

Mikaila Thurgood

A bit about me

After graduating with a bachelor's in journalism and a master's in creative writing I jumped into the world of marketing as a copywriter, working my way up to take on more creative and strategic responsibilities as a creative director. I've managed large teams, tight timelines, and the execution of campaigns from concept origination to market launch. I have worked with clients across financial services, insurance, internet providers, and other sectors.

I work well under pressure, work successfully independently, as part of a team or in a management position, and pride myself on attention to detail and speedy execution.

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Education

Mini-MBA in Marketing Management

Marketing Week, 2019

Modules completed:

- Market orientation
- Market research
- Market segmentation and positioning
- Marketing strategy
- Product, distribution, pricing
- Integrated marketing communications
- Brand development, management, and tracking

Postgraduate Diploma, Marketing Management

University of Cape Town, 2016-2018

Modules completed:

- Effective people practices
- Organisation and management
- Business research and communications
- E-marketing
- Consumer behaviour
- Introduction to finance
- Event management

Master's in Creative Writing

Rhodes University, Jan 2013 – Dec 2013

Bachelor of Journalism (with distinction)

Rhodes University, 2009-2012

Awards:

- Dean's list for academic merit (year 3)
- Dean's list for academic merit (year 4)
- Academic colours (year 4)

Courses

Gordon Institute of Business Science

Masterclass: Return on Marketing Investment

Completed 2021

MarketingProfs

The (Non-Techie) Marketer's Guide to SEO

Completed 2020

Career Awards

Assegai Awards

Young Direct Marketer of the Year (2017)

The Assegai Awards recognise direct and integrated marketing campaigns that excel in creativity and ROI.

Skills

- Writing and editing (from creative to factual) across mediums
- Storyboarding (video productions and photoshoots)
- Radio and script writing
- Concept and strategy origination for creative and business projects
- Art direction
- Direct marketing
- Research
- Presenting and public speaking
- Team management and administration
- Comprehensive knowledge of Microsoft Office, Adobe Acrobat, and Adobe Exchange
- Working knowledge of Adobe Photoshop, Adobe InDesign and Trello

Work experience

Copywriter and strategist

Fort Hartley

August 2020 – Present

- Strategy and positioning origination for new and existing businesses
- Creative input into logo development and overarching look and feel
- Blog post and social media writing and image sourcing
- Research paper synthesis and topic origination for copy pieces mentioned above

Creative director

Lesoba Difference

June 2016 - Present

- Providing the agency with strategic creative direction across clients
- Setting and communicating creative standards to the creative team and overall agency
- Researching local and international trends and developments on social media and media platforms
- Management, mentoring, and training of a creative team
- Strategic and creative content generation (including copy) and guiding staff members on the same
- Multi-channel and integrated marketing communications campaign generation and monitoring
- Client presentation preparation and presenting, including industry representation

Senior copywriter

Lesoba Difference

December 2013 - December 2015

- Campaign concept development and brainstorming
- Creative execution of copy across a range of mediums including print, radio, digital and social
- Proofreading and checking of final files before distribution
- Client presentation

Andrew W. Mellon Foundation research assistant

Rhodes University, School of Journalism and Media Studies

Reporting to the head of foundation activities in SA

January - December 2013

- Attended to all administrative tasks, such as venue and accommodation bookings for focus groups
- Focus group orchestration
- Mellon meeting orchestration and minute keeping
- Contact report generation

Newsroom manager

Cue Newspaper

Reporting to editors | Managed a team of 15

June 2013 - July 2013 (2 months fixed contract)

- Orchestration of a team of journalists and development of a timing plan for article submissions
- Managing complaints and queries put to the paper
- Taking on general administrative roles for editors
- Sub-editing

References

References are available on request.