

Q: *How do you eat an elephant?*

LIZE-MARIÉ SWAN

ART DIRECTOR & CREATIVE MAVERICK

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CAREER STRATEGY

A: One bite at a time.

EMPLOYMENT EXPERIENCE

PROMISE GROUP - JOHANNESBURG

CONCEPTUAL ART DIRECTOR (OCT 2017 -)

Main duties are retail art direction, and conceptualisation of 360 advertising campaigns (ATL and BTL) for the Edcon Group and Edcon Speciality Division which consist of retailers, Edgars, Jet, CNA, Boardmans and Edcon Cellular. On a day to day basis I liaise with artists and production teams to produce effective retail campaigns in-store and wider ATL communications as well as internal sales and marketing campaigns for B2B opportunities.

ODA ADVERTISING - DURBAN

SNR. ART DIRECTOR/COPYWRITER (APR 2016 - OCT 2017)

As Senior Art Director and Copywriter my main duties are art direction, design, packaging design, corporate identity development, copy writing and conceptualisation of 360 advertising campaigns for new and existing clientele. Client list include Bygård Automation Business Solutions, Ascendis Pharmaceuticals (Brands: Sinucon, Sinucon C, Zetop, Biocort), Styleline Sanware, SRSA (Dunlop), Unilever Food Solutions, Wondrous Water, Spar Group BuildIt, RTE Snacks (Brands: On the Go nuts and dried fruit snacks), Johannesburg Expo Centre and Nolands Auditors.

GEOMETRY GLOBAL-OGILVY&MATHER JOHANNESBURG

ART DIRECTOR (JUN 2015 - MAR 2016)

Redworks merged with Hogarth which lead to the retail creative department to merge with Geometry Global in a global acquisition. Most of my duties stayed the same with Sun International being my main client, with added shopper-marketing and activations experience with briefs from Vodacom SA, Grandpa, Nestle, GSK (Mondelez).

REDWORKS-OGILVY&MATHER - CAPE TOWN

ART DIRECTOR/DESIGNER (FEB 2014 - MAY 2015)

Main duties are art direction, design, conceptualisation of large scale promotions and advertising campaigns to Sun International Hotels, Resort and Casino's. Sun International boast with a portfolio of 27 properties across Africa and South America, incl. Sun City, Carnival City, Boardwalk Casino, The Table Bay Hotel and The Maslow Hotel in Sandton.

STRAIGHT TWISTED - JOHANNESBURG

**ART DIRECTOR/DESIGNER/TEAM LEADER
(SEPT 2012 - JAN 2014)**

Main duties are art direction, design, conceptualisation and sometimes copywriting of advertising campaigns and materials to clients: Nissan South Africa(NSA), Soviet Clothing, Tregger Brands, Everguard and LawCredit. Manage studio workflow and check that all aspects of client briefs are met, on time, on target and executed to the highest quality.

As the team leader and creative head for the internal NSA team at Straight Twisted, my main duties is to act as brand custodian for the NSA Retail, Parts and After Sales, Africa Division, Dealer Network and Internal Communications on the NSA account. In 2013 LKDA voted NSA to have the most consistent retail campaigns across all Nissan networks globally.

PURE MEDIA ADVERTISING JOHANNESBURG

ART DIRECTOR/DESIGNER (SEPT 2011 - AUG 2012)

Main duties are art direction, graphic design, conceptualisation of advertising campaigns, publications designs and various printed materials to clients: LANCET Laboratories, National Business Initiative (NBI), O.R. Tambo International Airport - Airports Company South Africa (ACSA).

INTERNSHIPS & VOLUNTEER

HBS (HOST BROADCASTING SERVICES)

WEBSITE PUBLISHER ASSISTANT (JUNE 2010 - JULY 2010)

I had the privilege to be one of 200 students nation wide to intern for six weeks at the official FIFA broadcasting services during the 2010 FIFA Soccer World Cup in South Africa. My duties was to update broadcasting information on the FIFA-MAX server for the 2010 FIFA Soccer World Cup.

TBWA\HUNT\LASCARIS

INTERN ART DIRECTOR (MAY 2010 - JUN 2010)

As part of my course, I had the privilege to intern for a week at TBWA\Hunt\Lascaris, a multi-awarded advertising agency. I designed a logo for the LAB and brainstormed on various ideas and concepts.

BREINSTORM BRAND ARCHITECTS

INTERN DESIGNER (MAY 2010)

I interned for a week during winter break at Breinstorm Brand Architects, a boutique branding and design agency. I designed (under the guidance of the creative director)a fabric pattern for Marriane Fassler, a renown South African fashion designer, for her 2010 spring collection.

AGENT ORANGE DESIGN

INTERN/DESIGNER (NOV 2009 - DEC 2009)

During the summer break I interned for six weeks at Agent Orange Design, an advertising and design agency.

PRETORIA ART MUSEUM

VOLUNTEER/EDUCATIONAL ASSISTANT (2004)

I volunteered as an educational assistant and guide for the Pretoria Art Museum. During this time I set up workshops and help managing some art exhibitions.

AWARDS AND ACHIEVEMENTS

THE CREATIVE POOL ANNUAL

INDIVIDUAL GRAPHIC DIVISION FINALIST (2018)

Creativepool endeavours to set higher benchmarks for creativity and to inspire learning, interaction, and debate and does so with one of the most widely distributed creative award publications, the Creativepool Annual, Creativepool prints 7,500 beautifully bound copies of the Annual and puts them directly in the hands of industry leaders at brands and agencies, big and small, around the world, exponentially increasing the reach of the winning work, campaigns, people, companies and agencies.

✦ Project: Chef Heidi's DIY Spice Blends for chefs
Unilever Food Solutions tasked resident Chef Heidi Heckmann (Regional Customer Chef - Cape Town) to create 11 unique Spice Blend recipes using the Robertsons Spice Range. As part of "Our Journey, Your Discovery" campaign the idea was to create unique images and designs using these ingredients for a fun Facebook campaign. Each week Chef Heidi's unique Spice Blends was posted as media rich Facebook Canvas Posts. Each of these

recipes are also available for iPad download at the UFS.com website.

ECO DESIGN INITIATIVE CHALLENGE

FRESH TALENT FINALIST (2012)

The Eco Design Initiative is an annual challenge to designers from South Africa to come up with unique and sustainable design solutions to improve our social and economical environment. Sponsors and associates of this challenge are the South Africa Department of Arts and Culture, Swedish Art Council, The Swedish Institute, the SVID - Swedish Industrial Design Foundation, INDEX:design to improve life and The Earth Child Project. All finalist designs will be showcased at the Design Indaba, Cape Town.

✦ Project: As Light as Grass
Together with my designer partner designed an eco sustainable chandelier out of grass and minimal waste material.

EDUCATIONAL INFORMATION

Degrees & Diplomas

UNIVERSITY OF JOHANNESBURG

NDIP GRAPHIC DESIGN (2008-2011)

- ✦ Design Techniques;
- ✦ Communication Design;
- ✦ Graphic Design Drawing;
- ✦ Professional Graphic Design Practice;
- ✦ History and Theory of Graphic Design

UNIVERSITY OF PRETORIA

BA VISUAL STUDIES (2003-2006)

- ✦ History of Art;
- ✦ Visual Communication Studies;
- ✦ Drama and Film Studies;
- ✦ Cultural History;
- ✦ Information Science;
- ✦ History of Western Philosophy;
- ✦ Industrial Psychology 110;
- ✦ Marketing Management 101

Certifications

OGILVY DIGITAL MARKETING ACADEMY

CERTIFICATES (2015)

- ✦ Content Strategist
- ✦ eMail Marketing Essentials
- ✦ Digital Analytics for Marketers

MAURICE KERRIGAN AFRICA

CERTIFICATE (2014)

Effective Speaking and Presentation

AAA SCHOOL OF ADVERTISING

CERTIFICATE (2012)

Copywriting

NATIONAL COLLEGE OF PHOTOGRAPHY

CERTIFICATE (2003)

Intermediate course in Photography

HOËRSKOOL JAN VILJOEN (HIGH SCHOOL)

NATIONAL SENIOR CERTIFICATE (2002)

- ✦ Afrikaans;
- ✦ English;
- ✦ Accounting;
- ✦ Mathematics;
- ✦ Computer Science;
- ✦ Physical Science

OTHER INFORMATION

COMPUTER LITERACY

ADOBE CC

- ✦ Photoshop;
- ✦ Bridge;
- ✦ Illustrator;
- ✦ InDesign;
- ✦ Flash;
- ✦ Dreamweaver;

MICROSOFT

- ✦ Word;
- ✦ Excel;
- ✦ Access;
- ✦ Publisher;
- ✦ Power Point

LANGUAGES

English, Afrikaans, Learning French

LICENCES

- ✦ Code O8 drivers licence;
- ✦ PADI Scuba Diving Licence - Advance Diving

REFERENCES

GEOMETRY GLOBAL

MAHEN REDDY (CREATIVE DIRECTOR)

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OGILVY&MATHER JOHANNESBURG

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