

PIERRE DU PLESSIS

Creative Director / Copywriter

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Creative Director specialising in technology brands with 20 years' experience across Europe and Africa. Experienced in building content systems, scaling in-house teams, and delivering creative work that drives customer growth.

EXPERIENCE

Creative Director — Copy and Localization

N26 | Berlin, Germany | January 2021 – Present

Head of copywriting, editorial content, and localization within N26's in-house creative studio.

- Built and scaled the company's first dedicated copywriting team from scratch
- Unified copy, editorial and localization into a single function delivering marketing, product, and customer support content for 24 markets
- Led development of new global tagline, tone of voice framework, messaging architecture and sonic branding
- Led multiple successful brand and product launch campaigns
- Implemented AI tooling and workflows that reduced lead times for copy and localization from weeks to days, without impacting quality

Associate Creative Director

Ogilvy | South Africa | May 2017 – December 2020

Copy lead and ACD for MultiChoice (DStv), Africa's leading satellite and streaming brand.

- Drove campaigns contributing to a doubling of DStv Now app users within one year
- Led subscriber acquisition campaigns exceeding growth targets in a competitive market
- Work recognized at Cannes Lions, The One Show, and LIA
- Ranked third most awarded copywriter in MEA at the Loerie Awards

Key accounts: MultiChoice, Mondelez, Kimberly-Clark

Associate Creative Director

Wunderman | South Africa | September 2010 – April 2017

Promoted from Senior Digital Copywriter to Associate Creative Director, leading a team of five creatives.

- Creative lead on the launch of Showmax, one of South Africa's largest streaming brand launches
- Part of global pitch team securing £50m Huawei product launch business
- Led successful pitches for Coca-Cola and other major brands
- Delivered major digital and CRM programmes for Coca-Cola, Standard Bank, MTN and Microsoft

Key accounts: Coca-Cola, MultiChoice, Showmax, Standard Bank, MTN, Mercedes-Benz, Microsoft

EARLY CAREER

Digital and Direct Copywriter at Y&R, Idea Lab, Troika Imagineering Works, and Smokejumpers Advertising.



EDUCATION

University of Pretoria

BCom Communication Management

AAA School of Advertising

Certificate in Copywriting

Miami Ad School Europe

Diploma in Creative Strategy

LANGUAGES AND NATIONALITY

English (native)

Afrikaans (native)

German – Goethe-Zertifikat C1

German and South African citizen

AWARDS

60+ industry awards, including New York Festivals, ADC, Cannes Lions, Effies, One Show, Promax, and LIA. Full list on request.