

CONNOR NEWKIRK

The Write Guy

COPYWRITER

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PROFILE

My name is Connor. I'm a passionate and purpose-driven writer with nearly a decade of experience spanning both agency and in-house brand environments. Over the years, I've honed my craft across creative disciplines, from conceptual copy and campaign ideation to strategic storytelling and brand voice development. I consider myself a lifelong student of language, a wordsmith who writes not only to communicate but to connect, inspire, and drive impact.

Today, I write for both enjoyment and employment: to tell stories that move people and to create business solutions that move margins. Great writing is powerful. It can change perception, shape emotion, and spark action. It can transport you to the past, challenge the present, or reimagine the future. Whether it's a line that sells, inspires, or simply sticks, I aim to leave my mark on the world - one word at a time.

WORK EXPERIENCE

(2025 - 2016)

Shoprite Head Office / Studio X

Duration: 10 months - (November 2024 - Present)

Position: Senior Copywriter (re-hire)

Rehired by Shoprite to lead high-level creative and strategic copy initiatives across the Group's retail brands following a successful tenure at Sunbet. Returned in a senior capacity with expanded responsibilities, greater creative authority, and a more direct role in shaping the brand's voice and communication strategy. My current focus extends beyond writing - I'm actively involved in concept development, campaign leadership, and cross-departmental collaboration, ensuring creative cohesion

Sunbet.co.za

Duration: 8 months (April 2024 - November 2024)

Position: Lead Copywriter

I was brought on for my expertise in promotional writing, particularly in crafting high-converting SMS and mailer campaigns, as well as my strong conceptual insight, which played a key role in revitalising the brand during its rebranding phase. I led all brand, promotional, and conceptual copy as a one-person team and later went on to establish and develop a full copy department in the months that followed. This included recruiting, screening, and assessing potential writers, as well as managing and directing the interview process. Once the team was onboarded, I took on the role of training, mentoring, and guiding our newly hired copywriters to ensure creative consistency and strategic alignment across all communications.

The role offered valuable experience in creative leadership and brand transformation within a fast-paced digital environment. Ultimately, I chose to return to Shoprite to pursue a broader creative opportunity that aligned more closely with my long-term career direction and professional strengths.

Shoprite Head Office / 99c

Duration: 3 years, 4 months - (September 2020 - March 2024)

Position: Mid-weight Freelance Copywriter

During this period, I worked in-house at Shoprite HQ, in "The Studio", via the 99c Ad Agency. My roles include working on both Shoprite, Checkers & Sixty60 brand work, social media content creation, targeted mailers, and new feature roll-outs.

99c Advertising

Duration: 10 months - (October 2019 - July 2020)

Position: Mid-weight Freelance Copywriter

During this time period, I freelanced at 99c multiple times. My roles included below-the-line conceptual work on brands such as Spur, Ackermans and Checkers Liquor Shop.

Three Magazine

Duration: 2 months - (August 2019 - November 2019)

Position: Freelance - Social media and community manager

I've been fortunate enough to write and run social for a local online magazine called Three Mag. My general roles include the creation of conceptual content and daily posts, as well as general upkeep and focusing on the growth of the social media platforms.

Duke Advertising

Duration: 1 year (August 2018 – October 2019)

Position: Junior Copywriter

At Duke, I focused on honing my craft and improving my best practice, working on brands such as Pepsi Global, Jive cool drinks and Pioneer SA. During this time, I won two Loerie Awards (Silver and Bronze).

Dalmatian Advertising (M&C Saatchi)

Duration: 1 year and 7 months (February 2017 - August 2018)

Position: Junior Copywriter

This was my first formal agency job, which I started shortly after completing my Diploma. In the first few months, I worked under Clinton Bridgeford (CD) and Werner Marais (Head Copywriter).

During the duration of my employment, I worked on multiple brands such as Twisp SA, Marriott and Boschendal Wines, to mention a few.

Quirk/Mirum

Duration: 3 months (October 2016 – December 2016)

Position: Junior Copywriter

I worked at Mirum, known then as Quirk, as an intern just before completing my Diploma in Copywriting. While at Quirk, I was fortunate to work on big alcohol brands such as Hunters and Savanna while getting a good feel of the ad world and industry.

EDUCATION

Tuit Online University

Qualification: Diploma in Digital Marketing

Duration: 2018 (6-month course)

Red and Yellow School of Advertising

Qualification: Diploma in Copywriting / Bronze Loerie

Duration: 2015 - 2016

Bosmansdam High School

Qualification: Matric certificate

Duration: 2010 - 2014

SKILLS

I bring a diverse blend of creative, strategic, and leadership capabilities built through years in high-performance marketing environments. My expertise includes copywriting, concept development, and brand storytelling, supported by strong experience in team management, digital sales, and cross-platform campaign ideation.

I have produced and directed radio and video scripts, crafted compelling editorial and promotional content, and led social media strategy to align with broader brand goals. Alongside creative leadership, I'm skilled in mentoring and developing writing teams, establishing tone of voice frameworks, and driving performance-based copy that converts.

Technically, I'm proficient in Microsoft Office Suite and Figma, with working knowledge of Adobe Creative Cloud tools such as Photoshop, InDesign, and Keynote. I thrive in collaborative, fast-paced environments where storytelling, brand strategy, and business impact intersect.