



RESUMÉ - 2023

HI, I'M GORD

I believe that the right words can win wars. Or, better yet, prevent them altogether. I'm a senior conceptual copywriter, creative director, and brand architect, with experience in TTL ad agencies, fintech, and publishing.

Good branding is about relatable emotion and human insight. And, while the AI Robot Overlords will surely soon enslave us all, they do not yet understand what it feels like to be a human trying to navigate life. In short... advertising still needs heart.

- SENIOR CONCEPTUAL COPYWRITER
- CREATIVE DIRECTOR
- CREATIVE CONSULTANT



PERSONAL DETAILS

Location:

Cape Town, South Africa

DOB: 01/08/81

Nationalities:

South African, British

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Email: gord@gordlaws.co.za

www.gordlaws.co.za

Portfolio: [click here](#)

SKILLS

- Copywriting
- Ideation/concept
- Creative direction
- Brand architecture
- Presentation
- Client relationships

EDUCATION

2001 – 2003

Vega School of Brand Communications

- BA Degree: Advertising and Marketing Communication
- Specialisations: Copywriting, Art Direction

2000

Midrand University

- Advanced Certificate: Applied Journalism- Specialisations: Print and Broadcast

1999

Eden College Craighall

- IEB Matric (senior high school) Certificate

EXPERIENCE

2021 – 2023

Creative Director Paymentology



- A global fintech/payment issuer-processor, active in 50 countries, with staff in 67.
- Asked to join full-time in Oct 2021, after a two-year consulting relationship, to oversee a post-acquisition, post-merger rebranding and global brand relaunch.
- Responsible for creating and managing brand tone, nomenclature, positioning, identity, and public-facing messaging.
- Production of social and video assets, collateral at global expos, and internal/employee branding.
- Guiding CI, design, and visual applications across multiple channels, and management of creative resources.

2014 – 2015 | 2018 – 2021 | 2023 – present

Creative Consultant Gordlaws.co.za



- I consult to leading agencies and brands on creative direction, creative strategy, creative ideation, and copywriting.
- Regular clients have included: TBWA Hunt Lascaris, Grey/Liquid, McCann Germany, Leo Burnett, Publicis Groupe, SARU/The Springboks, Absa, Miniclip, and Paymentology.

2015 – 2017

Executive Creative Strategist Olé Media Group / HoneyKome



- Essentially an ECD position with Cape Town and UK-based communications group, Olé Media (now OleConnect), and their in-house agency, HoneyKome.
- Oversaw all advertising/creative output, managed creative teams and resources, and was chiefly responsible for creative conceptualisation and top-line copy.
- Accepted the full-time position after two years' prior consulting to the company.

2011 – 2014

Creative Director / Senior Copywriter OwenKessel / Leo Burnett



- Initially a senior copywriter at OwenKessel, responsible for TTL copywriting and ideation, including TVCs, radio, social, and activations.
- Promoted to Creative Director in 2012.
- OwenKessel was acquired by Publicis Groupe and merged with Leo Burnett during my time there. I continued to consult to the company and parent group for many years after resigning.

2003 – 2010

Features Editor and Entertainment Editor FHM Magazine, South Africa



- Planning and management of all editorial/feature (read: "article") content, as well as entertainment and media-review content, during the brand's heyday as the biggest monthly magazine in South Africa.
- Responsible for writing approximately half the feature content each month, and for planning, briefing, syndicating, and editing the rest. Official custodian of the brand tone.
- Youngest senior editorship in Media24 Magazine Department at the time.
- My work was syndicated to more than 20 countries, winning numerous awards.



- CREATIVE HUMAN
- STORYTELLER
- ENTERTAINER

NOT ALL WORK IS "WORK"

There's more to a person than where they've worked and what they've studied. I think this applies to people in creative fields, especially.

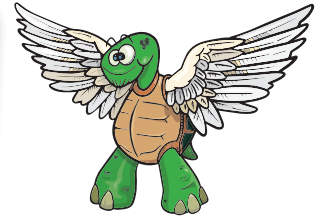
I do a number of things that are really just me being me, but that also form integral parts of both who I am as a person, and the skillsets I bring to any professional endeavour.



2020 – present

Turtlebird Books Founder, author

- I write, publish and occasionally illustrate rhyming children's stories via my own publishing company, Turtlebird Books. It's my great passion in life.
- I currently have two titles available, with two more ready to publish, and another three in varying stages of production.
- I have facilitated one corporate-sponsored book donation so far, with plans to keep doing so. Getting books into the hands of needy kids is a huge part of TBB's vision.
- My stories are available in South Africa via Turtlebirdbooks.com, and globally on Amazon.



Turtlebird Books

Rhyme. Wonder. Kindness



2018 – 2020

Boet Fighter Co-creator, Lead Writer, Lead Voice

- In 2018, I co-created a comedy brand and mobile video game property called [Boet Fighter](#). A side-scrolling platform fighter, parodying Johannesburg "boet" (read: "bro") culture, with very South African humour.
- I created the lead character, "Hard Eddy", the universe premise, and chiefly conceptualised the project's storyline and promo content.
- Boet Fighter's promotional content went massively viral in South Africa. The game broke download records on the African iTunes platform and went on to win multiple awards.

2000 – present

Voice artist, speaker, podcaster

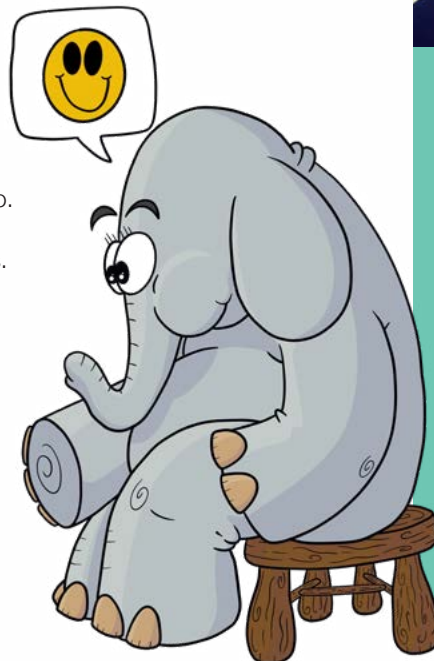
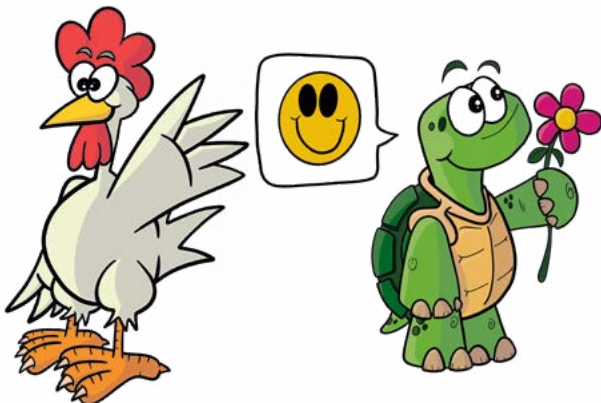
- I've been having fun with voices my whole life, and occasionally getting paid for it for almost two decades. It can be handy when demoing ads to clients or making work on small budgets. I'm currently represented by agents [Owen S Management](#). VO examples can be found [here](#).
- From 2017 to 2020 I co-hosted South Africa's biggest podcast, [The Gareth Cliff Show](#), on Wednesday mornings. I still make guest appearances now and then.
- I've emceed countless live entertainment events and festivals, given talks live and on TV, and even conducted six weddings.



1984 – present

Cartoonist

- A lifelong passion, with me since my earliest memories.
- I'm more about concept than perfect execution with toons, which I'm awkwardly modest about. In other words, other people seem to think they're better than I do.
- Aside from creative fulfilment, it comes in handy for scamping concepts and layouts, and making kids' books.



LIFE Weight-loss

- I've struggled with weight all my life, having lost and regained several times.
- In 2020/21, I lost approximately 130kg/300lb over 14 months, and have kept it off since, using new methods that feel far more sustainable than my previous ones.
- I regularly speak on the topic, have an Instagram account dedicated to it, and I work directly with individuals struggling with weight wherever I can.



REFERENCES



“Couple an inherent sense of fun with a great sense of humour and a razor-sharp wit, and you have the holy trinity of advertising. You should definitely f*cking hire this guy. But if that hasn’t convinced you, he also happens to be the best writer I have ever worked with.”

Donovan Bryan
Executive Creative Director, McCann Germany
donovan.bryan@mccann.de



“Gordy was instrumental in overseeing the complete overhaul and relaunch of Paymentology as a formidable brand in the global fintech space. He cares deeply about the details. He’s also a dependable teammate and a fun, funny person, which counts for a lot. We miss him.”

Liv Jurgens
Head of Marketing, Paymentology
liv.jurgens@paymentology.com



“Gord is not only a top-shelf writer. He is, at his core, an ideas man. They come in droves which is awesome for any creative team or pursuit. He also has that uncanny knack of being able to write beautifully, seriously, humorously, profoundly... pretty much all the ‘lys’.”

Felix Kessel
Executive Creative Director, Grey / WPP Team Liquid
felix.kessel@wppteamliquid.com



“SA’s biggest live event must have one of the biggest creative agencies behind it... right? No, it has Gord Laws. Gord has been the one-man force behind all creative for the HSBC Cape Town 7s for a number of years... and we wouldn’t have it any other way.”

Marion Kruger
Senior Brand Manager, SA Rugby
MarionK@sarugby.co.za



“I’ve known Gord for many years, and I am never not entertained by how his brain works. It’s always a good time.”

Shane Forbes
Executive Creative Director, TBWA/Hunt Lascaris
shane.forbes@tbwa.co.za



“Gordon is one of the most talented creatives I have ever worked with. Whether it’s big brand-building ideas, content campaigns, strategic thinking or crafting a piece of copy until it’s crispy, Gord can and will do it all, on time and with a smile on his face.”

Brendan Cooper
Content Director, Accenture Song
brendan.cooper@kingjames.co.za

