

THREE-CENTS.COM



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DO NOT IRON
Come as you are...

Dylan Balkind | IMAGINATION PILOT

SENIOR COPYWRITER | CREATIVE DIRECTOR | CONCEPT DEVELOPMENT | STORYTELLER

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Have a plan. Make it happen. Tell the world.

I am conceptual, creative, and confident in my hybrid experience, earned across the diverse channels being used in the industry today. Storytelling is a craft that should get you noticed because of its relevance to **where** it is being told – and to whom. From radio, TV and print to launches, online, social media or experiential, the need to trigger *talkability* is now more important than ever.

By understanding the pace and trends that challenge the marketing mix today, agencies need creatives with a conscious combination of a) informed confidence, and b) the courage to learn new things.

I see the big picture and understand why we sweat to get there.

Please click here to view the video overview of my portfolio:

<https://vimeo.com/171044413>

PROACTIVE / PERSONAL PROJECT

ONE MINUTE NEWS

<https://youtu.be/7v-PAJ8iffQ>

#Humour #News #Satire

EXPERIENCE AREAS

Experience arenas: Advertising, Digital, PR, Marketing, Features, Blue Chip, Internal Communications, FMCG, Retail, Online, Web, Blogging and Social Media forums.

ACCOUNTS

Bavaria, Edgars, BMW, Beiersdorf (Nivea), Vodacom, FNB, MTN, MINI, Samsung, DIS-CHEM, Tata, Glasfit, Phonak, Nedbank, DBSA, Murray & Roberts, Hendler & Hart, Nestlé, Albany Bread, CHOC Childhood Cancer, Playboy Deodorant, Simba, Natura, Kellogg's, Colgate, Danone, Sofn'free, Perfect Choice, Clere, Five Roses, Blue Ribbon and more.

AWARDS

**BRONZE | MEDIA DIGITAL & SOCIAL
CANNES LIONS 2015**
FNB 'Switch'

**GOLD | INTEGRATED MOBILE CAMPAIGN
BOOKMARKS 2015**
BMW 2 Series 'Are you 2 enough?'
Gloo & Vizeum

**SILVER | INTEGRATED MULTI-PLATFORM
CAMPAIGN
BOOKMARKS 2015**
BMW 2 Series 'Are you 2 enough?'
Gloo & Vizeum

**BRONZE | MEDIA PLAN
BOOKMARKS 2015**
BMW 2 Series 'Are you 2 enough?'
Gloo & Vizeum

The Loerie Awards – 2014
SILVER | Digital & Interactive Communication:
digital applications, activations & interactive tools
FNB ATM "Switch" campaign

The Loerie Awards – 2014
SILVER | Media Innovation:
single medium
FNB ATM "Switch" campaign

The Loerie Awards – 2014
**CRAFT CERTIFICATE | Digital & Interactive
Communication: best use of technology**
FNB ATM "Switch" campaign

AMASA Awards – 2014
GOLD | BEST USE OF MOBILE
BMW 2 Series – "Are you 2 enough?"

AMASA Awards – 2014
GOLD | BEST USE OF TECHNOLOGY
FNB ATM Switch

AMASA Awards – 2014
SILVER | BEST USE OF TECHNOLOGY
BMW 7 Series App

EDUCATION

Bachelor of Arts in Dramatic Arts (BADA)
University of the Witwatersrand
Majors: Writing, Directing and Acting

Random House / Struik Creative Writing Course
UCT

Public Relations Certificate
PRISA, Damelin College

Glenvista High School
Rotary Exchange Student – Germany

EXPERIENCE

Senior Copywriter | G&G Digital

March 2017 – current

Delivering concept and copy for (predominantly) digital outputs across a client mix that includes Blue Ribbon, Janssen Medical (Here4You), Pawspective, Nashua, St. Mary's School, WIZZIT, Doppio Zero and G&G Digital's own collateral and marketing materials.

Senior Copywriter | MetropolitanRepublic

Freelance 3-month assignment – April to June, 2016

While the permanent / senior creative team focused on the MetropolitanRepublic re-pitch for MTN, I was appointed as part of a small team to deliver on the existing MTN (Africa) creative outputs; working predominantly on a corporate launch for MTN Nigeria while also fulfilling briefs on smaller, local projects including other MetropolitanRepublic clients such as LEGIT (Edcon).

Creative Consultant / Panel Member | VEGA School

Ad-hoc (as invited) for the outgoing 2015 and 2016 graduating students' final creative presentations

Invited by VEGA to join their panel-mix of both school executives and industry professionals to guide, review and critique their graduations students' presentations to (real) commissioning clients that the school delivers work for. This involved giving upfront, informed feedback, input and guidance (for reworking) on the work/s created for the schools own paying clients for the creative that is generated by their senior students (which forms part of their own portfolios and graduation-measurements).

I am booked to represent them again on 11 May, 2017 at Portfolio Night, to be held at the University of Johannesburg.

Concept Development / Creative Direction | Al Tayer Trends (Dubai)

Freelance – November 2015 to March 2016

Gerhard Muller – a colleague from M&C Saatchi Abel, is now the [Digital Creative](#) Head at [Al Tayer](#) in Dubai – has outsourced the creative conceptualisation, execution and rollout to me for the launch of Dubai's own version of the New York famous Serendipity3 restaurant. This creative work is the full 360° – from concept to development of a) the campaign's masthead for internal greenlighting, and then b) developing the consumer-facing teaser and c) launch campaign across ATL, digital, social media and guerilla/ambient touchpoints.

NB: The venue opens January 25th with its official launch on February 29th after which I will be able to include the creative as part of my portfolio.

Concept Development / PR / Creative Direction | Mo-Tseleng

Freelance – 2009 to 2015

Initially appointed to set up and maintain the Mo-Tseleng PR profile on Biz Community, and have been briefed over the years on various campaigns; for concept development, radio scripts, social media campaign design, TLC (toilet) media and other BTL collateral. I have most recently conceptualised and

crafted their brand story's repositioning (self-made edit [here](#); formal project in post-production currently for a 2016 re-launch).

Creative Director | Ogilvy GO

Freelance Assignment – April to July, 2015 (3 month project-based freelance booking)

I was tasked with repositioning South Africa's biggest health and beauty retailer from a brand story [perspective](#), and demonstrating the power in translating that for maximum reach across all media platforms – from the traditional through to the various, diverse new content arenas – in ways that are relevant to each, because of each one's specific audience.

Senior Copywriter (Group Head) | M&C Saatchi Abel

June 2014 – April 2015 (11 months)

Conceptual development and content generation for 360° marketing and advertising elements including TVCs, radio, print, digital, retail, POP/POS, CRM and Social Media arenas for Edgars (and the related Edcon Group affiliates), Nedbank, Simba, and more.

Senior Copywriter | Gloo Digital Design

April 2013 - June 2014 (1 year 3 months)

Responsible for concept and conceptual development for both pitches and existing work across digital, ambient, social media, web, mobi channels and more for clients BMW, MINI, Samsung, South African Tourism, FNB, RMB and Momentum. Concept development for online video and banners, website copy development, App content, social media campaigns and content plans, and YouTube pre-roll video scripts.

Senior Copywriter | Limelightsa

January 2010 - April 2013 (3 years 4 months)

Responsible for concept and copy for equity and promo-specific campaigns on TV and Radio, AV scripts, speeches, product and/or initiative launches, print ads, advertorials, PR kits, Internal Communications, TTL campaigns, FMCG elements (POS, POP, retail, brand, shopper promotions and trade presenters).

Ran all agency PR and news.

Clients: Tiger Brands, Colgate, Danone, Kimberly-Clarke, Sofn'free, Clere, Perfect Choice, Kellogg's, Five Roses, Freshpak, Natura, Simba, Nestlé, Satiskin, Aquafresh, Albany and Nando's.

Freelance Features Writer | Future Publishing

December 2009 - December 2011 (2 years 1 month)

Research, interview and develop feature articles as per brief by the Editors (Jeremy Maggs / Ros Modlin).

Copywriter | icandi CQ

October 2008 - January 2010 (1 year 4 months)

Responsible for concept and execution of copy (in varying tones) for products across client accounts within the Blue Chip sector.

Scripting corporate video and digital content for internal communications channels, campaign launches, teasers and emailers. Wrote, subbed and proofed Nedbank's monthly employee facing internal publication (IMBIZO) sent to over 16 000 employees.

Ran all agency PR and news.

Clients: Nedbank, the Development Bank of Southern Africa (DBSA), KPMG, Murray & Roberts, Old Mutual, Hendler & Hart and 3G Mobile.

Copywriter | Gendel Strategic Marketing Group

April 2008 - October 2008 (7 months)

Responsible for web, Radio, retail newspaper ads, product reviews, PR copy, strap lines, retail and brochure copy.

Clients: Glasfit, TATA, BidVest Bank, The ACA, Latitude26, Nampak.

Marketing & Project Management | Terraplane

January 2006 - April 2008 (2 years 4 months)

At Terraplane, my responsibilities included a wide variety of logistical and creative Marketing, PR and Production elements as well as client interaction.

SKILLS & EXPERTISE

Copywriting | Film Production | Script | Voice Overs | Narration | Consumer Promotions | Radio | Public Relations | Advertising
Commercials | Creative Writing | Social Media | Press Releases | Web Content | Social Networking | Corporate Communications
Public Speaking | Newsletters | Creative Development | Creative Direction | Feature Articles | Content Development | Strategy
Internal Communications | Digital Media | Publications | Brochures | Creative Strategy Content Strategy
Digital Marketing | Brand Development | Television | Copy Editing

ASK ABOUT ME

Employers

Templar Wales +27 83 459 0099
Head of Strategy | Gloop Digital

Sandi da Cunha +27 82 551 4422
HR Director | Gloop Digital

Bruno Quebra +27 332 3818
Executive Director | Limelightsa

Neville Serrao +27 82 520 8326
Client Service Director & Mentor | Limelightsa

Linda Bogle +27 82 444 3667
Executive Producer | Terraplane

Freelance Clients

Gerhard Muller +971 55 506 2289
Digital Creative Head | Al Tayer

Janyce Currin +27 83 654 1180
CEO | Currin't Events

Ros Modlin +27 82 898 9779
Publisher / Director | Future Events

Christiaan Graaf +71 685 5955
Design Head | VEGA School

WHAT SOME SAY

"Dylan has done some copywriting for us including video scripts; press releases and our website. Dylan's writing is creative, but to the point and he manages to get the message across succinctly and with style. I would recommend him to anyone looking for a freelance writer/editor." — **Janyce Currin**, Currin't Events

"Dylan produces excellent work and is always on time with the articles he is commissioned to write. His research into a topic is good & thorough and I would certainly recommend him." — **Ros Modlin**, Future Publishing

"Working alongside Dylan at icandi Communications was always an absolute pleasure. His smile would light every room and he instilled confidence and in all his colleagues. His work was always of the utmost quality with a unique and outstanding creative flare. I wouldn't hesitate to recommend Dylan as his individual talents would be an asset to any company, large or small." — **Christine Densley**, icandi CQ