



## CHRIS SAMUELS

### Senior Manager Creative Services

+27684545570 • master.samuels@gmail.com • LinkedIn: <https://www.linkedin.com/in/chrissamuels93>  
• Portfolio Link: <https://callmechristofa.portfolial.com/> • Johannesburg

## Summary

### Chris Samuels

Specialist copywriter for a premium German automotive brand and multidisciplinary creative leader with proven experience directing teams, managing production workflows, and delivering strategic content across radio and TV.

I lead cross-functional creative teams to produce commercially focused work that meets brand and business objectives. My leadership approach combines strategic vision with operational expertise. Mentoring talent, optimising workflows, and ensuring every project is delivered on brief, on brand, and on time.

Currently pursuing Creative Director or Executive Producer roles in broadcast and podcasting, where I can drive creative excellence within integrated media teams.

**Available for:** Senior leadership roles | Creative management consulting | Broadcast Production | Copywriting

**Contact:** master.samuels@gmail.com

## Experience

### Clockwork Media

Bryanston/Midrand Gauteng

#### Senior Commercial/PR Copywriter

07/2025 - Present

- I currently work as a dedicated resource to the BMW Group South Africa public relations writer. Crafting compelling copy for advertising campaigns, digital and social media, and corporate communications, ensuring alignment with BMW's global brand voice.
- Test and review pre-launch BMW vehicle models, contributing product feedback and strategic insights on emerging Chinese automotive competitors and their positioning within the South African market.
- Producing high-quality written materials including press releases, newsletters, product guides, training manuals, and executive communications.
- Translated complex automotive and technical concepts into accessible language, enhancing customer and stakeholder understanding.
- Collaborated with marketing, engineering, product, and PR teams to ensure technical accuracy and campaigns' market positioning.
- Supported product launches by creating detailed descriptions, feature highlights, and engaging customer-facing content.
- Conducted research on industry trends and BMW innovations to deliver authoritative content for diverse audiences.
- Reviewed, proofread, and edited communications for clarity, brand consistency, and adherence to guidelines.

## Experience

---

### Weber Shandwick

Sandton

#### Senior Creative Producer

06/2023 - Present

- Created compelling narratives and strategic content for B2B & B2C digital platforms and media, leveraging through-the-line experience across diverse industries.
- Led production schedules, coordinated talents, and managed post-production processes, ensuring high-quality deliverables in video editing and motion graphics.
- Directed executive-level content creation, ensuring strategic goal alignment and quality across various media, including briefing documents, media responses, and speeches.
- Trained and mentored junior staff in creative development and project management, fostering growth in content production teams.
- Led the development and execution of cohesive, multimedia communication campaigns with cross-department collaboration to align brand strategy with business goals.
- Created executive communications: speeches and thought leadership, aligning with organizational priorities and C-suite personas.
- Provided high-stakes communications support during crises, drafting strategic statements and coordinating with executive leadership to manage reputational issues.

### e.tv

Johannesburg

#### Creative Commercial Producer/Journalist

03/2019 - 12/2022

- Writing & Content Creation: Developed and executed content across digital platforms, social media, print, radio scripts, television scripts, podcasts, and advertorials.
- Creative Producer & Director: Led the production of commercial weekly shows, handling everything from scriptwriting and storyboarding to directing and post-production.
- Production Management & Department Leadership: Established and led a media production department, overseeing the development of Standard Operating Procedures (SOPs) and creating workflows for efficient content delivery. Managed pre-production and post-production, coordinating talent, crew, and logistics to ensure on-time and within-budget project execution.
- Media Planning & Content Strategy: Devised and implemented media strategies for commercial productions, incorporating client messaging into video content, social media campaigns, and digital platforms.
- Client Solutions & Account Management: Provided bespoke client solutions, including video production, digital content creation, and social media strategy development. Managed client accounts, ensuring smooth collaboration and delivering content that met strategic goals and creative standards.
- Journalistic & Editorial Skills: Produced editorial content and news segments, conducting interviews and offering voiceover work where needed. Utilised strong research and journalistic skills to produce fact-based, engaging content while managing editorial budgets and timelines.

### eNCA

Hyde Park

#### News Reporter & Producer

01/2018 - 02/2019

- Research & Fact-Checking: Conducted in-depth research and fact-checking for interviews and stories. Performed background research to fact-check breaking news headlines.
- Script Writing & Content Packaging: Wrote scripts aligned with visuals using Dalet for on-air broadcasts. Packaged content for on-air broadcasts, ensuring clarity and engagement.
- Interviewing & Story Development: Conducted pre-interviews via telephone ahead of camera interviews. Sourced human interest stories to enhance viewer engagement. Investigated community issues and produced well-received reports.
- Collaboration & Production Management: Collaborated with camera crews to create visually compelling stories. Worked flexible hours, including nights, weekends, and holidays, to meet deadlines. Collaborated with producers and management to develop newscasts, promotions, and teasers.
- Attention to Detail & Time Management: Applied strong attention to detail while completing assignments. Managed time to meet tight deadlines.
- Multimedia Content Creation: Captured and edited multimedia content, including audio, video, and photographs, to enrich stories.
- Reporting & Presentation: Reported from field locations and wrote stories under tight deadlines. Presented story developments in live broadcasts and pre-recorded segments. Blind read copy for advertisements and breaking news developments during live broadcasts.

## Experience

---

### South African Qualifications Authority

Pretoria

#### Marketing and Communications Coordinator

10/2017 - 09/2018

- Social Media Strategy & Content Creation: Developed and executed social media strategies to boost engagement and reach. Created viral content, collaborating with stakeholders for impactful messaging.
- Campaign Development & Public Awareness: Crafted campaigns to enhance brand visibility and customer engagement. Adjusted strategies based on customer feedback and trends.
- Editing & Proofreading: Edited staff materials for clarity and accuracy, ensuring adherence to style. Wrote SEO-optimised press releases and promotional content.
- Media Relations & Outreach: Created media outreach plans to increase visibility across markets. Distributed press releases and managed media engagement via social platforms.
- Monitoring & Reporting: Analysed media coverage and reported on PR effectiveness. Supported PR managers with content preparation and research.
- Photo & Video Production: Assisted in photo and video production, including editing tasks.

### SABC - 5FM

Johannesburg

#### Content Producer Intern

01/2016 - 12/2016

- Operated mixing consoles and technical equipment during live broadcasts, developed scripts for live-read advertisements, and ensured voice-overs aligned with brand specifications.
- Assisted in crafting radio show promos and on-air game mechanics, supporting comprehensive show development.
- Planned and executed digital campaigns on multiple platforms while managing social media and reporting analytics via Hootsuite and Google Analytics.
- Collaborated with a team to create content for print and digital media, and developed strategic communication plans.
- Assisted in organizing provincial music shows and handled event coordination along with general administrative duties, including financial data management.
- Adapted quickly to new technology, working flexible hours, and efficiently addressing paperwork discrepancies to ensure smooth operations.
- Improved the 5FM brand presence on digital channels through effective social media engagement and campaign execution.

### Metro Rhythm (Community Radio)

Rivonia

#### Podcast Host and Producer

02/2014 - 08/2014

- Presenting bi-weekly shows.
- I developed and delivered engaging podcast scripts, conducted interviews, led conversations, and maintained audience engagement throughout each episode.
- I ensured a smooth episode flow, adapted the tone and style to align with the brand, and built a consistent, relatable on-air presence.
- In addition to hosting, I managed the full production process, including episode planning, in-depth research, guest coordination, and recording logistics.
- I handled the technical aspects of production—audio engineering, recording, editing, sound mixing, and mastering—to ensure high-quality output.
- I also created sound design elements, selected music, and incorporated branded audio seamlessly.
- Likewise, I was responsible for scheduling episode releases, writing metadata and show descriptions, managing distribution across digital platforms, tracking audience analytics, and ensuring all content deadlines were met.

## Education

---

### Boston Media House

Parkmore, Sandton

#### Broadcast Journalism

01/2014 - 12/2016

- Majors in Broadcast Journalism—TV and Radio.
- Media Production—Videography, Sound Engineering, Video Editing, Graphic Design, Storyboarding, scripting, and Film Principles.
- General relevant media coursework during the three-year diploma, including advertising, marketing, public relations, finance in media, business administration, and Microsoft Office.

## Education

### Eden Park Senior Secondary School

Alberton

#### National Senior Certificate

01/2007 - 01/2011

- Elected Captain of Musical arts and poetry
- Elected treasurer for Student Representative Council in 2009-2011
- Awarded Eisteddfod champion 2009, 2010

## Industry Expertise

|                                                   |                             |                                    |
|---------------------------------------------------|-----------------------------|------------------------------------|
| Premium Automotive reviews and media distribution | Fintech                     | News Reporting/Producing           |
| Health And Medical                                | Mining & and Infrastructure | Business and Economics             |
| Political communication                           | Real Estate                 | Technology/Artificial Intelligence |
| Human Interest/Social coverage                    |                             |                                    |

## Languages

English Native ●●●●● Afrikaans Proficient ●●●●●

## Skills

### Communications:

Strategic Messaging, Content Development, Communications Strategy, Media Relations, Stakeholder Engagement, Press Release Writing , Crisis Communication , Speech Writing , Social Media Copy , Internal Communications , Brand Storytelling , Campaign Planning , Reputation Management, Communication Strategy Development, Simplifying Complex Information , Thought Leadership Content , Media Monitoring,, Data-informed Strategy Adjustment , Communication Impact Analysis

### Video Production:

Adobe Premiere Pro , Final Cut Pro , Pro-tools, Intermediate Video Editing , Intermediate Sound Editing , Interview setup & direction, Scriptwriting for short & long-form video, Directing multi-camera shoots, Storyboarding & shot planning, Quality control checks, Multicam Video Mixer , Green Screen Production , Teleprompter , Conducting interviews with the subject both on camera and off camera.

### Radio/Audio Production:

Voice Direction for Presenters, Radio and Podcast Scriptwriting, Audio Cueing & Timing Awareness , Episode planning and Hot Clock Formatting , Mix down review & feedback (final mix sign-off) , Understanding of tone, clarity, and pacing in audio storytelling, Audio Automation, Voice Over Recording, Mixing Desk Operation

### Software:

Microsoft Office (Word, Excel, PowerPoint) , Adobe Premiere Pro (Intermediate Editing proficiency) , Adobe After Effects (guiding motion graphics/effects), Final Cut Pro, Trello / Asana / Monday.com (production tracking and workflows), Chase , Google Workspace, Slack, Microsoft Teams , Dalet, Adobe Audition / Audacity (audio edit review and script timing), Cleanfeed / Riverside.fm / Zoom (remote interviews and audio capture), Content Management System , WordPress, Grammarly , Leonardo AI , ChatGPT , DeepSeek, Google Drive , Zoom/Teams interviews , Transcribing

### Social & Digital Media:

Writing platform-specific copy, Scheduling content for campaigns/shows, Tracking social performance metrics, Guiding video/audio content tailored for platforms (e.g. Reels, TikTok, YouTube Shorts) , Community Engagement Strategy , Meta Business Suite , , Twitter/X, Instagram, TikTok, YouTube, Canva, Adapting content for web and social formats, Optimising content for mobile-first audiences, Writing for SEO (headlines, tags, metadata), Supporting UI/UX-driven content decisions,

### Project Management:

Production scheduling & workflow management, Budget oversight and resource tracking, Deadline and milestone enforcement, Briefing internal & external teams, Managing post-production, Client Management , Media Networking ,

### People Management:

Managing creative and production teams, Delegating tasks based on strengths, Running status meetings and production check-ins, Providing constructive editorial and creative feedback, Onboarding freelancers or new team members, Maintaining cross-functional team communication. On-site and remote. , Collaborative leadership, Clear brief development, Conflict resolution and team motivation, Time and performance management,

---

## Skills

---

### Journalism:

Breaking News Coverage, News Investigation & Fact-Checking, Interviewing Techniques (in-person and remote), Writing headlines, intros, and metadata for web and social, Interview preparation and scripting, Identifying leads and angles relevant to target audiences, Producing news packages, short-form explainers, and feature stories, Voicing news broadcasts,

---

## Key Achievements

---

### eImagine Productions

I co-founded **eImagine Productions** within eMedia's sales division, creating an in-house agency that streamlined the full production and broadcast pipeline for clients. We delivered end-to-end creative solutions — from copywriting and scripting to full video, animation, digital, social and on-air production — covering everything from AFPs and branded content to tactical broadcast elements. This model integrated production with media sales, giving clients a cost-effective, high-quality, single-channel solution. I'm happy to unpack the full scope and impact of this work during the interview.

### Producer: The Cradock 4 Docu-series

As a key member of the eNCA Special Projects Team, I co-produced a compelling four-part docu-series on the Cradock Four, a pivotal event in South Africa's anti-apartheid struggle. Collaborating with two talented producers and directors, we crafted a powerful series presented by Michelle Craig. The docu-series not only explored the lives and enduring legacy of these four courageous activists but also illuminated their fight against apartheid and the brutal circumstances of their deaths, delivering an impactful narrative that resonated deeply with South African audiences.

### Project management

I've managed end-to-end TV production projects, overseeing every phase from concept development to final delivery. This includes sourcing and managing talent and influencers, handling casting, coordinating crews, recruiting and supervising freelancers, and maintaining full budget control throughout the production cycle. I ensure all creative, logistical and delivery requirements are met while keeping clients informed, aligned, and satisfied at every stage. I can share specific project examples and outcomes in more detail during the interview.

---

## Volunteering

---

### Youth With Diabetes

Diabetes Educator

2010 - 2014

Youth With Diabetes is a NPO that focuses on children and teenagers with early onset type 1 diabetes.

---

## References

---

Available Upon Request