

H JONATHAN KLIJN

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résumé.

With 15+ years of experience in creative direction and copy writing, I add exceptional writing skills, drive, and knowledge of creative strategy, to my skills in concept development, user experience and advertising.

education

Creative + Communication

Experienced and creative with advanced skills in writing, editing, and visual metaphor. UX/UI: Design thinking and User Experience. Gestalt Psychology. Human Computer Interaction (HCI), Storytelling. Emotional Design. Client collaboration and platform development. Advertising, branding, and marketing. Problem-solving. Communication. Deadline sensitivity. Time management. Contextual Marketing.

Management

Experience managing/mentoring diverse teams in deadline-driven environments, leading collaboration, and developing corporate responsibility messaging. CRM. Expertise in visual direction, innovation, and brand positioning in fast-paced, time-sensitive environments. Conducting deep research to inform on-target project development. Overseeing outstanding communication and collaboration with diverse talents. Conference-level presentation skills and materials development.

Software

Mac OS, Adobe Creative Suite, Adobe XD, InDesign, Illustrator, Premiere Pro, Scrivener, PowerPoint, Filmora, Figma, Adobe AE, Adobe LR, Adobe LR.

education

Harvard University, Cambridge, MA

- MLB Liberal Arts, Extension Studies, GPA 3.9/4 (expected 2022, part-time)
Psychology, Literature and Creative Writing

Interaction Design Foundation

- User Experience / UX Management / Design Thinking

University of Cape Town Cape Town, South Africa

- LM / Arts Administration; Musicology; History of Art

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- Labour Law (Certification)
- Business Administration And Management (Certification)

View a portfolio of current writing at boyoyoboy.com

experience

Creative Director, Senior Copy Writer / TSF Media, South Africa

Served as lead creative and senior copywriter on assigned priorities
 Managing fully interactive design and prototype development
 Strong CTA with high conversion rates based on Contextual Marketing strategies
 Acted as creative liaison for partners and intellectual property developers
 Maintained consistency of communication across creative platforms
 Strategized communication to shareholders through consistent messaging
 Grew customer loyalty and contribute to overall business objectives
 Developed synergistic brand and creative architecture strategies
 Presented cohesive written and verbal stories to both team and client
 Lead creative teams through expressive design initiatives
 Strongly advocated for broad use of Design Thinking principles
 Inspired both team and clients to deliver solid creative on every project
 Secured client “Wows!” with creative presentations. Every time
 Gained expert knowledge of on-air, on-line, print, and out of home requirements
 Gained advanced exposure to User Experience
 Managed creative processes across platforms and media seamlessly
 Diverse clients a.o. DKNY, Levi’s, PGP, Fossil, AIFS, Diesel, financial, & FMCG

Chief Creative, Marketing / Marcus Evans Summits, South Africa

Developed and delivered class leading event literature and collateral
 Delivered branded, conceptualized products, materials, and events
 Created clear, compelling, and grammatically correct copy/text/headlines
 Conducted thorough research to ensure solid foundational work
 Synthesized project requirements with resources and manage
 Applied language tone and stance appropriate to target markets
 Developed clear and consistent voice for appropriate projects/events
 High familiarity with commonly used style guides, incl MLA, AP, Chicago, APA
 Developed CRM manuals and summit materials
 Assigned and edited high volumes of quality content in tone and style required
 Demonstrated exceptional language skills

Owner, Creative Director / Augusta de Mist, South Africa

Established a class leading entrepreneurial product in a congested marketplace
 Assembled a forward-thinking, inclusive and customer-driven business/team
 Directed innovative design, both graphic and experiential
 Developed high-impact creative projects
 Developed and defined all creative aspects that affect guest/user experience
 Managed high-value business partnerships, and high-profile collaborations
 Analyzed customer feedback to remain relevant and responsive
 Developed innovative collateral to support branding objectives
 Improved product margin through assessment of customer trends

community

Founder Member of the Harvard University Creative Writing Forum
 Arts Editor for The Big Issue, a magazine to assist the homeless
 Founding Member for StreetSmart, an anti-hunger initiative
 Swellendam Bursary Fund, assisting students with funding for tertiary education
 Pro-bono creative work on *Imibala*, a Rupert initiative for art therapy and education