



Hello, how are you?

I'm Mark, and I'm an Art Director. I love ideas, actually I'm crazy about them. I love the way they quietly sneak up on you at 3am while your dreaming of running down the beach like David Hassilhoff (wearing boardshorts... obviously, no budgie smugglers).

My love for these crazy, sometimes scary, and very illusive ideas began in 2003 when I attended Vega and learnt how to harness them into ad's, creative executions and the campaign.

Ideas aren't everything if you can't execute them so I have been working really hard on my Creative Suite skills, to use them like a finely trained Ninja... Photoshop trained Ninja's who knew...

Although born in Johannesburg, I have been seen to spring my step in the streets of London. But the cold got to me so I decided the warmer highveld of Jozi was where I should be, so I can now, once again, be seen attending my favourite Jozi coffee houses.

I've tackled projects from advertising, print and web design to pitching and winning brands such as Cell C, Nivea, Barclays Bank, Nissan, SC Johnson and many others.

Thanks for taking the time to get to know me, I hope you'll enjoy my portfolio.

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Where I've Worked

Art Director / June 2013 - Present /
1886 - FCB / Johannesburg

- Cell C
- Nivea & Eucerin
- SASFIN Bank

Art Director / May 2012 - May 2013 /
Ogilvy Action / London

- Raid
- Glade

Art Director / January 2011 – April 2012 /
The Jupiter Drawing Room / South Africa

- Absa Bank (Barclays Africa)
- Just Juice
- Department of Communications (Digital TV)
- Climate Change
- South African Reserve Bank

Lead Print & Web Designer / June 2009 – November 2010 /
London Bridge Media / London

- Betway
- GNUF

Creative Producer / July 2008 – June 2009 /
Absolute Publishing / London

- Welcome to London
- ABTA
- ASTA
- The Champions League
- Spa Secrets



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Awards

- Bronze Loerie (2014)
- Bronze Loerie (2015)

Program Knowledge

- Photoshop (Excellent)
- Indesign (Excellent)
- Illustrator (Very Good)
- Dreamweaver (Proficient)
- HTML (Proficient)
- CSS (Proficient)

Degree, Qualifications and Certificates

Advanced Photography
Collage of Digital Photography
Certificate 2015

Fundamentals of Photography
Collage of Digital Photography
Certificate 2015

Designing for Internet
Central Saint Martins University (London)
Certificate 2010

BA Brand Communications Specialising
in Art Direction
Vega the Brand Communications University
Degree 2003 – 2005

Art Director / August 2007 – March 2008 /
TBWA/Hunt/Lascaris / South Africa

- Nissan
- Standard bank
- SABC TV
- Liquorice Allsorts
- Tiger Brands
- Absolut Vodka
- Jelly Tots

Designer / November 2005 – July 2007 /
Graffiti / South Africa

- ER24
- Clover
- Pringles