

NOELLE AUGUSTUS



SNR ART DIRECTOR

I'm Noelle, one of the visually gifted creative wizards roaming this crazy world of advertising.

I am an awarded Senior Art Director, with international experience having worked on some of the biggest brands that made a lot of noise in the industry. I proudly hold a BA in design and Honours in Visual Communication, which basically means I'm certified for madness. But hey, isn't that what makes us creatives awesome?

TECHNICAL ABILITY



EDUCATION

ACASA WOMAN LEADERSHIP PROGRAMME

Awarded a bursary ACA Women in Leadership Cohort in collaboration with AAA School of Advertising. | 2023 - 2024

LIA 2023 LIAISONS COACHING PROGRAM

Awarded with mentorship programme | 2023 - 2024

BA HONOURS AT GREENSIDE DESIGN CENTER

Bachelor of Arts in Visual Communication | 2015 - 2016

BA OF ARTS AT INSCAPE EDUCATION GROUP

Bachelor of Arts in Graphic Design | 2012 - 2015
Top Student Award for Graphic Design, At Inscape Education Group at JHB campus for 2012 and 2013

MATRICULATION AT EDENGLLEN HIGH SCHOOL

National Senior Certificate with Admission to Bachelor's Degree | 2006 - 2011

EXPERIENCE

FCB AFRICA

Snr Art Director | 2022- PRESENT

Work on brands such as Coke, Smirnoff, Tiger brands as ATL integrated, for 360 campaigns

GREY ADVERTISING

Snr Art Director | 2021- 2022

Onboarded to work exclusively for Grey on ATL integrated campaigns for Savanna, which have been recognised and awarded in the industry by Little Black Book, Contagious, Orchid, New Gen and Bookmarks and Creative Circle

STUDIO GUS (JHB BASED)

Contracted Senior Art Director | 2020 - 2021

Contracted my art direction services as TTL for Sauce Advertisi and ATL for Joe Public and Grey Advertising. I worked on the following brands: Clover, Shell Garage, Cell C, JC Le Roux, 4th Street Wines, Savanna, Herbal Essence, Nederburg

SAUCE ADVERTISING

Art Director | 2018 - 2020

Leading conceptual designs, art directing photography and TVC shoots for CSI campaign and local marketing. Exclusively worked on Wimpy (SA and UK). CI development, fully integrated campaign strategies and design, digital marketing & social media. Leading our team of creatives, implementing and managing design acumen to roll-out across multiple design languages.

STUDIO GUS (UAE ABU DUAB)I

Contracted Art Director | 2017 - 2018

Dubai (Abu Dhabi) based art director for my own company Studio Gus, contracted campaign specific jobs for diverse international clients. Worked closely with Artise Design and Elephant Nation

ARTISE DESIGN UAE DUBAI

Junior Art Director | 2016 - 2017

Dubai based art director leading conceptual designs to diverse international clients such as Step America, Sposa Weddings, Eclairs and Bose UK

MEGELLE IT

Graphic Designer | 2014 - 2015

Create visual concepts to communicate ideas. Develop the overall layout and production design for advertisements, brochures, magazines, and corporate reports.

REFERENCES & DOCUMENTATION AVAILABLE UPON REQUEST

NEXT PAGE FOR AWARDS

+27 78 0310 853

@noellecaugustus@gmail.com
@noelle@studiogus.co.za

@noelle-augustus-16225767/

NOELLE AUGUSTUS



AWARDS

EFFIE AWARD | GOLD

Associated with Grey Africa Sep 2023
Savanna Cider | The Legend of Chakalaka Norris | Best use of AI

EFFIE AWARD | SILVER

Associated with Grey Africa Sep 2023
Savanna Cider | The Legend of Chakalaka Norris | Best use of technical innovation

PRISM AWARD | SILVER July 2023

Associated with Grey Advertising
Savanna Cider | Twirra Shade | Influencer management

PRISM AWARD | BRONZE July 2023

Associated with Grey Advertising
Savanna Cider | People Vs Savanna | Reputation and brand management

CREATIVE CIRCLE | BRONZE

Associated with FCB Africa June 2023
KOO Beans | #Kooinginthedark | OOH

CREATIVE CIRCLE | GOLD

Associated with FCB Africa May 2023
KOO Beans | #Kooinginthedark | Digital

CANNES LION | SHORTLISTED

Associated with Grey Advertising June 2023
Savanna Cider | The Legend of Chakalaka | Radio Category

CREATIVE CIRCLE PART OF JURY

Associated with FCB Africa May 2023
Judge for the monthly creative circle awards

ONE SHOW | BRONZE

Associated with Grey Africa Mar 2023
Savanna Cider | Jab Jab | Radio

CREATIVE CIRCLE - AD OF THE YEAR SECOND PR & MEDIA

Associated with Grey South Africa Mar 2023
Savanna Cider | The people vs Savanna

CREATIVE CIRCLE - AD OF THE YEAR THIRD OOH

Associated with Grey South Africa Mar 2023
Savanna Cider | Twirrashadeproject

CREATIVE CIRCLE - AD OF THE YEAR FIRST DIGITAL

Associated with Grey South Africa Mar 2023
Savanna Cider | The Legend of Chakalaka

CREATIVE CIRCLE - AD OF THE YEAR THIRD RADIO & AUDIO

Associated with Grey South Africa Mar 2023
Savanna Cider | The Legend of Chakalaka

LOERIES 2022 EMEA RANKINGS

Associated with Grey South Africa Jan 2023
Ranked number 5 as an information Architect and UX Designer for EMEA in the Middle East and Africa region

STILL MORE AWARDS...

NOELLE AUGUSTUS



AWARDS

SMARTIES AWARD - GOLD

Associated with Grey South Africa Dec 2022
Savanna Cider | Comedy Bar Tour | NFT

SMARTIES AWARD - GOLD

Associated with Grey South Africa Dec 2022
Savanna Cider | The Legend of Chakalaka - GUGU

LOERIES - BRONZE FILM CATEGORY

Associated with Grey South Africa Aug 2022
Savanna Cider | The Legend of Chakalaka - Film

LOERIES - GOLD RADIO & AUDIO

Associated with Grey South Africa Aug 2022
Savanna Cider | The Legend of Chakalaka - Radio & Audio

LOERIES - SILVER - DIGITAL WEBSITE

Associated with Grey South Africa Aug 2022
Savanna Cider | The Legend of Chakalaka - Radio & Audio

LOERIES - BRONZE - INTEGRATED

Associated with Grey South Africa Aug 2022
Savanna Cider | The Legend of Chakalaka - Integrated

CANNES LION - BRONZE - RADIO

Associated with Grey South Africa Jun 2022
Savanna Cider | Jab Jab - Radio & Audio

CANNES LION GOLD - BRONZE - RADIO

Associated with Grey South Africa Jun 2022
Savanna Cider | Jab Jab - Radio & Audio

CREATIVE CIRCLE - AD OF THE MONTH FIRST DIGITAL

Associated with Grey South Africa Nov 2022
Savanna Cider | The Legend of Chakalaka
Norris | Ad of the month

ASSEGAI - SILVER | INTERGRATED

Associated with Grey South Africa Nov 2022
Savanna Cider | The People VS Savanna

ASSEGAI - BRONZE | EXPERIENTIAL

Associated with Grey South Africa Nov 2022
Savanna Cider | Twirrashadeproject | Experiential

NEW GEN - SILVER INTERGRATED MARKETING

Associated with Grey South Africa Sep 2022
Savanna Cider | Twirrashadeprojects | The People VS Savanna

NEW GEN - SILVER INTERGRATED MARKETING


Associated with Grey South Africa Sep 2022
Savanna Cider | The Legend of Chakalaka Norris | Ad of
the month

DSTV CONTENT CREATOR AWARDS BEST GAME / APP

Associated with Grey South Africa Sep 2022
Savanna Cider | The Legend of Chakalaka Norris | GUGU

YEA I KNOW, THERE MORE...

 +27 78 0310 853

 @noellecaugustus@gmail.com
@noelle@studiogus.co.za

 @noelle-augustus-16225767/

NOELLE AUGUSTUS



AWARDS

CREATIVE CIRCLE - AD OF THE MONTH SECOND PR & MEDIA

Associated with Grey South Africa Mar 2022

Savanna Cider | The people vs Savanna

CREATIVE CIRCLE - AD OF THE MONTH THIRD OOH

Associated with Grey South Africa Mar 2022

Savanna Cider | Twirrashadeproject

CREATIVE CIRCLE - AD OF THE MONTH THIRD INTERGRATED

Associated with Grey South Africa Apr 2022

Savanna Cider | Twirrashadeproject

CREATIVE CIRCLE - AD OF THE MONTH THIRD DIGITAL

Associated with Grey South Africa Mar 2022

Savanna Cider | Twirrashadeproject

CREATIVE CIRCLE - AD OF THE MONTH FIRST OOH

Associated with Grey South Africa Mar 2022

Savanna Cider | Twirrashadeproject

CREATIVE CIRCLE - AD OF THE MONTH SECOND FILM

Associated with Grey South Africa Mar 2022

Savanna Cider | The Legend of Chakalaka

BOOKMARKS - SILVER - MEDIA

Associated with Grey South Africa Aug 2021

Savanna Cider | The People vs Savanna Cider - Innovative use of media

NEW GEN - SILVER - INTERGRATED MARKETING

Associated with Grey South Africa Aug 2021

Savanna Cider | The People vs Savanna Cider - Innovative use of media

ORCHIDS AWARDS

Associated with Sauce Advertising May 2020

Wlmpy | Reach for a dream

ASSEGAI CERTIFICATE | SILVER

Associated with Sauce Advertising May 2020

Wlmpy | Reach for a dream

NEW GEN - BRONZE BEST REVENUE GENERATING MARKETING

Associated with Sauce Advertising Sep 2019

Wlmpy | Cups for Votes | Best Revenue Generating Marketing Campaign

NEW GEN - GOLD MOST VIRAL CAMPAIGN

Associated with Sauce Advertising May 2019

Wlmpy | Cups for Votes | Most Viral Campaign by an Agency

CREATIVE CIRCLE - AD OF THE MONTH FIRST RADIO & AUDIO

Associated with Grey South Africa Mar 2022

Savanna Cider | Jab Jab



+27 78 0310 853



@noellecaugustus@gmail.com
@noelle@studiogus.co.za



@noelle-augustus-16225767/