





DEANNE HOFHUIS

CREATIVE AGENCY PARTNERSHIPS LEAD
TIKTOK, METAP

FIND ME

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EDUCATION

AAA SCHOOL OF ADVERTISING Postgraduate Diploma, Copywriting

Graduated with Distinction
2011

UNIVERSITY OF STELLENBOSCH Bachelor of Arts: Humanities

Triple major: English Literature, Psychology,
Applied English Language Studies
2007-2009

AWARDS

- 1 x CANNES LIONS SHORTLIST 2021
- 2 X BRONZE DUBAI LYNX AWARDS 2021
- 2 X ONE SHOW ASIA AWARDS 2021
- 1 X SILVER CRESTA AWARD 2020
- 1 X SILVER LISBON AD FESTIVAL AWARD 2020
- 1 X BRONZE LISBON AD FESTIVAL AWARD 2020
- 1 X CRYSTAL AD STAR AWARD 2020
- 2 X BRONZE BOOKMARK AWARDS 2019
- 3 X MARK LIVES AD OF THE WEEK 2016, '17, '18
- 1 X SILVER CREATIVE CIRCLE AWARD 2018
- 2 X BRONZE PIXEL AWARDS 2018
- 2 X GOLD ASSEGAI AWARDS 2017

SUMMARY

Associate Creative Director, Copywriter, and Creative Strategist are some of the titles that have appeared on my CV over the 12 years I've spent in ad and tech land. I'm currently a Creative Agency Partnerships Lead for agencies across the Middle East, Africa, Turkey and Pakistan, enabling exciting, boundary-pushing creative across the regions.

EXPERIENCE

TIKTOK FOR BUSINESS, METAP

Creative Agency Partnerships Lead

Previously:

- Creative Strategy Lead, South Africa & Pakistan
- Associate Creative Director, Creative Lab

2021 - Present

RAPP, DUBAI

Associate Creative Director

Previously:

Senior Copywriter

2019 - 2021

HAVAS, DUBAI

Senior Copywriter

2018 - 2019

WUNDERMAN THOMPSON, DUBAI

Senior Copywriter

2017 - 2018

M&C SAATCHI ABEL, SOUTH AFRICA

Copywriter

2013 - 2017

JUPITER DRAWING ROOM, SOUTH AFRICA

Junior Copywriter

2012 - 2013