

GRAHAM ROTHSCHILD
+27 (0)82 559 7526

PERSONAL DETAILS

Nationality: South African

Residence: Cape Town

Project Work: Yes

Contract Work: Yes

On Site: Yes

Remote: Yes

EDUCATION

B.A. (English & Psychology)
University of the Witwatersrand
Johannesburg

CAREER PATH

Copywriter
Creative Director
Agency Founder
Chief Imagineer
Brand Specialist

SPECIALISATION

Brand and Product Naming
B2B Marketing
Internal Communications
Employer Brand
Graduate Recruitment

The land of Brand is my domain. For the past three decades I have traversed the shifting sands of a sometimes harsh but always fascinating and exciting terrain.

30+ YEARS OF EXPERIENCE

OCTOBER 2016 – CREATIVE BRAND CONSULTANT

Brand origination | development | refreshment | repositioning

Strategy immersion | insight | positioning | value proposition

Concept idea origination | content creation across multiple platforms

Execution project management

1993 – 2016 | FOUNDER & CHIEF IMAGINEER | TROIKA IMAGINEERING WORKS

Strategist/Conceptualiser/Creative Director heading up a team of 20+ Imagineers

1989 – 1993 | ASSOC. CREATIVE DIRECTOR | PARTNERSHIP (PUBLICIS)

Senior Copywriter. Associate Creative Director. Board Director

1988 – 1989 | COPYWRITER | OGILVY MATHER RS-TM

Accounts: OK Bazaars, Sun International, Chamber of Mines

1986 – 1988 | SENIOR COPYWRITER | MEARES LANGLEY MOORE (UK)

Conceptualiser and copywriter for Walkers Crisps, Britain's #1 snack brand

1984 – 1986 | JUNIOR COPYWRITER | SSCB:LINTAS

Promoted to Senior Copywriter within two years of joining the industry

1983 – 1984 | JUNIOR COPYWRITER | KUPER HANDS

Accounts: Star Newspaper | Tedalex (Sony)

SKILLS

Comms Strategist

Concept Developer

Creative Director

Top Level Presenter

Brand Originator

Content Writer

Campaign Integrator

Project Manager



BRANDNOMAD

LONG RELATIONSHIPS WITH LEADING BRANDS

Have had the privilege of originating ideas and creating rich content for many leading global and local brands in South Africa and the UK including:

- A leading South African bank **Standard Bank 3 years**
- The iconic South African beer brand **Castle Lager 5 years**
- The UK's leading snack brand **Walkers Crisps 2 years**
- A leading global ICT systems integrator **Dimension Data 20 years**
- A leading global credit bureau **TransUnion 15 years**
- The leading South African courier company **RAM Couriers 11 years**
- South Africa's favourite lollipop brands **PinPop/Yogueta 7 years**
- South Africa's leading Internet Service Provider **Internet Solutions 10 years**
- A leading global woodfibre company **Sappi 21 years**
- A world leading electronics company **Panasonic 9 years**

CHANNEL KNOWLEDGE

- Mass Media **TV, Print, Radio, Outdoor**
- Digital Media **Websites, Online Banners, Pop-ups, Landing Pages, Digital Billboards**
- Digital Collateral **E-mailers, E-newsletters, Infographics, Product Demos, Corporate AVs**
- Social Media **Facebook, Twitter, LinkedIn, Instagram**
- Print Collateral **3D Mailers, Brochures, Reports, Info- and Motion Graphics, Sales Aids, Induction Booklets**
- Expos and Events **Branding, Themes, Screen Content, Invitations, Activations**

WHY BRAND NOMAD?

An experienced and versatile creative thinker who knows his way around Brandland. I am both dreamer and doer, a pro who connects brands with target audiences across multiple channels.

I have engaged consumers and business decision makers the world over – from enticing 10-year old kids in South Africa's townships to buy a R1 lollipop to convincing CXOs of global corporations to sign multi-million dollar technology deals.

More details on Brand Nomad's journey and work examples can be found [here](#)

References available on request.

THE NOMAD'S MANTRA

- Travel light
- Think on your feet
- Plan your route
- Move fast
- Use resources sparingly
- Carry a moral compass



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