

## CURRICULUM VITAE

**SIOBHAN ROTHENBURG**  
**(neé ROUX)**  
**SENIOR BILINGUAL COPYWRITER**



- 14+ years' experience in retail copywriting and a stable work history
- 25+ years copywriting, advertising and marketing experience
- Fully bilingual in English and Afrikaans
- Digital marketing and copywriting
- Sound references and testimonials provided
- Effective communication skills
- Able to enhance a team effort and work independently
- Confident in dealing with clients
- Professional portfolio, references and awards at [www.siohban.co.za](http://www.siohban.co.za)
- Great testimonials from colleagues and clients at <https://www.linkedin.com/in/siohbanrothenburg/>
- Stable work history in big and small agencies, as well as in corporate

### **CREATIVE AWARDS**

- Ad of the Month for Everfresh Milk launch printad
- Pending Award for Afrikaans retail radio spot for Shoprite - Freshness
- Reader's Digest Flexibility Awards
- Overseas Retail Award: FMI Woman's Day Advertising Award for Shoprite - Freshness TV Commercial in 1996 in the USA
- Tarentaal Afrikaans award – De Kat magazine for Supradyn Vitamins

## PERSONAL DETAILS

**Full Name:** Siobhan Helene Rothenburg (née Roux)

**Address:** 4 Promenade Road, Sandvlei, Lakeside, 7945, Cape Town, Rep of South Africa

**Contact Nos.:** +27 82 926 3313 (Cell)

**Nationality:** South African

**Languages:** English & Afrikaans. 100% fluent written and spoken.  
German (basic Matric level)

**Fun activities:** Yoga, Ballroom and Latin American Dancing, Reading, Theatre, Cooking, Movies, Gardening and Metaphysical Studies

## EDUCATION

### SECONDARY EDUCATION

#### **HELPMEKAAR GIRLS' HIGH (JHB)**

Matriculated 1978 with a first-class pass. **Two distinctions.**

**Subjects:** Afrikaans (A), English (A), German (C), Science (B), Maths (B), Biology (B)

**Prizes & Awards:** Honorary Colours for Academics, Debating Society & Drama

**Sports:** Gymnastics (**S-TVL colours**), Diving (School Team), Hockey (2nd Team), Modern Dancing (Grade 3 Certificate)

**Leadership roles:** Class Captain for 2 years  
Master of Ceremonies at Matric Farewell  
Head Girl at Primary School

### TERTIARY EDUCATION

#### **1989 - DAMELIN: 3-year AAA Diploma (Advertising Diploma)**

- o Marketing (incorporating Business Administration)
- o Market Research
- o Advertising Production
- o Copywriting & Design
- o Economics
- o Law
- o Media
- o Behavioural Studies (Consumer Psychology)

## **OTHER INSTITUTIONS ATTENDED**

### **UNIVERSITIES: STELLENBOSCH, RAU AND UNISA (Part-time).**

Incomplete degree. Became interested in the ad industry and started studying for a more relevant qualification.

Major subjects passed:

- o English 1
- o Maths 1
- o Physics 1
- o Political Science 1
- o Economics 1
- o Afrikaans/Dutch Literature 1

## **CAREER**

Jan 2020 - Current

### **SENIOR COPYWRITER, CASH CRUSADERS**

Duties: copywriting and concepts for The Cash Crusaders website, social media ads, e-mailers, brochures, radio, TV, videos and more. Whilst freelancing, this position became available 10 minutes from my home. Too good to pass and thank goodness I took the job, as Covid-19 happened soon after which would have meant very little income from my freelance work.

Oct – Dec 2019

### **FREELANCE COPYWRITER & DIGITAL MARKETER**

After working for Clicks in their Advertising & Marketing in-house agency, called Beyond the Blue for 10 years, I decided to take a break from retail and the corporate environment. I decided to up-skill myself in the world of digital marketing and advertising, by completing an intensive course with Elite Inc. Received my Certificate of Completion, as well as a Certificate of Excellence in Sept 2019. Now I am also trained to do social media ads, sales funnels (on the Clickfunnels platform), automated mailing, strategy, ad monitoring, design, digital copywriting and reports.

Nov 2009 – Oct 2019

(10 years)

**SENIOR COPYWRITER & TEAM LEADER - CLICKS**

Copywriting, translations, proofreading and editing on the Clicks account, which included Clicks main brand, Clicks ClubCard, Clicks Pharmacies, Musica, The Body Shop, Claire's, UPD and Sorbet. TV and radio scripts, with voice-over direction, plus all the copy for brochures, leaflets, print ads, e-mailers, internal communications, point-of-sale, training videos, newsletters, packaging, live reads for Clicks Live radio and editing of the COO's press releases.

Apr 2006 – Nov 2009

(3.5 years)

**FREELANCE COPYWRITER**

***Clients & Jobs:***

Clicks, Tru-Cape Fruit, University of Stellenbosch Business School, Neale-May & Partners, Thinc Advertising, Out of the Blue clothing, Smart-Toucan (Germany), Shoprite, Ackermans, Global Xperience (UK), Mr Price & Sheet Street (Afr copy), Coke Zero, MediPet Pet Insurance, Naspers, Nederburg Wine, British American Tobacco, Cosmopolitan Magazine, Palbin Kitchens, Ellerines & Bears Furniture Stores, Bokomo and many more.

Feb 1992 – March 2006

(14 years)

**BERRY BUSH/BBDO ADVERTISING (CAPE TOWN)**

Senior Copywriter.

***Accounts I worked on:***

Ackermans, Shoprite, Checkers, BP, SFW (Nederburg, Sedgwicks Old Brown Sherry), Pamper Cat Food, Husky Dog Food, Just Tiles, Wella, Colman Foods (Purity Baby Food, Colman's Mustard), Parmalat, Canesten 1VC, Vineyard and Townhouse Hotels.

Feb '90 - Jan '92

(2 years)

**LINTAS ADVERTISING (CAPE TOWN) - became PUBLICIS**

Bilingual Copywriter.

***Above-the-line concepts and copy on the following accounts:***

Sanlam, Santam Short Term Insurance, Everfresh milk, Everfresh Custard Bonita corporate, K.I.C., Rooibos Tea Board, Sanlam Properties, Glenryck and Saldanha Pilchards, Vital Health Foods, Bokomo Cereals.

January '89 - January '90

**BERNSTEIN, LOXTON, GOLDING & KLEIN (JHB)**

Below-the-line Advertising Copywriter.

**Accounts:**

Direct response and below-the-line concepts and copy on all Standard Bank products, Stannic, PG Glass, PG Windscreens, Denny Mushrooms and Wilson Rowntree.

***Reason for leaving:*** Moved from Johannesburg to Cape Town.

1987 and 1988

**LOUIS WILSENACH GROUP (JHB)**

Bilingual Advertising Copywriter.

**Concepts & copywriting on:**

Simba Chips account, which included Niknaks, O'Gradys, Chips, Cheese Busters, Ouma Rusks, Kreols, Nibblestiks, Fritos, Ghostpops, Chipniks. Other accounts included: Dashing Office Furniture, Fedfood, Golden Harvest Cereals, Fedbisco, Granola Bars, Santambank, Don Gray Computers, Ruto Mills, Huggies Nappies (Below-the-line promotions).

February '84 - March '87

**GREY PHILLIPS, BUNTON MUNDEL & BLAKE (JHB)**

Started as a **Trainee AE** to 2 Account Directors. At that time, it was the biggest ad agency in the country. Worked on accounts such as BMW, Beacon Sweets, Nedbank, Beecham's, Gramophone Record Company.

Transferred to the Production Department as **Production Secretary**. General production duties. Plus, **Art Buying** for the creative staff.

I was then given the opportunity to try **Afrikaans Copywriting**. Translations and writing Afrikaans copy for press advertisements, radio spots and TV commercials. Selecting voice-over artists for radio and TV commercials. Attending radio recordings and TV shoots/ & voice-overs.

**Accounts:** BMW, Nedbank, Damelin, IBM, Robertsons, Tastic Rice, United Tobacco Company, Wimpy, Willards, Cuthberts, Sun International, Allied, Escom & more.

**Reason for leaving:** Career growth from an Afrikaans writer to a fully-fledged Bilingual copywriter at a smaller agency.

September '82 - February '84  
**MITRACO PROMOTIONS (JHB)**  
Private Secretary to the Marketing Director.

Promotions and Public Relations Company. All secretarial and PA duties that a small company requires.

**Reason for leaving:** Company went into liquidation.

April - November 1982  
**EMI Record Co. (JHB)**  
P.R.O. under Artist & Repertoire Manager, Mr Dave Penhale.

Visited radio stations, D.J.'s and the SABC. Sampled them with new Afrikaans releases. Organised in-store promotions for local South African artists, such as Carike Keuzenkamp, Billy Forest, Bles Bridges, Barbara Ray, etc.

**Reason for leaving:** Retrenchment of staff. Music industry was under pressure. Afrikaans artistes were not very popular during the time of Apartheid, so the department wasn't making much profit from them and they did not want to promote them anymore.

August '81 - March '82  
**INDUSTRIAL DEVELOPMENT CORPORATION SA (JHB)**  
Secretary to Vice-Company Secretary.

Worked with all company share certificates, Director's lists and share registers.

**Reason for leaving:** Better remuneration and job was very boring.

January - August 1981  
**SPECIALISED EXHIBITIONS (JHB)**  
Private Secretary to Exhibition Manager, Mr. Stan Young.

**Reason for leaving:** Better remuneration. Wanted a new experience. Study aid offered by the new company was an attractive proposition.

## REFERENCES

**Shirley van den Houten.** Line Manager and Client Service Director at Clicks for over 20 years. She left Clicks in October 2019 to move overseas with her husband to The Netherlands. Letter attached or on request.

Cell: +27 83 255-2463 or +31 6 57 53 2611

E-mail: [Shirley.vandenhouten@gmail.com](mailto:Shirley.vandenhouten@gmail.com)

**Ms. Tish Roux,** Senior Art Director, worked as a Team at BBDO (Cape Town). Now resides in Durban and works on the Mr. Price Home account.

Cell: 082-784-2644

E-mail: [tishroux@gmail.com](mailto:tishroux@gmail.com)

## PORTFOLIO, AWARDS & TESTIMONIALS

Can be viewed on: [www.siobhan.co.za](http://www.siobhan.co.za) and

<https://www.linkedin.com/in/siobhanrothenburg/>