

LAYLA MACIVER

Copywriter &
Advertising Creative

CONTACT

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EDUCATION

Highschool education

Matriculated in 2016 from St Mary's School Waverley with 5 distinctions

Bachelor of Arts in Creative Brand Communications

Vega School of Branding | 2017 - current

ACCOLADES

Educational

Head of debating (2016)

The Steve Biko award for a history student who exhibits the qualities for which Steve Biko Stood (2016)

The Rees trophy, for a matric pupil who engages with and applies ethical issues in Life Orientation. (2016)

The Robyn Knowles trophy for the best debater (2016)

Professional

Featured in Between 10&5's Freshmeat Creative Graduates
Feb 2020

Published article on Between 10&5's Website

WORK EXPERIENCE

Luminary South Africa Online Content Copywriting

Good Vibes Creative Agency Digital Copywriting

ATTRIBUTES

- Driven
- Passionate
- Creative
- Organized
- Strategic
- Curious

SKILLS

Copywriting

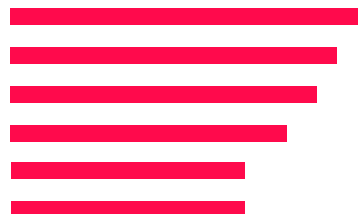
Web Design

Brand & Marketing

Adobe Premiere Pro

Adobe Indesign

Adobe Photoshop



INTERESTS

- Reading & Writing
- Tennis & Yoga
- Crocheting & Crafts

[HTTPS://LAYLAMACIVER.WIXSITE.COM/PORTFOLIO](https://laylamaciver.wixsite.com/portfolio)