

WILLIAM DE BRUIN



- Senior Digital Copywriter
- Language Practitioner
- Quality Assurance

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ABOUT ME

Professionally, I've positioned myself in various fields within marketing and advertising: **quality control and editing, copywriting, voiceover artistry, and line management.** I have **more than 10 years of full-time experience** in the industry, having worked in a through-the-line environment.

I joined **Nedbank** in 2019 as **Senior Digital Copywriter** and **Quality Controller** in **Group Digital**. In this position, I was tasked with **digital** and **online content creation** across the group. I contributed to **growing Nedbank's digital share-of-voice by 20%** through **online financial education, thought-leadership pieces, paid social media,** and various other elements. In March 2022, I was offered the position of **Senior Editor** at **Nedbank Editorial and Language Services**. I'm currently responsible for producing high-quality edits and translations for a wide range of stakeholders. I'm also a portfolio manager at the **Nedbank LGBTQI+ Forum** which forms part of the bank's DEI initiatives. In this capacity, I have **promoted inclusivity through language** by championing the optional inclusion of **pronouns in email signatures** and **updating the terminology in the organisational parental leave policy.**



MY OBJECTIVES

Always keen on expanding my horizons, I'd like to apply my skills to different environments. My **sharp eye, impeccable grammar skills, attention to detail,** and **natural feel for aesthetics** can push any project up a notch, taking it from **good to great.** As an **award-winning creative writer,** I still have many stories to tell for many brands, and I can fully adapt my writing tonality to suit the project and the medium.



SKILLSET

Editing, copywriting and **quality control** on various brands, including:

FNB • Samsung South Africa • Scorpion Legal Protection • Die ATKV

Maroela Media • MMI South Africa • Comair Ltd • The Pendoring Awards

SA Tourism • Media24 • Philip Morris International • LAPA Uitgewers • Old Mutual

Nedbank

As a **published writer**, I am currently a regular columnist for **Netwerk24**, one of the leading online news sources in South Africa. I am responsible for the following:

- Writing columns and opinion pieces on current affairs.
- Creating content with an edgy approach that is thought-provoking.
- Creating content that promotes shareability, clicks and subscriptions.

Management

At **ETIKET Brand Design**, a small team of copywriters reported directly to me. As **Senior Copywriter**, I provided **creative** and **strategic** guidance. I also provided emotional support in the working environment and handled the approval of leave requests subject to production requirements.

During my time as **Senior Digital Copywriter** at **Nedbank GMCA**, two copywriters (intermediate and junior) reported directly to me. In the capacity of manager, I provided **creative input** and ensured **alignment** with the **brand principles, style, and tonality**. I was also responsible for **KPI discussions** and **performance management** of these individuals. Other responsibilities included:

- Building sound working relationships with stakeholders and clients to ensure operational efficiency.
- Recognising when individual resources are lacking/falling short and creating a constructive action plan to rectify this.
- Mitigating risk by identifying risks, acting swiftly to flag risks, communicating risks to the relevant parties, and encouraging corrective measures to manage or eliminate risks.

Mentoring

Between July 2018 and June 2019, I was based at ETIKET's creative academy, Sum of 21. As **Head of Quality Control**, I was responsible for training and mentoring young creatives who showed potential in the quality assurance and copy fields.



EDUCATION

Goudveld High School, Welkom (2000)

Travel and Tourism, **Damelin**, Bfn (2001)

German Language Studies, **Goethe Institute**, SU (2001)



EXPERIENCE

Nedbank Head Office (2022 to present)

Senior Editor – Nedbank Editorial and Language Services

- A leading proponent for driving the bank's approach to plain language.
- Promoting digital excellence in content creation/editing.
- Forging strong stakeholder relationships.
- Engaging with Group Legal on an ongoing basis to simplify the organisation's terms and conditions and policy wording to address pain points such as a lack of understanding among our clients.
- Capacity planning to ensure deadlines are met as per our service-level agreement.
- Supporting the business with Afrikaans translations, especially in the agricultural space, to ensure compliance with regulatory requirements. Providing high-quality Afrikaans translations in client-facing marketing material.
- Leading a digital best-practice initiative with the creation of a digital best-practice guide.
- Key member and manager of the marketing portfolio on the Compliance DEI Forum and the LGBTQI+ Forum.

Nedbank Head Office (2019 to 2022)

Senior Digital Copywriter – Group Digital and Nedbank Insurance (Wealth)

- Managing conceptual digital and online content creation on an enterprise-wide scale.
- Producing content that grows digital share-of-voice through always-on content, online financial education, thought-leadership pieces, social media, and various other elements.
- Spearheading and implementing a content strategy in line with business requirements.
- Leading and managing a proactive, always-on strategy.
- Writing newsletters that are either product-driven or operational based on the target audience.
- Closely liaising with the editorial and language department to ensure that all content adheres to CI guidelines, tonality, house rules, and legal framework.
- Liaising closely with Group Brand to ensure that the content produced is aligned with the brand's essence and brand value drivers.
- Reviewing all content produced by the bank's agency partners to ensure that industry best practices and brand guidelines are adhered to.
- Reviewing all content produced by junior writers to ensure that quality standards and brief requirements are met.
- Stakeholder/product owner education to advise on digital best practices leading to high-performing content.
- Collaborating with the design team on proactive projects in keeping with current affairs and market climate.
- Leading a team of junior writers and delegating their daily tasks to ensure their KPIs are met.

Sum of 21 Academy (2018 to 2019)

Head of Quality Control • Mentor

- Head of quality control.
- Leading with empathy and a high EQ.
- Developing talent within the copy/QC field.
- Teaching students in industry best practices and world-class design/messaging principles.
- Enforcing quality processes to ensure that the end product is in line with client expectations.

ETIKET Brand Design (2014 to 2018)

Senior Quality Control • Senior Copywriter • VO Artist • Manager and Mentor

- Dual role as senior quality control/copywriter.
- Ensuring that written content and graphics are of world-class quality and standard.
- Ensuring grammatical excellence and adherence to various clients' style guides and their corporate identities.
- Being proactive in flagging any potential marketing faux pas that could lead to potential reputational risk.
- Compiling a guide of QC principles to promote best-in-class creative executions.
- Writing award-winning copy that is engaging yet functional, on-brand, and results-driven.
- Through-the-line copywriting, depending on client requirements.
- Bilingual, cross-platform copywriting in English and Afrikaans for brands such as FNB, Scorpion Legal Protection, Old Mutual, Comair/British Airways, The ATKV and more.
- Voiceover artist for brands such as FNB, Scorpion Legal Protection, Old Mutual, Comair/British Airways, The ATKV and more.
- Meeting with clients to receive and unpack new briefs or debriefs.
- Cross-browser/device testing of web and mobile sites to ensure proper functionality.
- Managing a team of junior copywriters by overseeing and guiding their work to adhere to best practices, CI guidelines and brand tonality.
- Providing emotional support to subordinates, optimising workflow, and approving leave requests based on operational requirements.



ACHIEVEMENTS

- **Kief Koekies** (Campaign) **Gold Pendering for Copy Craft** 2015
- **Kief Koekies** (Campaign) **Silver Pendering for Original Afrikaans** 2015
- **Kief Koekies** (Campaign) **Silver Pendering for Web/Digital** 2015
- **Kief Koekies** (Campaign) **Pendering nomination for Copy Craft** 2016
- **Kreatiwiteit Wil Uit** (Campaign) **Pendering nomination for Copy Craft** 2017
- **Nedbank Top Achiever Award** 2020



REFERENCES

- **Yosheen Govender** – Senior Manager: Nedbank Group Digital Engagement
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- **Paul de Klerk** – Director: ETIKET Brand Design
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- **Karen Steenkamp** – Former Executive Creative Director: Sum of 21 Academy
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- **Dr Wena Coetzee** – Former Head: Nedbank Editorial and Language Services
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PORTFOLIO

To view my online portfolio, go to www.williamdebruin.com