



Curriculum Vitae of JANINE VERBURG

Copywriter | Content Creator

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- 📍 Johannesburg, Gauteng

ACHIEVEMENTS

Pendoring 2024 Finalist:

- Student Awards – ST2A: Radio Commercials
- Student Awards – ST6A: Outdoor Media

Pendoring 2025 Finalist:

- Student Awards – ST6A: Outdoor Media
- Student Awards – ST7B: Student Print, Design & OOH Crafts – Writing
- Student Awards – ST6E: Ambient

Loeries 2025 Finalist:

- 1x Student – Radio Commercials & Branded Content
- 3x Student – Out of Home
- 2x Student – Print & Design Crafts – Writing

Loeries 2025 Winner:

- Campaign Bronze – Student Out of Home
- Campaign Craft Certificate – Student Print & Design Crafts – Writing

3rd Place in the Sanlam Retail Mass Brand TV Ad Student Competition 2025

EDUCATION

BA in Creative Brand Communication specialising in Copywriting

AAA School of Advertising

Jan 2023 – Nov 2025

- Awarded Top Student, First year BA Creative Brand Communication.
- Professional Conduct Award, Second year: For exceptional time management, punctuality and interpersonal skills.
- Awarded Top Student, Third year BA Creative Brand Communication.
- Professional Conduct Award, Third year: For exceptional time management, punctuality and interpersonal skills.
- Special Award, Third year, in recognition of excellence for outstanding performance in the participation of notable awards and competitive challenges,

LANGUAGE

Afrikaans

English

ABOUT ME

I'm Janine, I bring a balance of artistic instinct and sharp, insight-driven thinking to every brief, crafting ideas that provoke curiosity and create connection.

As an award-winning creative, I'm driven by curiosity, craft, and the relentless pursuit of the right words. I'm always learning: exploring new formats, taking short courses, and pushing myself to stay ahead of what's expected.

I thrive when work feels bold. Purposeful. And culturally attuned. I'm excited to continue sharpening my skills and work alongside teams who value fresh thinking and out of the box storytelling.

RELEVANT EXPERIENCE

Feb & July 2025 (2 weeks each) Publicis Groupe Africa | Johannesburg, Gauteng Job Shadowing

- Observed and participated in creative processes including client meetings, feedback sessions, and brainstorming workshops.
- Assisted with drafting, editing, and refining copy for various campaigns, gaining insight into professional copywriting practices and brand tone development.

Dec 2024 – Feb 2025 Special Effects Media | Remote

Copywriting Intern

- Write engaging and on-brand captions and descriptions for social media posts across platforms like Instagram, Facebook, Twitter (X), TikTok and YouTube.
- Maintain consistency in the brand's voice and messaging across all written content.
- Adapt writing style to suit different platforms and audiences while staying true to various brand personalities.
- Craft captions and descriptions that encourage interaction, such as comments, likes, shares, or clicks.
- Use creative calls-to-action tailored to specific audiences.
- Incorporate SEO-friendly keywords in descriptions to improve visibility and reach.
- Meet deadlines for content delivery, balancing multiple projects simultaneously.
- Maintain an organised workflow.
- Incorporate feedback from senior copywriters to improve copy quality.
- Actively seek opportunities to learn and refine writing skills based on constructive criticism.
- Follow brand and platform-specific guidelines to ensure compliance with content policies and branding standards.

COURSES

- Screenwriting & Storytelling Blueprint: Hero's Two Journeys (0004)
- The Content Writing Course (0004)
- The Ultimate SEO Training 2024 + SEO For WordPress Websites (0004)
- Proofread Like a Pro (0004)

SKILLS

- Microsoft Office Suite
- Creative Writing
- Digital Media
- Copywriting
- Adobe Creative Suite
- Creative Ideation
- Canva
- Leadership
- Time Management
- Typing
- Editing
- Computer Literacy
- Attention to Detail
- Proofreading
- Time Management
- SEO Writing

VOLUNTEERING

2016 - Current
The Pad Princess | Johannesburg, Gauteng

- Sorting and packaging donations for handouts.
- Leading groups in packaging donations.
- Handing out donations to the community.

2023 - Current
The Pad Princess | Johannesburg, Gauteng

Social Media Content Creator

- Designed new and innovative social media strategies and campaigns to raise brand awareness, gain more followers and increase ROIs.
- Produced high-quality social content, ensuring alignment with brand voice and messaging.
- Attended company events to capture behind-the-scenes content for social media channels.