - BE CURIOUS

## QUOTE

NOT ALL WHO WANDER ARE LOST - J.R.R. TOLKIEN



## EDUCATION

### GOOGLE DIGITAL GARAGE CERTIFICATE

2019

Google - Digital Marketing Fundamentals - Online Short Course

### FILM & TV PRODUCTION - NATIONAL DIPLOMA (Cum Laude)

2013 - 2015

Tshwane University of Technology

#### Subjects:

- Editing
- Scriptwriting
- Directing
- Cinematography
- Producing
- Sound and Technology
- Film Theory and Criticism

#### Awards:

- Best Process Documentary; Best Academic Performance (2013)
- Best Cinematographer; Best Academic Performance (2014)
- Best Editor; Best Academic Performance (2015)

### TEFL CERTIFICATE - TEACH ENGLISH AS A FOREIGN LANGUAGE

2011

Norwood English (Ireland) -120 hour TEFL certificate

### B.COM (HONS) MARKETING MANAGEMENT (Cum Laude)

2006 - 2007

University of Pretoria

#### Subjects:

- Strategic Marketing
- Services Marketing
- Retail Marketing
- Branding and Visual Communication
- International Marketing and Communication
- Research Methodology and Script

#### Awards:

- Golden Key Honour Society
- Best project (Services Marketing)

### B.COM MARKETING MANAGEMENT (Cum Laude)

2003 - 2005

University of Pretoria

#### Subjects:

- Marketing Management
- Communication Management
- Business Management
- Statistics
- Accounting
- Economics
- Organisational Psychology
- Business Law
- Business Ethics
- Communication in Organisations
- Computer and Information Science

#### Awards:

- Golden Key Honour Society
- Top student (Communication Management)

### MICROSOFT OFFICE SUITE CERTIFICATE

2006

CompuPlus Training - Short Course

### PHOTOGRAPHY CERTIFICATE

2002

Open Window Art Academy

### NATIONAL SENIOR CERTIFICATE (MATRIC)

1996 - 2000

Hoërskool Noordheuwel and Hoërskool Roodepoort

#### Subjects:

- Mathematics
- Science
- Accounting
- Biology
- English
- Afrikaans