

Portfolio: deannehofhuis.com
Behance: behance.net/deannehofhuis
LinkedIn: linkedin.com/in/deannehofhuis
deannehofhuis@gmail.com
+971553439769



DEANNE HOFHUIS

ASSOCIATE CREATIVE DIRECTOR - COPY

Education

AAA School of Advertising,
Cape Town
Postgraduate Diploma in
Copywriting
2011

- Graduated with Distinction.
- President for Graduate Copywriting Class of 2011.
- Student Representative Council Member 2011.

University of Stellenbosch,
Cape Town
Bachelor of Arts - Humanities
2007 - 2009

- Triple Major in English Literature, Applied English Language Studies and Psychology.

Work Experience

ASSOCIATE CREATIVE DIRECTOR
PREVIOUSLY SENIOR COPYWRITER
RAPP, DUBAI

Jan 2020 - present

- Clients include MetLife Insurance, MG Motor, Emirates Group brands (dnata and marhaba), Upfield (Flora Plant and Rama) and Kellogg's.

SENIOR COPYWRITER
HAVAS, DUBAI

Aug 2018 - Dec 2019

- Clients included Fox+, National Geographic Abu Dhabi, First Abu Dhabi Bank, Reckitt Benckiser, (Veet, Durex and Mortein) and Peugeot.

SENIOR COPYWRITER
WUNDERMAN, DUBAI

Oct 2017 - July 2018

- Clients included Microsoft, Dubai Tourism, GSK (Panadol), Unilever (Sunsilk, Lux and Nana) and Magnum.

COPYWRITER

M&C SAATCHI ABEL, CAPE TOWN

Jan 2013 - Sept 2017

- Clients included MWEB (telecommunications), 10X (finance and investment), Superbalist.com and Takealot.com (e-commerce), Yardley (beauty) and Virgin Active.

JUNIOR COPYWRITER

**JUPITER DRAWING ROOM (UTOPIA),
CAPE TOWN**

July 2012 - Dec 2012

JUNIOR COPYWRITER

THE GREENHOUSE, CAPE TOWN

Jan 2012 - June 2012

Awards

- 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 ASSEGAU AWARDS 2017