

# Sethu Zwane

## Curriculum Vitae

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I am third-year Copywriting Major at AAA School of Advertising with strong attention to detail, excellent time management skills, proficient in Adobe Creative Suite and Microsoft Suite with a solid, and resourceful academic background. I have experience in editorial work, examination assistant responsibilities, collaborating in dynamic teams, and ensuring that all tasks are completed accurately and efficiently. My ability to unpack briefs, conceptualise, meet deadlines, and maintain a high standard of work makes me a strong candidate.

### AREA OF EXPERTISE

Adobe Creative Suite    Effective time management    Ability to work in a team    Attention to detail  
Microsoft Suite            Excellent communication    Highly organised            Deadline-driven

### KEY ACHIEVEMENTS

- Intern at FCB Africa.
- Led and managed the AAA Editorial Team.
- Recognised for outstanding academic performance.
- Actively represented student interests and contributed to school governance.
- Provided strategic leadership, enhancing academic initiatives and student engagement.

### PROFESSIONAL EXPERIENCE

CONCEPTUAL COPYWRITING INTERN, FCB JOHANNESBURG	OCT 2025 – PRESENT
• Collaborate with art directors and strategists to conceptualise and develop	
• Write engaging, on-brief copy across all executions that align with campaign objectives.	
• Contribute to creative brainstorms and client presentations, supporting the senior team	
FREELANCE COPYWRITER AND PHOTOGRAPHER, BEHANCE	NOV 2023 – PRESENT
• Craft and deliver compelling narratives and brand storytelling for diverse clients.	
• Develop innovative visual concepts that align with strategic goals and brand identity.	
• Collaborate with clients to ensure impactful, engaging, and consistent solutions.	
• Execute projects that balance bold messaging with strong visual aesthetics.	
NSC EXAM ASSISTANT, SACAI	OCT 2024 – OCT 2025
• Ability to handle confidential information with integrity and discretion.	
• Contributed to the seamless administration of exams.	
• Fostering a reliable and efficient environment for both students and faculty.	
EDITOR-IN-CHIEF, CREATIVE CANVASES NEWSLETTER AAA	JUN 2023 – NOV 2024
• Edited content for grammar, style, and creativity, ensuring a polished final product.	
• Curated visual layouts, integrating articles and visuals for a cohesive reading experience.	
• Provided leadership, innovation, effective collaboration, and monitored content distribution.	

### EDUCATION

BACHELOR OF ARTS IN CREATIVE BRAND COMMUNICATION	2023 – PRESENT
AAA SCHOOL OF ADVERTISING	
• Copywriting, Technical Writing, Creative Writing, Creative Ideation, Digital Media, Photography	
• Consumer Behaviour, Research, Industry Practice, Marketing Communications in Media	
NATIONAL SENIOR CERTIFICATE	JAN 2018 – DEC 2022
HOËRSKOOL TUINE	
• Home Language Afrikaans, First Additional English, Mathematics,	
• Tourism, Consumer Science, Computer Applications Technology	

### ADDITIONAL INFORMATION

#### LANGUAGES

English (Proficient), Afrikaans (Proficient), isiZulu (Fluent), isiXhosa (Fluent), Sepedi (Basic)

#### CERTIFICATIONS

National Senior Certificate, Udemy Content Marketing, Coursa Business Analysis & Process Management

#### AWARDS AND ACTIVITIES

2025: Ogilvy Grad Programme

Head of Academic Portfolio (2023), RCL (2020; 2022), Top Ten (2018-2022)