

CIRRICULUM VITAE

GRAEME BETTLES

Personal Information

Full names:	Graeme William Bettles
ID Number:	8410205025086
Age:	28
Residence:	Cape Town
Health:	Excellent
Dependants:	2
Availability:	TBC
Nationality:	South African
Driver's License:	Yes
Own Car	Yes
Home Language:	English
Contact Number	071 0811 142

Education & Training

Felixton College	High School with Exemption
Year:	2002
Subjects:	English, Afrikaans, Math, Biology, Arts, Geography

Varsity College	Diploma in Advertising & Marketing
Year:	2003-2004

VEGA Brand Communication School	BA in Creative Brand Communication, Majoring in Art Direction
Year:	2005-2007

Career History

Name Of Company:	TBWA Hunt Lascaris
Nature Of Business:	Advertising Agency
Period Of Employment:	November 2006 – February 2007
Job Description And Duties	Art Director Internship
Reference	Alan

Name Of Company:	The Jupiter Drawing Room (Jhb)
Nature Of Business:	Advertising Agency
Period Of Employment:	March 2007 - 2012
Job Description And Duties	Art Director Mainstream Creative Pillar
Reference	Tom Cullinan

Name Of Company:	JWT Cape Town
Nature Of Business:	Advertising Agency
Period Of Employment:	2012-2013
Job Description And Duties	Senior creative strategist
Reference	Con Bertish

Name Of Company:	King James Group
Nature Of Business:	Advertising Agency
Period Of Employment:	2013- present
Job Description And Duties	Senior creative strategist
Reference	Roderick McCall

Brands worked on

Elements

Sasol Brand campaign/sponsorships	Tv, Digital, Outdoor, Print, Radio, Merch
SAB/Castle lite Brand positioning	TV, Outdoor, Promotions
Coca Cola Juices	TV, Outdoor, Digital
Edcon- CNA Brand	TV, Promotion

Edcon- CNA Back to school	TV
MTN FIFA/Business	Outdoor, TV, Viral, Ambient
PPC Cement	Outdoor, Print, Proactive
ABSA Brand	TV, Outdoor, Radio, Print, digital
ABSA Springbok Sponsorship	TV, Print, BTL
SAA brand	Print, Outdoor, Radio
Reckitt- Benckiser	TV, Print, Outdoor, Radio

Awards

2010 Cannes Young Lions winner	Cinemark/ Jonga Trust
Loeries- 2009 New York Festivals award 2009	Sasol Chairs vs Champs- non- broadcast media
Loeries- award2009	Vega Imagination Lab Radio
Loeries- Award 2009	Sasol Chairs vs Champs Tv/Cinema
Loeries- Finalist 2009	Sasol Chairs vs Champs Editing
Ad of the month 2009	Sasol Chairs vs Champs TVC
APEX Award 2009	Sasol Inzalo

2012 Cannes TV Campaign finalist	SAPA
2012 Cannes TV Campaign finalist	Kalahari.com
2012 Ad of the month June	PPC Cement
2012 ad of the Month	Kalahari.com
2012 ad of the month	Kalahari.com Festive season
2013 Clio international	Kalahari.com
2013 ad of the month	Kalahari.com (2 for 1)
2013 Loeries	Campaign tv