



GEORGE DUBE

Creative Director
Executive Creative Director
Chief Creative Officer

☎ +27 83 407 6674
✉ george@georged.co.za
📍 Fourways, Johannesburg
🌐 www.georged.co.za

ABOUT ME

A copywriter by background with over 18 years of experience in the advertising industry working at some of the biggest and renowned agencies in South Africa.

A BUILDER.

I've been a Creative Lead for the past 10 years working on various accounts.

I thrive on building teams and brands. In my previous position as Chief Creative Officer, I took over a team that had two creatives and grew it to twenty multi-disciplinary creatives. Along the way, we pitched and won the McDonald's account and many others. We also picked up several awards and our different campaigns for McDonald's were in the Kantar top 10 most liked ads in South Africa for 6 quarters in a row.

I believe in building relationships and pushing boundaries work that stands out. I believe the curiosity and the willingness to be daring creates outstanding work.

My challenge is to keep growing as a strategic creative leader build and grow brands and inspire those I work with to never settle.

Outside of the advertising world, I am a married father of two amazing boys and an avid multi-day hiker.

Be curious. Be daring. Be yourself.

WORK EXPERIENCE

Pacnamix

2018 October – Current

Accounts

Chief Creative Officer

Lead Creative Department | Drive the creative direction of Pacnamix | Build up the Creative Department
Build strategic relationships with client
Drive integration between departments.
McDonald's, Alpine, Jurni, Mitsubishi, AMCU, AmaZulu, African Bank, McCafe

FCB Johannesburg

2016 October – 2018 August

Accounts

Creative Director

Creative Lead | Conceptualise | Presentations (TTL, Digital, Social, etc)

Absa, South African Tourism

Tr1be

2012 July – 2018 July

Accounts

Creative Director/Founder

Business Development | Conceptualise | Copywriting | Creative Strategy | (TTL, Digital, Social Media |

Econet, Black Like Me, SAFTAs,

Young & Rubicam

2009 October – 2012 May

Accounts

Creative Group Head

Creative Lead | Build Client Relationships | Manage Creative Team | Conceptualise | Copywriting (TTL, Digital, Social, etc)
SARS, Land Rover, Danone, Absa, MTN

The Jupiter Drawing Room

2007 April – 2009 September

Accounts

Senior Copywriter

Concept|Presentations|Strategy|Copywriting (TTL)

Absa--SASOL--SAA--MTN

Young & Rubicam

2002 May – 2007 March

Accounts

Copywriter

Concept | Presentations | Strategy | Copywriting | (TTL)
South African Tourism & Brand SA

MTN, Absa, Land Rover, Colgate, Danone, Joshua Doore

The Agency

2000 August – 2002 April

Accounts

Copywriter

Concept|Presentations|Strategy|Copywriting (TTL)

Telkom, Yellowpages, Subaru, SABC

The Ad Cafe

1999 March - 2000 July

Accounts

Copywriter

Concept | Presentations | Copywriting | Presentations (TTL)

Investec, Tetrapack, Rand Merchant Bank

Y&R

1997 May – 1999 February

Accounts

Junior Copywriter

Conceptualise | Presentations | Copywriting (ATL, BTL)

Colgate, Landrover, Joburg Water, Danone, Joshua Doore

GEORGE DUBE

Creative Director
Executive Creative Director
Chief Creative Officer

+27 83 407 6674
george@georged.co.za
Fourways, Johannesburg
www.georged.co.za

EDUCATION

GCE A LEVELS 1990

DIPLOMA AAA SCHOOL OF
ADVERTISING 1996

CERTIFICATE CREATIVE
WRITING 2006 - UNISA

WORKING SKILLS

Creative Strategy

Concept

Copywriting

MANAGEMENT

SKILLS Presentation

Leadership

Communication

ACHIEVEMENTS

McDonald's Global Excellence Awards for Food Quality (KNOW OUR FOOD) 2020
Silver Award London International Festival (Telkom TV) 2002
Loeries Bronze - Absa
Loeries Awards Finalists - McDonald's, Absa
Pendorings finalists: McDonald's
KANTAR most liked ads: McDonald's

AD OF THE MONTH: Absa & Alpine (Bravo Group)

HOBBIES AND INTERESTS

Hiking | Cooking | Cycling | Soccer | Music

REFERENCE

Kwezi Tladi
Creative Director - Trlbe
083 252 7740

Mikateko Chauke
Strategy Director (Pacinamix)
082 742 2498