



GORD LAWS

Senior Conceptual Copywriter Creative Director

Senior creative resource, specialising in conceptual ("big idea") campaign ideation, pitches, creative direction, brand positioning, and all levels of copywriting and craft. I currently freelance to leading brands and agencies, globally and in South Africa. A South African/British dual citizen, I'm open to discussing freelance, contract, or full-time opportunities, worldwide.

Personal details

Full name

Gordon [REDACTED] Laws

Phone

[REDACTED]

Email

gord@gordlaws.co.za

Location

Cape Town, South Africa

Date of birth

[REDACTED], 1981

Citizenship

South African

British

Website

www.gordlaws.co.za

Portfolio

gordlaws.co.za/portfolio

LinkedIn

[/in/gordon-laws-40265658](https://in/gordon-laws-40265658)

Core skills

Concept ideation

Copywriting & crafting

Campaign rollout

Client presentation

Creative direction

Pitches

Humour*

Freelance history

Freelance consulting

2023 – present

2017 – 2021

Regular clients:

Senior Conceptual Copywriter / CD

With eight years' experience freelancing with major agencies around the world, I'm very comfortable with remote work. That said, I also enjoy people, in-house work, and travel, when geography allows.

McCann Germany, TBWA/Hunt Lascaris, Ogilvy Johannesburg, Leo Burnett/Publicis Groupe, Rapt Creative, Grey, WPP, SA Rugby/The Springboks, Inkfish New York, Nerdware, Paymentology, & more

Brand experience:

Discovery, Absa (Barclays) Bank, Standard Bank, First National Bank, Nedbank, Old Mutual, Dimension Data, Paymentology, Alibaba, AliExpress, Mazda, Opel, Renault, Omoda, Hyundai, Nissan, Total, SA Rugby Union / The Springboks, Boet Fighter, Amstel, Windhoek Lager, Hunter's Dry, Johnnie Walker, Tanqueray, Ciroc, Distel, Brandhouse, Philip Morris (Marlboro, Chesterfield), Sportingbet, Cipla, Aspen Pharmaceuticals, McDonald's, KFC, Nestle, Kinder, Cadbury, Samsung, Vodacom, MTN, Safaricom, Multichoice/DStv, ESPN, Business Day, FHM, Men's Health, Miniclip (8 Ball Pool, Mini Football), and more.

Employment history

Paymentology

2021 – 2023

Creative Director

A leading global card payment issuer/processing fintech, and longterm freelance client since 2019. In 2021 I was asked to join full-time to oversee a full end-to-end, post-merge rebrand and relaunch.

Olé Media Group

2014 – 2017

Executive Creative Strategist

Now called Ole!Connect, OMG was an SA and UK-based media group, specialising in traditional, digital and programmatic advertising, as well as sports content production and syndication.

Leo Burnett / Publicis Groupe

2011 – 2014

Creative Director | Senior Copywriter

OwenKessel – where I was a Senior Copywriter, then Creative Director – was acquired by Publicis and merged with Leo Burnett in 2013. Since departing, I've frequently freelanced across the organisation.

FHM Magazine

2003 – 2010

Features Editor | Entertainment Editor

During magazine publishing's last halcyon days, I planned, conceptualised, syndicated, managed, and often wrote all editorial and entertainment content in SA's biggest monthly title of that era.

Other interests

Children's books

I write, publish and occasionally illustrate rhyming children's stories.

Turtlebird Books

Voice-overs

I'm a professional voice artist with 15 years' experience. Represented by

Owen S Management

Podcasting

I was a weekly co-host of The Gareth Cliff Show for four years.

I now have my own podcast;

Trying Harder with Gord Laws

Boet Fighter

I'm co-creator, lead writer and lead voice of award-winning, record-breaking South African video game and comedy brand, Boet Fighter

Weight loss

Having lost 130kg (285lb) in 2020/21, I advise and assist people suffering with weight issues wherever I can.

Instagram.com/TryingHarderGL

Education

Certification documentation available on request

Senior high school certificate (IEB)

Eden College Craighall (1999)

Diploma: Applied Journalism

Midrand University (2000)

Batchelor of Arts degree:

Creative Brand Communication

Vega School (2001 – 2003)

Awards

Cannes Lion Shortlist x 1

Silver Loerie x 1

Bronze Loerie x 1

Silver Bookmark x 1

Bronze Bookmark x 2

Creative Circle Awards x 5

Pica Award x 1

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Creative Director

References



Donovan Bryan

(ECD, McCann Germany)

*"An inherent sense of fun, great sense of humour, and razor-sharp wit. He also happens to be the best writer I've ever worked with. Definitely f***ing hire this guy."*

Relationship: Former line manager. Regular freelance client



Marlon Kruger

(Senior Brand Manager, SA Rugby/The Springboks)

"For over a decade, Gord has been the one-man creative force behind SA's biggest live event, The HSBC Cape Town 7s. We wouldn't have it any other way."

Relationship: Regular freelance client



Shane Forbes

(ECD, TBWA/Hunt Lascaris)

"I've known Gord for many years, and I'm never not entertained by how his brain works. It's always a very good time."

Relationship: Regular freelance client



Liv Jurgens

(Former Head of Marketing, Paymentology)

Gordy was instrumental in launching a formidable global fintech brand. He cares about details. He's a dependable teammate and fun person, which counts for a lot."

Relationship: Former line manager



Felix Kessel

(Former CCO, Leo Burnett SA & Grey/WPP SA)

"Gord is a top-shelf writer. At his core, he's an ideas man. They come in droves. He's able to write beautifully, seriously, humorously, profoundly... all the "lys", really."

Relationship: Former employer. Regular freelance client