From Command of The Language - to Gift of The Gab

# art of WORDS



Best Viewed in Full-Screen Mode – Ctrl+L



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MORE THAN A PRETTY PICTURE!
ACTUAL CLIENT ACCOUNTS I HAVE WORKED ON
DANGOTE GROUP
asper
bhpbilliton
I&J
WIMPY
BELLINGHAM
PIONEER
MTN
VUKILE PROPERTY FUND
Eskom
Standard Bank
Cadbury DAIRY MILK
WOOLWORTHS
GRAIN SA GRAAN SA
Group Five
SAB The South African Breweries
MARTIN &EAST
Pedigree
Clover
You can benefit from my 40 years experience in Advertising & Marketing, and the Visual Arts & Communication.
I have the rare, in-depth experience of how language Communicates, Persuades and manipulates – via printed media or television – in both the Consumer Market and Corporate Communications.




# Copy Writing the Copy Right The First Time

My writing experience includes Business, Creative and Technical Copy Writing.

This ranges from the one-line heading for an advert to a 5-page Marketing Pitch of a new product, to the 20-page Corporate Presentation for a shareholders meeting, or an exotic travel brochure.

All of which require an excellent use of the English language.

My experience also includes Copy Writing for fake doctor's notes, lucrative ransom demands and fabricated (but credible) work resumés, as well as creative invoicing suitable for skimming on large civic projects.

The last is provided with special partnership-inclusion clauses and the mandatory blackmail proviso which ensures your continued enthusiasm.

**>>>FOLLOWS**

**This document is created for viewing on a computer screen – using the screen to its full advantage**

Should you require the usual, never-to-be-EVER-printed, or ever "filed away", A4 version in a Word document – please contact me.

Thank You.

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# Exceptional English Language Expertise

With my 40 years experience in the field of Marketing & Advertising – **I have the rare, in-depth experience of using English Language to communicate ideas and concepts that communicate and persuade – via printed media or television – in both the Consumer Market and Corporate Communications.**

As a retired Graphic Designer and Marketing Strategist WITH an excellent command of English language – I have developed an **expert experience in copywriting** that does what it is supposed to do. **Convince.**

**I am now also qualified to teach English as a Second Language.**

As a Freelance-Copywriter-for-Hire – you don't get better than this!

# Well Qualified

Diploma M Des : Graphic Design & Visual Arts and Communication - London Royal College of Art - 1975 to 78

Diploma Marketing Management : Institute of Marketing Management - South Africa 1987 to 89

Diploma Teaching English: Qualifi Level 5 Diploma - Teaching English as a Foreign Language - TEFL Academy UK. 2024 – 2025

Educational Planning Certificate: British Council Certificate for Planning Teaching Courses – British Ed. Council – 2025

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# Writing in Any Style or Tone of Voice

Much of my work is published as website content – for Leisure Travel or Industrial Services.

Much of it went into print – and I never bothered to keep examples – but you have plenty online here to keep you out of the traffic – For Now!

The provided link will take you to a selection of copy styles that range from Corporate Dry® to Clinically Certifiable.

Serious. Informative. Humorous. Technical. Movie Scripted.

Your call . . .



GO Here to >> Read some of my written work – for proof of skill.

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# THE Amazing Resumé

- **Agencies / Companies I Have Worked at:** Paton Tupper Associates, Backer Spielvogel Bates Worldwide, Young & Rubicam, Concept Marketing, Stable Graphics, Planet Art, Siyabona Africa
- **Agencies I Free-lanced for:** McCann-Erikson, DDB Needham, J Walter Thompson, Ogilvy's et al.
- **Foods:** Tongaat-Huletts SA. Wimpy Foods, Bakers, Bromor Foods, Pizza Hut, Woolworths, Pioneer Foods, Tiger Brands, Cadbury-Schweppes, I & J Foods, Sea Harvest, Kalahari Boma Restaurant
- **Travel:** Siyabona Africa, Kruger Park Safari Co., Desert & Delta Safaris – Botswana, Which-Way Overland Co.
- **Alcohol:** S.A. Breweries, Douglas Green of Paarl, Stellenbosch Farmers Wineries, KWV Distillers, Distell, Bastille Distilleries et al.
- **Chemicals:** ICI Chemical, Pioneer Fertilizers, Tongaat Aluminium, O3 Chemicals South Africa
- **Apparel:** Michel Laurenz Fashion, Jordan Shoes, Pizzazz Boutique, Ariane Flint, Lightning Bolt Surf Wear
- **Personal Care:** Yardley Cosmetics, Unilever, Elida-Ponds, Reeva Forman
- **Corporate:** Southern Life Insurance, ABSA Bank, Honda Motorcycle Co., The Argus News Group, Pick 'n Pay - Corp, I & J Foods, Sea Harvest, Protea Hotel Group, Jaguar/Land Rover Group. SA, Heinz Kasper - Germany, Vexvelt Telemedia – Brasil.



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# Extensive Professional Experience

2020 - Right at This Minute - **Design and Conceptual Consultant / Copy Writer**
I am engaged in design work, and copy writing for a variety of companies.

2000 – ‘20 Siyabona Africa Travel & Southafrica.co.za
Contracted Creative Director, Copy Writer and Production Manager for one of the largest online travel companies in Africa.

1995 – 2000 FreeLance Consultancy
- Graphic Design and Copy Writing Services
- Ran various promotional, public relations and marketing exercise projects
- Location Scout and Location Manager for various Cape Town film & TV production companies

1991 – ‘94.5 Backer Spielvogel Bates – WorldWide / Design Division
Graphic Design and Marketing Conceptualizer / assisted in the start-up of their a new Below-the-Line division. Left for self-promotion, when they were bought by DDB Needham - New York.

1989 – ‘91 Concept Marketing - Cape
Art Director and Conceptual designer – along with the rest of my Y & R Wunderman's Team. Left for self-promotion.

1986 – ‘89 Young & Rubicam - Cape
Art Director and chief designer for their below-the-line Wunderman’s Division.

1985 – ‘86 Paton Tupper Associates Durban
Again. Round 2. Left for self-promotion.

1984 – ‘85 Stable Graphics Durban
Assistant Creative Director and Studio Manager - in conjunction with the Creative Director and print buyer. Traffic controlling. Left for self-promotion..

1982 – ‘84 Paton Tupper Associates Durban
Airbrush illustration and product design for (what was at the time) the biggest and best design house in the southern hemisphere.
Including product styling & packaging, corporate ID design, audio-visual design/production/staging. Exhibition design & construction. Left for self-promotion.

1981 – ‘82 Scotford Mills Durban
Design Co-ordinator, and Studio Manager for their textile design department. Developing the seasonal “look” for their two international brands – Lightning Bolt surfing wear and Munsingwear golfer’s apparel. Left for self-promotion.

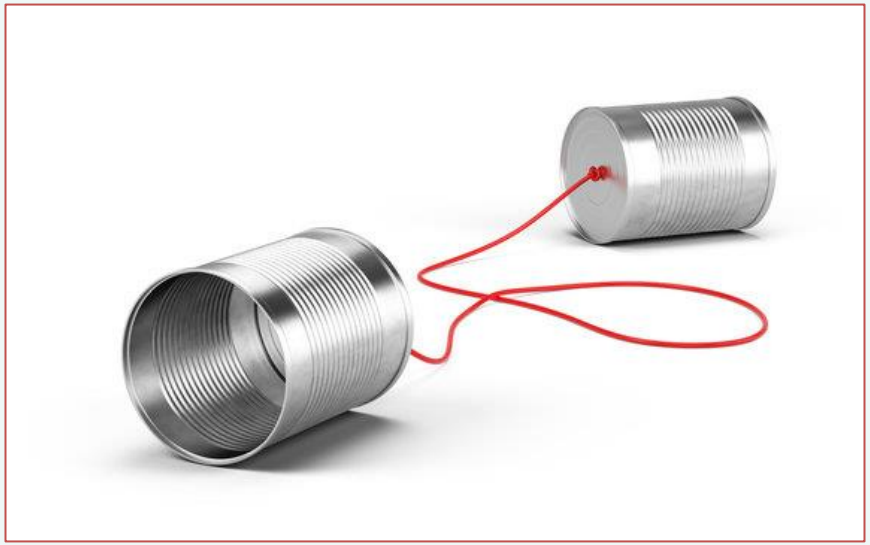
1979 – ‘81 FreeLance Graphic Designer
Start my own design consultancy in Durban.
Corporate design, shop front/interior design, fleet marking, Project and assistant project management, up-market fashion labels and restaurant image/menu design.
I had my own textile printing factory which was bought out by Scotford Mills [Natal].

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“Better Call Franco . . .”




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