

BRANDON BRUINTJIES

Digital Creative Producer

www.brandonbruintjies.com

PROFILE

Digital Creative Producer with 10+ years of experience across design, motion and digital production. Experienced in HTML5 display, paid social, motion graphics and AI-assisted creative, with a focus on scalable production workflows, high-volume campaign delivery and consistent creative execution. My experience spans agency, creative production and corporate environments, working across a broad range of digital formats and platforms.

DETAILS

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- Cape Town, South Africa

WORK EXPERIENCE

First National Bank (FNB)

October 2024 - Present

Digital Creative Producer

Corporate environment delivering digital creative across paid media, social, motion and HTML5, within strict brand and compliance governance.

- Produce HTML5 display campaigns, including standard and feed-based builds, supporting scalable and dynamic creative rollouts across multiple formats.
- Design and produce static and motion assets for paid digital channels, including social, programmatic, Demand Gen, Performance Max and YouTube.
- Deliver end-to-end creative execution on selected projects, from concept development and presentation through to final production and multi-format rollout.
- Use AI-assisted tools for image generation, video production and creative analysis, helping develop and refine brand-aligned creative at scale.
- Build and improve reusable templates and production workflows, helping streamline high-volume delivery while maintaining brand consistency and platform requirements.
- Support internal QA, knowledge sharing and team delivery, including training, peer reviews and continuity when senior team members are unavailable.

EDUCATION

Cape Peninsula University
of Technology (CPUT)
2013 - 2015

**National Diploma:
Multimedia Technology**

Westridge Senior
Secondary School
2008 - 2012

**National Senior Certificate
(NSC / Matric)**

SKILLS

Creative & Motion

- Motion design & animation
- Paid social & performance creative
- Digital campaign design & rollout

Production & Systems

- HTML5 display advertising
- Feed-based & dynamic creative
- Creative automation & templating
- High-volume digital production

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WORK EXPERIENCE

The Factory (Creative Production Agency)

May 2018 – September 2024

Creative Producer

“Creative production environment delivering high-volume HTML5, digital and motion assets for international brands across multiple markets.”

- Developed HTML5 display campaigns using HTML, CSS and GSAP, producing multi-format adaptations and variations at scale.
- Designed and produced static, animated and video assets across display, social and DOOH channels.
- Delivered high-volume digital production while maintaining consistency across formats, markets and platform specifications.
- Worked across international DACH brands including Migros, Zweifel and Parfümdreams.
- Prepared digital assets for platforms including Google Campaign Manager, Sizmek, Adform, Teads and Goldbach, ensuring delivery met platform specifications.
- Performed internal QA and sign-off on work produced by junior designers and producers prior to client delivery.

The Jupiter Drawing Room

September 2015 – April 2018

Multimedia Specialist

“Advertising agency experience spanning IT support, creative technology and multimedia production across integrated campaigns.”

- Joined the agency in an IT support role, providing technical support across hardware, systems and user environments while completing tertiary studies.
- Selected for the Ripple Effect Programme, transitioning into the creative department across multimedia, motion and digital production.
- Produced digital and motion assets for integrated campaigns across web, social and emerging platforms, collaborating with creative and technical teams.
- Completed a secondment at Techsys Digital, gaining hands-on experience in website builds and HTML email development.
- Contributed to award-winning work, including the Bronze Loeries-winning Webafrika “Effing Fast” campaign in 2018.

TOOLS

Creative

- Adobe Creative Suite
- Google Web Designer
- HTML / CSS / GSAP

Production & Automation

- byCape
- Feed-based creative
- AI-assisted production

Ad Platforms

- Google Campaign Manager
- Sizmek · Adform
- Teads · Goldbach

ADDITIONAL CAPABILITIES

- Creative concept development
- Storyboarding & campaign rollout
- QA & creative review
- Template & workflow development
- Cross-format adaptation

SOFT SKILLS

- Creative problem solving
- Attention to detail
- Collaborative working
- Adaptability & agility
- Time management
- Initiative & proactivity
- Ownership & accountability
- Knowledge sharing & mentoring

REFERENCES

Available on request