



Sedick Sasman

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Profile

I started my creative career in advertising, brand development and design in 2000 while studying. In 2010 I started transitioning from the commercial 'storytelling' into the narrative storytelling I find myself in currently.

Career History

BRAND DEVELOPMENT - CREATIVE DIRECTOR — 2009 - PRESENT

Brand development and design for entrepreneurs independently and in collaboration with others.

WRITER - INDEPENDENT CONTRACTOR — 2010 - PRESENT

Mad Little Badger (Production Company) - Scriptwriting and story development

Pigeon Pie Creative Business Design - Corporate content and copywriting

Proactive/independent projects - Screenplays

FOUNDING MEMBER - ALIVE CAFE CREATIVE EXPERIENCE HUB — 2013 - 2014

A co-working arts and event space, hosting artists, designers, writers, photographers, musicians and other performance artists. The project ran for 18 months.

ART DIRECTOR - CREATIVE PERFORMANCE — 2007 - 2009

Brand development and design

ART DIRECTOR - AFRICAEXTRABOLD — 2005 - 2007

Advertising (above and below the line)

DESIGNER - CW ADVERTISING — 2003 - 2005

Retail Advertising (below the line)

STUDIO MANAGER / DESIGNER - KHANO ENTERTAINMENT — 2002 - 2003

Design and studio management for in-house creative department focussing on advertising for local musicians

STUDIO MANAGER / DESIGNER — 2001 - 2002

Design and studio management of on-campus studio at Cape Peninsula University of Technology.

Work on all in-house design for various departments on campus.

Education

Baccalareus Technologiae: Design & Advertising - CPUT

Skills

Scriptwriting; Story Development; Brand Development; Art Direction; Design

References

Mad Little Badger - Nicki Priem - 074 341 2085

Pigeon Pie Creative Business Design - Marwaan Sasman - 082 459 9932