

SAMANTHA TAYLOR

SENIOR COPYWRITER

ABOUT ME

Hi, I'm Sam! I'm an experienced Copywriter who has worked on top local and global brands, across multiple industries. I'm now looking to team up with companies of the future and do work that will challenge and inspire.



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EXPERIENCE

Senior Copywriter | Nedbank | 2018 - Present

I assist across several teams and product squads to provide various forms of copy, including: UX, direct marketing (conversion focussed), product marketing, and marketing campaign work.

Snr Copywriter & Team Lead | Ogilvy & Mather | 2015 - 2018

Conceptualising campaign ideas and strategising how they will live and work across various platforms and phases.

Reviewing the work of writers on my team and providing creative direction.

Writing copy for scripts, social media, web banners, emailers, newsletters, web pages, infographics and more.

Copywriter | Aqua (Wunderman) | 2013 - 2015

Writing copy for multiple brands and platforms, including web pages, social media, blogs, direct marketing, and PPC.

Brands worked on include: Coca Cola, Ford, Nokia.

Other positions held | 2010 - 2013

Creative QA @ Aqua (Wunderman)
Web Content Producer @ Liquorice Advertising

EDUCATION

University of Cape Town | 2009

Postgraduate Diploma in Marketing

University of Cape Town | 2006-2008

Bachelor of Arts in Media and Writing and Film Studies

SOME AWARDS

The Bookmarks

Gold – Use of CRM, Loyalty and Gamification

Silver – Best Mobile Marketing Campaign

New Generation Awards

Gold – Mobile Marketing Excellence

Gold – Best Revenue Generating Marketing Campaign