

# Curriculum Vitae

## Chris Vermeulen

Name	Christoff Vermeulen
Date of birth	20 November 1973
Nationality	South African
Languages	English, Afrikaans
Mobile	084 8000 800
Email	chris@lovefriday.net

### Introduction

My career starts as creative, in the mid nineties, and leads up to creative director on my return from the UK in 2000. My skill set extends through various platforms of media, strategy, advertising, digital, interactive, online, television, branding and marketing. I have always been a visionary and entrepreneur with a strong business sense, which led me to found a design agency that I led as both Creative Director and Managing Director in 2001. My networking skills allowed me to create a client base and build ongoing relationships over years, with a strong focus on new business development. In 2008 I refocused after a sabbatical in France, and decided to work independently under my new brand, Lovefriday, consulting across the board for agencies and production companies.

### Career Path

**LOVEFRIDAY** (Cape Town) 2008 June – Current  
Creative Director & Executive Producer

I founded Lovefriday as an independent production agency that allows me to work on a project basis, focusing on creative strategy, advertising and production. In this time I have worked on exciting projects for various brands, agencies and production companies. Some of these projects include: collaborating with Jupiter Drawing Room on a series of Design Indaba commercials that won a silver Loerie as part of a mixed media campaign, creating a visual marketing tool for the 24.com brand, viral campaigns for Liqui-Fruit and many others.

This role allows me to work on selective projects in various roles as executive producer and creative director, but my core function is as managing director. It also allows me to focus on my networking talents as an entrepreneur. Lovefriday works on an outsource model insuring that the best people are contracted for various clients and projects. Although my career extends from a creative background, I find the business aspect evenly exciting, if not more.

**TOKYO Design Agency** (Cape Town) 2001 Nov - 2008 Feb  
Creative Director & Managing Director

Leading the company as Managing Director and specializing in branded television productions and creative strategy. While managing the creative side of the business, I simultaneously managed the day-to-day workings of the company including staff management, new business generation and financials. I focused on new business development and looking into filling the gaps in the South African creative broadcast market.

The second part of my role was as creative director. Leading creative teams, art directors, producers and conceptualising new concepts to stay ahead in this fast growing industry. I secured several retainer clients and did work for many channels, agencies and brands.

**Octagon Marketing (Cape Town) 1999 Aug - 2001 Oct**  
Head of Creative (Freelance)

On my return from the UK, I singled out a gap in the market by creating digital imaging around branded television content. Conceptualising new imaging ideas for a range of programming followed by the production and animation of television elements. This included branding of new productions, creating inserts and promos as part of the advertising and sponsorship campaigns, which led me to launch a design agency by applying this model to other clients.

**Sky Digital (London) 1997 Dec - 1999 Jun**  
Creative Head

As one of the senior designers at Sky Digital, I was a part of the key team, focusing on interactive television development, online and digital design. This exposure to a range of media broadened my perspectives in interactive design media and provided valuable insight. This ultimately allowed me to see the gap in the South African market and to launch my own company.

**Carlton Television (London) 1997 Sept - Nov**  
Senior Designer

I worked in the digital media development division for ITV. Creating media and concepts for online platforms. Working with the senior designer and design director to create new concepts. This position allowed me to move into the position I wanted to at SKY TV at the end of 1997.

**Aquent Recruitment (London) 1997 Mar - Aug**  
Freelance Designer

I contracted as a freelance designer on a short-term basis at various award-winning design agencies, some of which include Thumb Design, Design Motive and Julia Schofield Consultancy. I worked as digital designer, art director and technical consultant. These short contracts exposed me to a range of amazing projects.

**Tinderbox Interactive (Cape Town) 1996**  
Digital Designer

This position allowed me to launch my career into the world of interactive design at one of the earliest interactive companies working on various projects with different job functions ranging from design and layout, web design, client liaison and site structure architecture and development.

**Hirt & Carter (Cape Town) 1995**  
Design & Media Lecturer

My position was as design and new media lecturer specialising in Adobe Photoshop, editing, animation, digital design, layout, retouching, grading and brand design. Dealing with groups of

students giving presentations on new products in the media industry. This position paved the basics of communication and networking and gave me the confidence needed for the future.

## **Tertiary Education**

### **Hirt & Carter 1:**

Television, Production & Animation

### **Hirt & Carter 2:**

Visual Communication & Digital Design

### **University of Technology Cape Town:**

Graphic Design Diploma

### **College of Cape Town:**

Communications & Design Diploma

## **Key Skills**

Managing Director, leading business strategy and new business development

Creative Director, focusing on concept and leading creative teams

Entrepreneurial foundation with strong problem solving attributes

Strong communication skills across all platforms

Networking skills with the ability to build ongoing relationships

Vast knowledge of current media and trends

Good temperament, people's person, team player

Team leader, manage groups and lead creative people

Skilled in both business and creative disciplines

Good visual communicator and presenter

Sourcing and securing new business

Good understanding of budgeting, costing and financial processes

Perseverance and patience to complete projects

Building and retaining client relationships

## Highlights & Achievements

### JUPITER DRAWING ROOM

I conceptualized two television commercials for Jupiter Drawing Room in Cape Town for their client, Design Indaba that was submitted and won a silver Loerie as part of a mixed media campaign.

### LEFTFIELD ADVERTISING

Working with Leftfield Advertising, as consulting director, we created two commercials for the client in Nigeria that aired during the World Cup 2010.

### LIQUORICE ADVERTISING

I collaborated as executive producer to create an extremely successful viral campaign called "Iceberg in Camps Bay" for client Liqui-Fruit by leading the production team and overseeing creative.

### RIPE ADVERTISING

I worked with RIPE advertising for a period of time on various projects including Yardley, a visual marketing tool for 24.com and other campaigns.

### OCTAGON TELEVISION & MARKETING

During my time with Octagon as consulting Creative Head of television imaging, we created more than 80 visual packages for related productions, pushing the boundaries in both live action and animation for television.

### OKUHLE MEDIA

I worked as creative director on more than a dozen productions, creating the brand identity and visual packages that can still be seen today. Some of the shows went on to win SAFTA awards.

### CONDOR

In 2009 I collaborated with Condor Cape Town over a continuous period. This relationship allowed me to run several projects as consultant, lead the commercials team on projects to create, develop and produce visual projects and commercials.

### ZAIN MOBILE

Working with an international team as executive producer to create a series of ATL commercials for Zain Mobile, dealing with budgeting and the production process.

### HIP2B2 BRAND

This project was brainchild of entrepreneur Mark Shuttleworth. I slipped back into my role as creative director and created the new look and brand-bible for the HIP2b2 brand that translates over television, online and print that is still in use today.

### ETV CHANNEL

In 2004 I won the pitch to create the full brand identity for the ETV channel, which was in use for four years across all platforms. It included managing the full creative production team over a period of 6 months.