

# Scott Murcott

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## ABOUT ME

I'm a Senior Digital Copywriter and Senior Social Media Manager from Cape Town, South Africa, with extensive experience in both advertising and marketing. I specialise in long-form content, campaign and brand strategy, as well as paid media ad creation. I'm currently employed as a Senior Digital Copywriter at Huble Digital, a HubSpot Elite Partner and leader in the field of CRM and CX technology.

I cut my teeth at Superbalist.com by writing editorial and promotional material for brands including Apple, American Apparel, G-Star RAW, and Nike. Working at one of South Africa's top fashion and culture hubs was a crazy experience, but it helped me to learn and grow extremely quickly as I had to hone my skills under significant pressure.

Following this, I deepened my skill set by joining the Social Media team at one of Africa's leading digital advertising agencies. Digitas Liquorice has a reputation of working with the world's top brands — the majority of which fall under the umbrellas of Distell, Pioneer, Tiger Brands, and Unilever. I was drawn to the challenge of working in an entirely new creative field, giving me the opportunity to pivot into a conceptual role.

In my three years at Digitas Liquorice I worked on a number of iconic brands, both South African and global. These included Amarula, Scottish Leader, Liqui-Fruit, Lipton Ice Tea, ProNutro, Jungle Oats, and Crosse & Blackwell. My role involved creating monthly content, social media roll-out plans, campaign ideation and execution, as well as brand Social Media strategy. I was promoted to a Senior role in July 2017, and gladly accepted the managerial aspects that came with the position.

I'm also an aspiring novelist and musician/vocalist who's been chipping away at a first draft and making music for my band, [Dustland Express](#). I have a BA in Motion Picture Medium from AFDA.

## Contact Details

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## **EXPERIENCE**

### **HUBLE DIGITAL (Formerly MPULL) — inbound marketing agency**

#### **Senior Digital Copywriter | April 2018 - Present**

##### **Roles and Responsibilities:**

- Ability to articulate conceptual thinking into tangible presentation decks
- Content strategy and research for brand personas and value proposition decks
- Conceptualize and generate copy for paid media ads on platforms such as Google, Facebook, and LinkedIn
- Craft SEO-enriched copy for a wide range of formats, including websites, blogs, and pillar pages
- Keeping abreast of clients' industry activity and making recommendations for content based on insights gained
- Ability to put an entertaining spin on technical content
- Proofreading and quality-checking creative department output
- Conducting in-depth research and interviews to produce long-form content
- Ability to adopt the unique style, tone, and voice of Huble Digital's diverse client portfolio
- Using analytical thinking and data to optimize and scale content, strategies, and tactics

### **LIQUORICE - leading digital advertising agency**

#### **Senior Social Media Manager | April 2015 - March 2018**

##### **Roles and Responsibilities:**

##### **As a Senior:**

- Tasked with creative brand strategy, content, and innovation for Social Media
- Managing and overseeing the work of two midweight Social Media Managers
- Social Media Senior Management assumed responsibility for the team's quality of work, productivity, and wellbeing

##### **As a Social Media Manager:**

- Creating conceptually strong content pieces, strategy ideas, and campaign work for Liquorice's portfolio of brands
- This included (but was not limited to) creating a monthly content theme, crafting the copy and art direction, as well as approving final assets before they were sent to client
- Interdepartmental collaboration to produce award-winning ideas, informed by the insights and trends the Social Media department identified online
- Having to remain calm under pressure, comprehend creative briefs, and deliver high quality work
- Creating content for Liquorice's biggest client, Amarula. It was a high pressure situation, but ultimately rewarding. As a copywriter, this was undoubtedly the most challenging work I'd

experienced. Expectations were high, with both the copy and concepts needing to meet — and often exceed — the exacting demands of both client and company

- Meeting with the Amarula client to present monthly content and campaign work. These sessions were invaluable to me, as they served as a high-level brainstorm and afforded a better understanding of the client's needs
- Executing campaign work across all social platforms in a creative, exciting way that aligned with Liquorice's high standards
- Attending live events to create and upload content that amplified the event and educated the consumer in a meaningful way

### **Campaigns I Am Proud to Have Worked On:**

- Amarula — *#NameThemSaveThem*
- Amarula — *#DontLetThemDisappear*
- Scottish Leader — *#NewPerspective*
- Liqui-Fruit — *Nothing But...*
- Crosse & Blackwell — *Creamy*
- Jungle Oats — *8<sup>th</sup> Natural Wonder*
- Drostdy Hof — *Memorable Moments*
- Viceroy Brandy — *Makoya Mix DJ Search*
- Michelin — *Car of the Year 2018*

### **Brands I Have Worked on at Liquorice:**

- Amarula
- Scottish Leader
- BFGoodrich Tyres
- Crosse & Blackwell
- Jungle Oats
- Magnum
- Liqui-Fruit
- Lipton Ice Tea
- ProNutro
- Drostdy Hof
- J.C. Le Roux
- Pongrácz
- Bisquit Whisky
- Safari Dried Fruit & Nuts
- Marmite
- Bovril
- Nederburg Wines
- Viceroy Brandy
- Zonnebloem Wines
- Michelin Tyres
- Richelieu
- Nature's Source

## **SUPERBALIST – South Africa’s leading e-commerce destination for fashion and style**

**Copywriter and Social Media Manager | October 2013 – March 2015**

### **Roles and Responsibilities:**

- Writing editorial content for Men’s Fashion, Geekery, and Art departments to give the customer a deeper understanding of the brands, their merchandise, and emerging trends
- Collaborating with fashion buyers, editors, and art directors to create visually interesting and insight-driven campaigns around brands, trends, and cutting edge products
- Writing content for Facebook and Google ads
- Managing content on Twitter and engaging with Superbalist.com’s 6000+ followers
- SEO optimisation for product copy, brand editorials, and content pieces
- Writing punchy, intriguing email subject lines that were sent to Superbalist.com’s 1 million + subscribers, daily
- Being able to shift gears at any given time to get content out as quickly as possible
- Assisting the creative team with checking content throughout Superbalist.com’s website and its promotional channels
- Managing my time to ensure that calendar and timeline schedules were met
- Press releases for new and exclusive brands to be circulated across various platforms, including print and online media

## **YURI ARCURS PRODUCTIONS – stock photography company**

**Keyworder | September 2011 – October 2013**

### **Roles and Responsibilities:**

- Stock image keywording for Yuri Arcurs, the number one selling microstock photographer in the world
- Embedding copy within stock images and uploading them to various stock sites, such as iStock
- Managing images for various photographers. This involved quality control of said images and inserting keywords for SEO purposes once online
- Working within a team of creative individuals and liaising with members from various departments
- Brainstorming new and exciting ways to shoot themes and ideas with the in-house company photographers

## **AV NETWORK – audio visual company / casting studio**

**Junior Editor | Jan 2010 – Aug 2011**

### **Roles and Responsibilities:**

- Uploading to FTP sites, corporate video editing, creation of FTP sites, as well as showreel creation from start to finish (editing, design, and DVD production)

- Setting up casting studios for various companies during peak shooting season in Cape Town
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### **Necessary Skills and Requirements for Employment:**

- An acute attention to detail
- Excellent written and verbal English
- Excellent time management to meet strict campaign targets
- Excellent proofreading skills
- Highly conceptual with a keen eye for detail
- Efficient planning and prioritisation of an often demanding workload
- Revel in creative environments
- Passionate about all things word-related

### **Accolades:**

AFDA 3rd Year Graduate Film '[Ongeriewe](#)' was selected for the 2006 Cannes Film Festival. It was the first South African short film in over ten years to be chosen. I served as editor on the film.

I received the Golden Pigeon Award for Editing at the Obs Film Festival for Ongeriewe in 2006.

### **Education:**

AFDA, Cape Town. BA in Motion Picture Medium, 2006

Progress College, Cape Town. Matric Certificate, 2001

### **REFERENCES**

Lloyd Wybrow (Former Social Media HOD) – Liquorice – 079 713 1074

Catherine Scott (Former Social Media HOD) – Liquorice – 082 794 2625

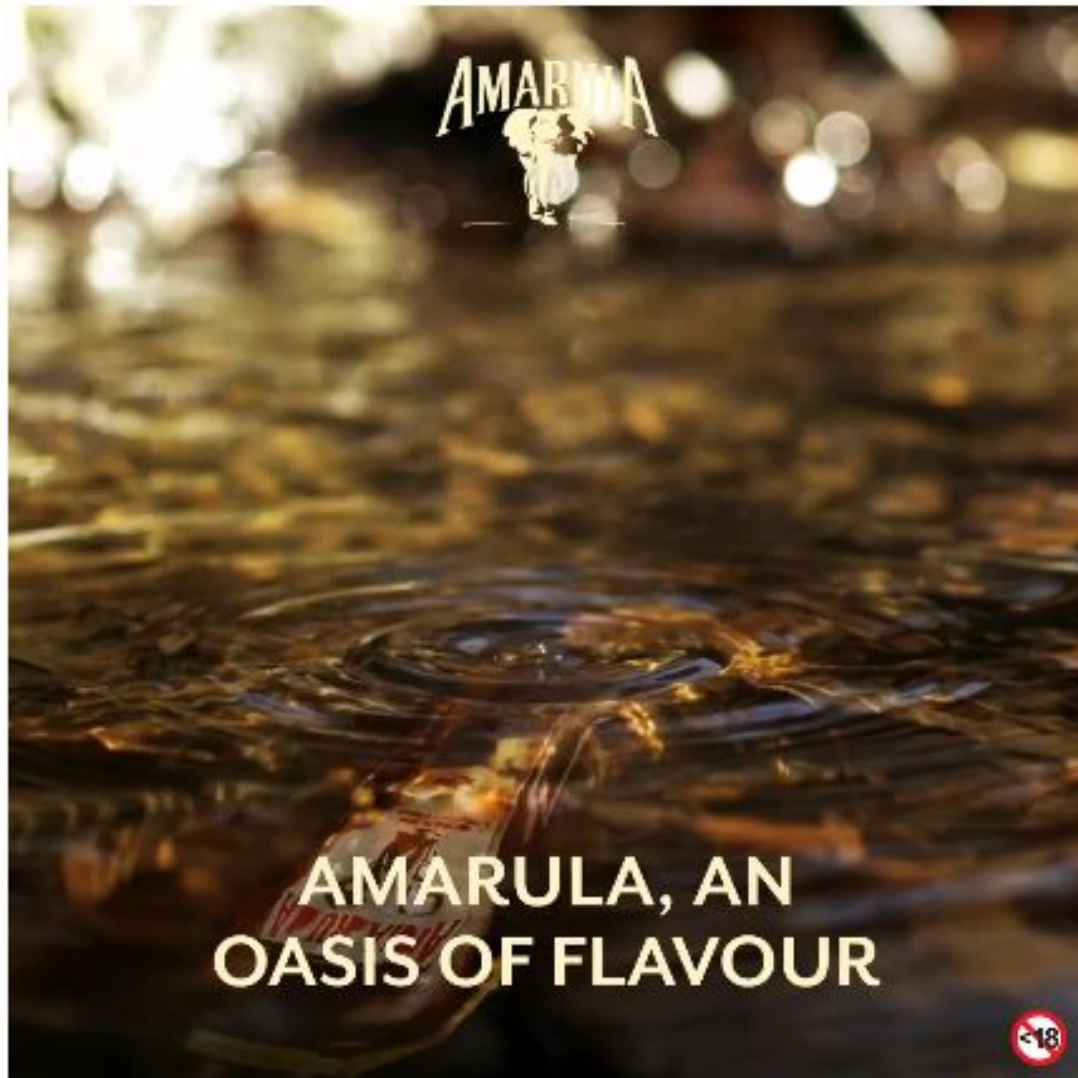
Tamarin Simon (Former Social Media Team Leader) – Liquorice – 073 918 2186

Lauren Inggs (Keywording: Former HOD) – Yuri Arcurs Productions – 071 267 5417

**My online portfolio can be found [here](#). Please also see visual references of my previous work on the below pages.**

In January, the shimmer of summer warms South African hearts. Some seek the ocean, some find solace in the shade, but the clever amongst us know that true refreshment is captured in a glass and easily found...

#MadeFromAfrica #Africa #Amarula



The future is Afrocentric. This is the year the work of Africa's hands and the tales of her people move to inspire the world. In 2018, all hearts and minds turn to Africa.

#MadeFromAfrica #Africa #Amarula





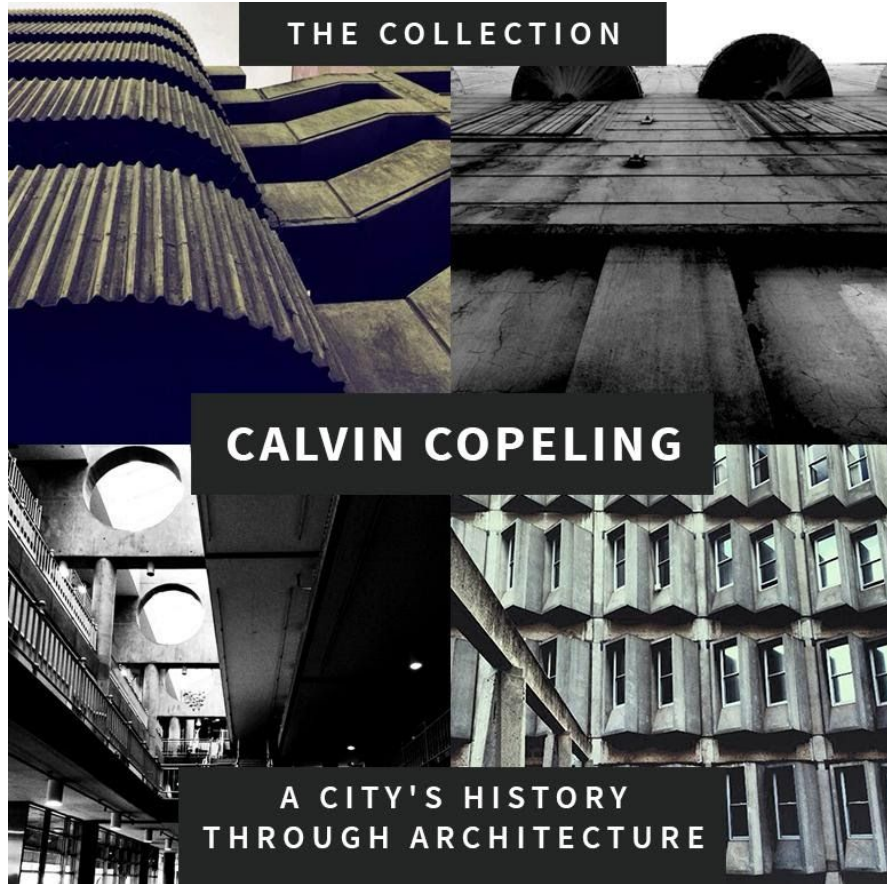
Get a #NewPerspective on the holiday spirit with these multi-faceted glasses. View our whisky from any angle you choose to make each dram of Scottish Leader Signature a unique, immersive experience.

Gift packs available at select stores nationwide.



SUPERBALIST CREATIVE

Art

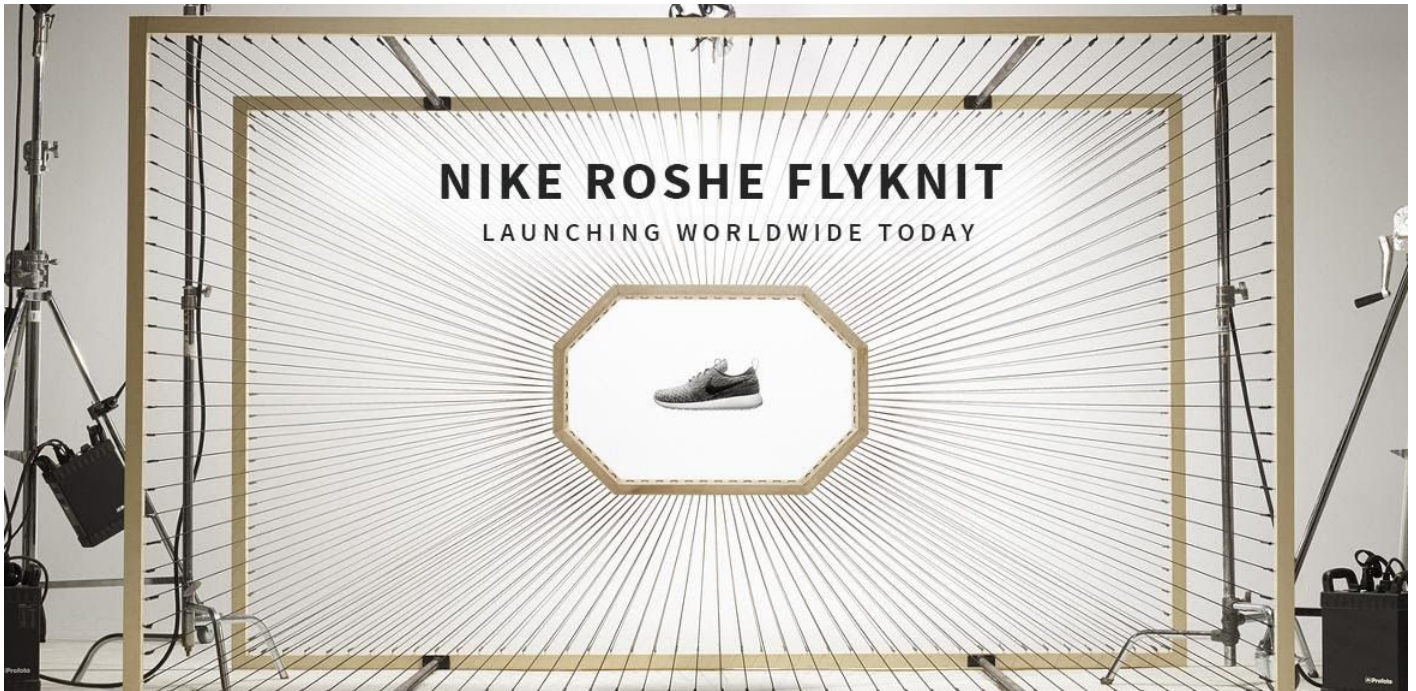


JOBURG'S ARCHITECTURAL TAPESTRY IN FRAME

# Calvin Copeling

*Eschewing the modern trend of digitising visuals until they're so clean as to have lost any tangibility or realism, Calvin Copeling captures Johannesburg's inner city architecture exactly as it is. Often in a state of decay and covered in layers of dirt and grime, these historical buildings look anything but ugly when framed within Copeling's lens. Instead, we're afforded a true, poignant look at the parts of a city that have often been overlooked and undervalued. By capturing Johannesburg's history through its architecture, Copeling compels you to look past the dirty textures and crumbling facades to perceive the iconic architectural symbols hidden beneath them.*

**Worldwide Launch of Nike Roshe Flyknit – Feb 2015**



LIGHTWEIGHT DEFINED

# Roshe Flyknit

*Today, the much-anticipated Roshe Flyknit launches across the globe, and to sneakerheads everywhere, this is a seriously big deal. The style combines two of Nike's most popular silhouettes into a sneaker juggernaut that retains the cutting-edge assets that made each famous. The design stays true to minimalism, but still pushes the boundaries of ultra-lightweight comfort technology. Its impressive features include a Flyknit upper that conforms to your feet, a one-piece midsole-ousole that provides flexible cushioning, and a foam sock liner for plush comfort. If there was ever a day to get a pair of sneakers, this would be it. Celebrate 'Lightweight Defined'.*

# HOLIDAY HANGOVER

CURE IT WITH  
STYLISH LOUNGEWEAR



LOUNGEWEAR TO RECHARGE IN

## Holiday Hangover

*Ah...holiday binging. The one time of the year we allow ourselves to indulge. And indulge, we do. From home cooked meals and mince pie treats, to the long days overloading on sun with a chilled drink on hand, 'tis truly the season to be jolly. But eventually it all catches up and the old body is in good need of some R&R. Treat yourself, and take a few days to recover at home in this selection of loungewear including sock, jocks, and comfortable sneakers. We've even included sunnies, because who knows how late you were up the night before.*

## **American Apparel Press Release**

### **Global Super Brand American Apparel to be Sold Exclusively on Superbalist.com**

Following the hype of their recent launch, Superbalist.com is thrilled to announce the signing of this leading global brand. The restrictions have been cut, the obstacles overcome, and finally, after much toil and many hours, Superbalist.com is able to bring you one of the world's most renowned brands – American Apparel. Exclusively.

It's the first in a long line of African exclusives aimed at introducing international fashion to design-appreciating individuals.

American Apparel was founded in 1989 by Canadian freshman Dov Charney. With an initial focus on immortalising a bit of iconic Americana that is the t-shirt, the brand expanded into a multi-faceted product line that caters to the all-season wardrobe. Having built a system from the ground up that allows them the freedom to design, manufacture, advertise, and distribute their clothing, they have single-handedly streamlined the industry's processes. As well as a simplified but more productive structure, the brand caught the world's attention by stripping fashion down to its bare essentials with provocative and boundary-pushing billboard campaigns.

Comments Luke Jedeikin of Superbalist.com: "American Apparel is a brand revered for its phenomenal heritage, exceptional ethics, great tailoring and vintage appeal. In addition to the launch in November, American Apparel will form part of our permanent lines, ensuring constant product availability."

Lara Butlion, Buying Manager at Superbalist.com, adds, "Building upon a stellar foundation of fashionable basics, we aim to extend and expand the American Apparel range as the year progresses, targeting seasonal and fashion-forward trends. Working with a brand such as American Apparel it most certainly won't be a challenge to find appealing and on-trend product!"

The unveiling of the American Apparel debut on Superbalist.com is scheduled to take place on the 27<sup>th</sup> of November 2013. The series of seasonally updated ranges for men and women will incorporate the brand's trademark features – their signature tri-blend cotton, great cuts and an

unwavering dedication to ethical and sustainable manufacturing. All-American fashion. In every colour. In every print. For everybody.