



# NIVESH RAMAWTHAR

creative. copy. strategy

BSoc.Sci (Media and Communications), UKZN

Seasoned in advertising and communications as creative director, brand strategist, copywriter, designer, and perennial leader for over 20 years. Cultivated key creative skills with the depth many devote to only one. This isn't to say that I can do anything, but I will probably be able to offer you something you need. And more.

[VIEW PORTFOLIO](#)

South African

English, Afrikaans, French

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15 April 1982

## PROFICIENCY

Creative/Art Direction

Brand Strategy

Copywriting

Marketing

Leadership

Video Editing

Presentation

Web Design

## EXPERIENCE

2020 - present

### GEMS EDUCATION

#### CREATIVE DIRECTOR

Seeking to branch out into industry I sought to work for GEMS Education to assist the company fulfil its massive potential from a brand perspective. With no real branding team in place, I am responsible for defining one in order to elevate the presence of the GEMS brand in a market it already exists as leader to ultimately dominate the space.

#### Key Skills

- Creative Direction
- Graphic Design
- Copywriting
- Video Editing
- Brand Strategy
- Presentations
- Team Leadership
- Social Media Content Creation
- Web Design
- School evaluations
- Visual asset management
- Research / Evaluate Trends
- Budget Management
- Client Servicing

2016 - 2020

### ORANGERIE ADVERTISING

#### CREATIVE DIRECTOR

Promoted within two and a half years of being at the agency, I carried out my role for the central HQ in Dubai as well as its satellite branches in Bahrain and Kuwait. I was instrumental in developing a digital division in the agency. I work across several industries to all markets including B2C and B2B both online and offline.

#### Key Skills

- Creative Direction
- Graphic Design
- Copywriting
- Video Editing
- Brand & Marketing Strategy
- Presentations
- Leadership
- Social Media Strategy
- Web Design
- Model Casting
- Styling / Photography
- Research / Evaluate Trends
- Budget Management
- Client Servicing

2013 - 2016

### ORANGERIE ADVERTISING

#### ASSOCIATE CREATIVE DIRECTOR

A recruiter contacted me about a position that required strong copy, strategy, and design skills. I initially worked on a new fashion brand and won a B2B / B2C brand in insurance. I grew as the brands I worked on did and eventually took on the CD role.

#### Key Skills

- Creative Direction
- Graphic Design
- Copywriting
- Brand strategy
- Presentations
- Model Casting
- Styling / Photography
- Research / Evaluate Trends
- Budget Management

## PERSONALITY TYPE

### INFJ-A

#### THE ASSERTIVE ADVOCATE

Empathic and intuitive diplomat capable of taking concrete steps to make a lasting positive impact.

## SOFTWARE

PhotoShop



Illustrator



InDesign



Premiere Pro



After Effects



MS Suite



iWork Suite



Wordpress



Joomla



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## WORK REFERENCES

**Bindu Srinivasan (MD)**

Orangerie Advertising  
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**Cadine Pillay (Former Associate)**

Orangerie Advertising  
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**Hasan Surve (Former Accounts Exec)**

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**Brendan Gabriel (Predecessor)**

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**Seelan Naiker (Founding Partner)**

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**Priya Govender (Second in Charge)**

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**Charne Plaatjes (Founding Partner)**

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**Dmitri Trouchek (Marketing Head)**

TBFD Media  
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**Dr. A. Rambaran (QA Head)**

DCC Campus  
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**Latasha Ramdhani (Former Associate)**

DCC Campus  
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## EXPERIENCE

2007 - 2013

### AFRICAN MEDIUMS ADVERTISING & MARKETING

#### HEAD OF CREATIVE / STRATEGY

Joining the agency as a copywriter, I was promoted to Strategic Head then Head of Creative and Strategy within 2 years. This highly versatile role gave me in-depth experience in a multitude of marketing areas. I developed all marketing and brand strategies and provided creative direction over all jobs.

#### Key Skills

- Creative Direction
- Copywriting
- Brand strategy
- Presentations
- Leadership
- Model Casting
- Styling
- Research / Evaluate Trends
- Budget Management
- Client Servicing

2010 - 2013

### TALENT\*D CREATIVE MANAGEMENT

#### FOUNDER/ CREATIVE DIRECTOR

Developed and executed a successful business plan for a talent division within African Mediums that brands and manages actors, singers, dancers, and models as a way to provide Durban talent with scope for growth. The division was stable still thriving as I moved on from the agency.

#### Key Skills

- Creative Direction
- Interviewing Talent
- Web Design
- Pitching for Talent
- Leadership
- Branding
- Project / Budget Management
- Event Coordination

2007

### TBFD MEDIA

#### HEAD OF INTERNAL MARKETING

Managed all marketing activities to the subscriber database for a web-based digital client. The role allowed me expand my creative writing ability as well as hone my strategic acumen as profits for the client showed remarkable increase within my first two months.

#### Key Skills

- Marketing Strategy
- Ad Agency Briefing
- Copywriting
- Client Servicing
- Leadership
- Branding
- Business Development
- Project / Budget Management

2003 - 2007

### DCC CAMPUS

#### HEAD OF PUBLIC RELATIONS / COMMUNICATIONS LECTURER

My first job out of college proved to be an additional education as my presenting skills sharpened as a lecturer and I learned leadership after a promotion to department head after a year with the college. I developed a keen marketing disposition with my initiatives on PR and the school publication, which was my brainchild.

#### Key Skills

- Public Relations
- Lecturing
- Mentorship / Leadership
- Professional Communications
- Assessment (writing / grading exams)
- Business Development
- Marketing Strategy
- Ad Agency Briefing
- Copywriting (Press Releases, Academic Content)
- Project / Budget Management
- Editor of school publication

## A BIT ABOUT MY WORK ETHIC

I have always been curious to learn new things. Whether it's a new aptitude (this is how I learned video editing - a skill I use now professionally) or improving on an existing discipline. I enjoy brainstorming with alternative perspectives to collectively create something new. However, I am equally at ease working at my own pace. This pace easily comes off as procrastination, but my mind is always working and thinking about tasks and objectives. Perhaps it comes from my years in lecturing but I enjoy mentoring and inspiring people and have done so in every position in my career. I am comfortable liaising with clients / customers up to boardroom / executive level. I offer you rich diverse experience and an unflinching passion to use all my talents to its best end.