

KABELO "KAY" MONARENG

Art Director/Director



+27 66 406 6161



Kay@groupadnouveau.co.za



15 Gunther Street,
Birchleigh North,
Kempton Park,
1515

PROFILE

I am a dynamic and creative professional with a passion for the vibrant world of Marketing and Advertising. With over 20 years of experience in the industry, I have developed a strong foundation as an Art Director and Designer, delivering creative solutions that are both visually compelling and strategically effective.

I consider myself a lifelong learner and embrace every opportunity to expand my knowledge and refine my skills. Staying up to date with the latest design, marketing, and advertising trends is a priority, and I actively use various media platforms to remain inspired and informed.

I am passionate about creating eye-catching, impactful artwork that not only captures attention but also communicates a brand's message effectively. I understand that an Art Director plays a critical role in the success of any marketing campaign. Great design goes beyond aesthetics, it requires understanding human emotions, motivations, aspirations, and desires, and using those insights to create meaningful connections between consumers and brands.

I am ambitious, hardworking, trustworthy, and loyal. I take great pride in my work and believe that professionalism, punctuality, and effective time management are essential qualities that contribute to the success of any team or organisation.

KEY SKILLS

- Art Direction
- Graphic Design
- DTP
- Logo Design
- Corporate Identity
- Creativity
- Responsible
- Multi-tasking
- Flexibility
- Organisation Skills
- Time-management
- Approachable
- Photography

COMPUTER SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe Acrobat
- Microsoft Word
- Microsoft PowerPoint

EDUCATION

1994 Benoni Technical College N4 Certificate

1995 Wits Technicon

1998 FCB Iziko Internship Program

CAREER HISTORY

Year: 1998 to 2004

**FCB South Africa JHB SA
Jnr Art Director**

Concepts, design, production, for the following clients:
Edgars, Vodacom, Toyota,

Year: 2004 to 2006

**Young and Rubicam Hedley Burn
Art Director/Designer**

Concepts, design, production, for the following clients:
Pick n Pay, Boardmans
Employee of the year Award (2003)

Year: 2006 to 2008

**O'Brian
Snr Art Director/Designer**

Concepts, design, production, for the following clients:
Petro SA, Soul City, Castle Milk Stout, Absa, KZN Tourism and BP

Year: 2008 to 2014

**Indingliz Marketing and Advertising
Creative Director**

Concepts, design, production, for the following clients:
SAB, National Credit Regulator (NCR) and Road Accident Fund (RAF)

Year: 2014 to 2019

**Kofifi
Creative Director**

Concepts, design, production, for the following clients:
Kofifi Media Group, Kofifi FM, KRS 911, KRS24 Surcurity

Year: 2019 to 2022

**Pulz Comms
Creative Director**

Concepts, design, production, for the following clients:
Standard Lesotho Bank, Y-Age, Perfect Choice, Black Like me, Lonmin, Clinix

Year: 2022 to 2024

**Alliance of Cool
MD**

Concepts, design, production, for the following clients:
FNB and Medal Paints

WORK REFERENCES

**Wing Wing Mdlulwa
FCB DRAFT
Tel: +27 82 896 7803**

**Tracey Schoemacher
Young and Rubicam Hedley Burn
Tel: +27 83 645 6341**

**Azziz Kara
Kofifi
Tel: +27 68 226 5752**

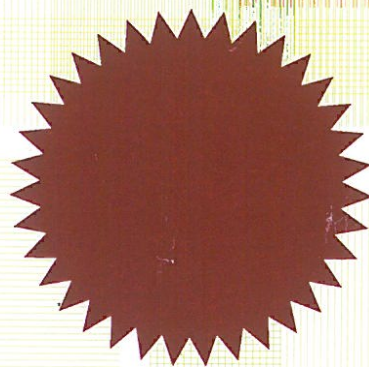
**Mxolisi Tyawa
O'Brian
Tel: +27 83 325 9532**

**Winston Maimane
Pulz Comms
Tel: +27 83 325 9532**

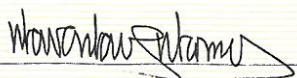


This certifies that *Kay Monareng*
attended and completed the requirements of Iziko, a twelve month internship programme,
under the auspices of FCB South Africa

From *1997* to *1998*



Deputy Chairman
Nkwenkwe Nkomo



Group CEO
Mike Bosman

