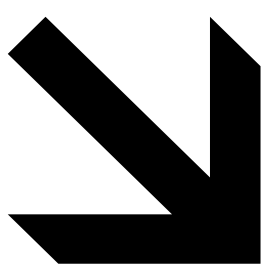




Brand Creative Director | Creative Leader | Brand Strategy & Integrated Campaigns



Creative Director

Cape Town, SA

+27 72 794 1754

Fully Remote

RESUME

2026

About me Resume Awards



Introduction

Creative Director with 14 years of experience across advertising agencies and global creative operations. Currently at Superside, leading a team of 14 across brand, social, campaigns, and integrated marketing for clients including Booking.com, Picsart, and Shopify.

Before Superside: close to a decade at DDB and TBWA South Africa, with work winning at Cannes Lions, D&AD, the Loeries, and One Show.

I work best in roles that sit between creative ambition and operational reality: where the work needs to be excellent and the team needs to sustain that quality over time.

Get in Touch



melisdali@gmail.com



Melissa Grundlingh

Portfolio

melisportfolio.com

About me Resume Awards

Experience

Graphic Designer

The Actuate group
Jan 2012 – May 2013

Graphic Designer

House of Brave
Jun 2012 – Sep 2013

Graphic Designer

JWT
Oct 2013 – Jul 2014

Art Director

DDB
Aug 2014 – Jun 2017

Senior Art Director

TBWA South Africa
Jul 2017 – Mar 2021

Creative Director

Superside
April 2021 – Present

Skills & Tools

Creative leadership

Brand advertising, social content, integrated campaigns, art direction, concept development, film direction, creative governance, brand systems

Team leadership

14-person team management, mentoring, stakeholder management, agency briefing and direction

Creative Leadership

Strategic Thinking

Client Collaboration

Team Mentorship

Communication

Problem Solving

Cross-functional Collaboration

Decision Making

Software

Figma

Adobe Creative Cloud

Jira

Google Workspace

Microsoft Office

Slack

Asana

Keynote

Notion

Miro

AI & emerging tools

Magnific

Flora

ChatGPT

Figma AI

Adobe Firefly

Claude

14+

Years
Experience

31

International
Awards

38

National
Awards

About me Resume Awards

2020 Wood Pencil, D&AD – The Real Cost (Radio Advertising Campaigns)
2020 Wood Pencil, D&AD – The Real Cost (Writing for Radio & Audio)
2020 Silver, One Show – The Real Cost (Radio & Audio: Craft / Writing)
2019 Gold, Cannes Lions – Town Lodge: The Real Cost (Script Writing)
2019 Silver, Cannes Lions – Town Lodge: The Real Cost (Travel)
2019 Grand Prix, Loeries – Town Lodge: The Real Cost (Radio & Audio)
2018 Silver, Cannes Lions – Gender Equality: HeforShe Campaign
2017 Gold, Loeries – Gender Equality: HeforShe Campaign
2016 Gold, Loeries – Orbit/Wrigley: Illustration & Craft
2016 Bronze, Cannes Lions – Skittles: Psychic Radio Campaign

Full awards list at www.melisportfolio.com/award