Biographical Information

Siya Sithole-Tyali – **Senior Copywriter/Design Writer**

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Contact Information:

Name:	Siyabulela Sithole-Tyali
Nickname/Preferred:	Siya
Cell:	082 679 4477
Secondary mail:	mattchucksilver@gmail.com

Personal information:

Date of Birth:	22 July 1983
Sex:	Male
Status:	Married

Education:

Grey High School (Port Elizabeth):	Matric Exemption English HG, Xhosa HG, Biology SG, History HG, Maths SG and Geography SG.
Mandela Metropolitan University:	BA Gen. Degree: Major: Psychology Sub-Majors: Industrial Psychology and English Lit
Red & Yellow Creative School of Business:	Copywriting Diploma Digital Marketing Certificate UX Design Certificate
Computer Skills:	Microsoft Word Powerpoint

Achievements:

2001:	Matriculated
2005:	BA Degree in Psychology
2007:	Red & Yellow Diploma
2014:	Digital Marketing Certificate
2019:	UX Design Certificate

Awards

2006:	**Student ad in the D & AD Book**
	Think! Teen Road Safety "Le Parkour"
2008:	**Bronze Loerie** for Digital Media
	Stepping Stones "Courage"
2009:	**Finalist placing at the Vuka! Awards**
	Stepping Stones "Courage"
2010:	**Finalist placing at the Loerie Awards**
	Room 13 "Creativity" Print ads
2010	**Finalist placing at the Loerie Awards**
	Cape Town Book Fair "The Original Blockbuster" Activation.
2010	**Winner of the Creative Circle Ad of the Month** for the month of September.

Work Experience:

Demographica

Position:	**Senior Conceptual B2B Copywriter**
Tel:	011 447 7373
Duration:	01 August 2018 – Present
Clients:	MTN, Old Mutual, Liberty, RCL, SYSPRO, SASFIN and BCX
Responsibilities:	Conceptualise radio, TV, print, billboard and digital campaign copy and concepts for their B2B clients.

Cheil

Position:	**Conceptual Copywriter**
Tel:	011 996 2300

Duration:	08 January 2018 – 31 July 2018
Clients:	Samsung
Responsibilities:	Conceptualising radio, TV, print, billboard and digital campaign copy and ideas for Samsung.

Wunderman / FLUID (Freelance)

Position:	**Conceptual Copywriter**
Tel:	011 797 9900
Duration:	02 October 2017 – 22 December 2017
Clients:	Telkom
Responsibilities:	Conceptualising radio, TV, print, billboard and digital campaign copy and ideas for Telkom.

ABSA (Freelance)

Position:	**Copywriter**
Tel:	011 836 9108
Duration:	07 August 2017 – 29 September 2017
Clients:	Internal
Responsibilities:	I wrote the copy for all the internal communication – such as emailers, newsletters, internal activations, etc. – between the Infrastructure Services and Chief Technology office and the rest of ABSA.

Ninety9cents (Freelance)

Position:	**Conceptual Copywriter**
Tel:	021 460 5299
Duration:	1 June 2017 – 21 July 2017
Clients:	Shoprite
Responsibilities:	To conceptualise great Through-The-Line copy, ideas and activations that could carry, or re-interpret, the brand's message. This included posters, in-store window displays, online web banners, etc.

Hero Cape Town

Position:	**Conceptual Copywriter**
Tel:	021 403 1900
Duration:	1 June 2016 – 31 May 2017
Clients:	Old Mutual, City of Cape Town & Red Bull
Responsibilities:	To conceptualise great Through-The-Line copy, ideas and activations that could carry, or re-interpret, the brand's message.

Ninety9cents (Freelance)

Position:	**Conceptual Copywriter**
Tel:	021 460 5299
Duration:	1 July 2015 – 31 May 2016
Clients:	Shoprite
Responsibilities:	To conceptualise great Through-The-Line copy, ideas and activations that could carry, or re-interpret, the brand's message. This included posters, in-store window displays, online web banners, etc.

AdMakers International (Freelance)

Position:	**Conceptual Copywriter**
Tel:	021 460 5299
Duration:	1 December 2014 – 30 June 2015
Clients:	GM Motors
Responsibilities:	Conceptualising Through-The-Line ideas and copy for their General Motor clients that include: Isuzu, Chevrolet and Opel.

Ninety9cents (Freelance)

Position:	**Senior Conceptual Copywriter**
Tel:	021 460 5299
Duration:	1 October 2014 – 28 November 2014
Clients:	Shoprite
Responsibilities:	To conceptualise great Through-The-Line copy, ideas and activations that could carry, or re-interpret, the brand's message. This included posters, in-store window displays, online web banners, etc.

AdMakers International (Freelance)

Position:	**Senior Conceptual Copywriter**
Tel:	021 448 7074
Duration:	1 September 2014 – 30 September 2014
Clients:	GM Motors
Responsibilities:	Conceptualising Through-The-Line ideas and copy for their General Motor clients that include: Isuzu, Chevrolet and Opel.

Young & Rubicam (Freelance)

Position:	**Mid-level Conceptual Copywriter**
Tel:	021 460 5299
Duration:	June 2014 – 29 August 2014
Clients:	Caltex
Responsibilities:	To conceptualise great Through-The-Line copy, ideas and activations for various Y&R clients, mostly Caltex. This included posters, in-store window displays, online web banners, etc.

Ninety9cents (Freelance)

Position:	**Mid-level Conceptual Copywriter**
Tel:	021 460 5299
Duration:	1 May 2014 – June 2014
Clients:	Ackermans
Responsibilities:	To conceptualise great Through-The-Line copy, ideas and activations that could carry, or re-interpret, the brand's message. This included posters, in-store window displays, online web banners, etc.

Radar (Perma-lance)

Position:	**Mid-level Conceptual Copywriter**
Tel:	021 418 5185
Duration:	1 July 2013 – April 2014
Clients:	Sea Harvest**,** Old Mutual Group (and its subsidiaries) and TOTAL

Responsibilities:	To conceptualise great Below-The-Line copy, ideas and activations that could carry, or re-interpret, the Above-The-Line message. This included: posters, in-store window displays, online web banners, etc.

Atmosphere Communications (Freelance)

Position:	**Mid-level Copywriter**
Tel:	021 469 1633
Duration:	1 month
Client:	Capitec
Responsibilities:	To write and conceptualise all the online copy for the "Ask Why: Young Pioneers" campaign.

e.tv

Position:	**Copywriter**
Tel:	021 481 4440
Duration:	01 November 2010 – 28 June 2013
Clients:	e.tv and its subsidiary brands and shows.
Responsibilities:	To conceptualise great Through-The-Line copy, concepts and activations that were carried in above-the-line, below-the-line and digital mediums.

TBWA\Hunt\Lascaris Cape Town

Position:	Mid-level Conceptual Copywriter
Tel:	021 417 5700
Duration:	01 March 2010 – November 2010
Clients:	adidas, SANRAL (South African National Road Agency Limited), SWEAT (Sex Workers Education and Advocacy Taskforce), Room 13, Careworks and Cape Town Book Fair
Responsibilities:	To conceptualise great Through-The-Line copy, concepts and activations that were carried in above-the-line, below-the-line and digital mediums.

Under The Radar (UTR)

Position:	**Junior to Mid-Level Copywriter**
Tel:	021 424 1411

Duration:	1 October 2008 – 26 February 2010
Clients	Old Mutual, Sea Harvest and Prudential
Responsibilities:	To conceptualise great Below-The-Line copy, ideas and activations that could carry, or re-interpret, the Above-The-Line message. This included: posters, in-store window displays, online web banners, etc.

King James RSVP

Position:	**Junior Copywriter**
Tel:	021 465 3511
Duration:	7 January 2008 – 31 August 2008
Clients:	Levi's®, Johnnie Walker, Ackermans, Ackermans Baby and Parmalat
Responsibilities:	To conceptualise great Below-The-Line copy, ideas and activations that could carry, or re-interpret, the Above-The-Line message. This included posters, in-store window displays, online web banners, etc.

Referees:

1. Doug Larter
   - Executive Creative Director: Hero Strategic Marketing
   - Cell number: 083 677 3328
   - e-mail: doug@hero.co.za

2. Louw Le Roux
   - Creative Director: Ninety9Cents Advertising
   - Cell number: 083 379 2484
   - e-mail: louw@99c.co.za