



ANNE GACHET

Senior Copywriter & Translator

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I am an island girl that speaks French and English, and looks Russian. For nearly 15 years, I have been creating compelling copy that is worth reading and campaigns worth remembering.

Yes I am a copywriter with a passion for words but I am also well-travelled and culturally influenced from living and working in different countries.

For the past 6 years, I also developed a keen liking for script writing and storyboarding.

EDUCATION

Bachelor Degree in Languages - University of Cape Town- South Africa

Certificate in Copywriting - AAA school of Advertising - South Africa

TEFL Certification (Teaching English as a Foreign Language) - TEFL-INK- UK

EMPLOYMENT HISTORY

Blue Triggers Ltd - Mauritius - (May 2014- Present)

Senior Copywriter/ Creative Lead

Responsibilities

- Delivering compelling copy and campaigns both above and below the line
- Offering Brand Activation creation and management
- Complete 360 advertising campaigns
- Brand Management and Rebranding

OgilvyAction, Ogilvy & Mather UAE, Dubai - Memac Ogilvy Most Awarded Advertising Agency in the MENA for 2012 - (February 2012-May 2014)

Senior Copywriter

Responsibilities

- Developing creative brand activation campaigns for brands such as Coca-Cola, Dove, Heineken, Rothmans, Pall Mall and Reebok among others
- Creating unique consumer experiences, from interactive billboards, to national day events and a whole new world of online experiences through social networks

G2- Grey International - UAE, Dubai – 1 of D&AD's most awarded agencies - (June 2011- January 2012)

Senior Copywriter

Responsibilities

- My job included developing unique brand experiences, generating compelling consumer engagement ideas for initiating and enhancing Brand Trial and Brand Preference
- My responsibilities also involved identifying innovative ways to utilise touch points at Point of Sale & Point of Consumption effectively, while writing engaging copy for creative elements that support and enhance the innovative solutions

Insignia Advertising Agency – UAE, Dubai - (January 2011 – April 2011)

Senior Copywriter

Responsibilities

- Working closely with the Creative Director, my job involved working on all advertising campaigns, from conceptualisation to copywriting, mainly on luxury, travel, hospitality and destination marketing for brands such as Dnata Travel, Jumeirah Group and Emirates
- Proofreading and editing

Facto We Ltd, member of MasterGroup – Mauritius - (January 2009 – November 2010)

Senior Copywriter

Responsibilities

- Conceptualising and producing advertising project and work with the client for the wellbeing of the brand for a new and vibrant advertising agency affiliated with the French advertising brand Factory
- Copywriting and translation in both English and French for international clients such as Orange, Microsoft and MasterCard
- Account management of Microsoft as well as the organisation and coordination of events for my clients, for instance the launching of Windows 7

Publico Ltd, affiliated with McCann Erickson – Mauritius - (May2006 – December 2008)

Senior Copywriter & Creative Lead

Responsibilities

- Handling all areas related to advertising and communication
- In charge of conceptualising and producing advertising project and work closely with the client in addition to copywriting, translation in both English and French for international clients like Emirates, MasterCard Barclays, Nestlé and Coca Cola as well as for local clients
- Organising and coordination of events, coordinating and realisation of TV spots and TV programmes
- Translation of copy in English and French

Maurice Publicité Ogilvy – Mauritius - (February 2001 –May 2006)

Senior Copywriter & Creative Lead

Responsibilities

- In charge of all areas concerning language and writing ranging from proofreading and copywriting to translations, both in English and French, for clients such as Nestlé, IBL, Castle, DHL, Solis, Servisair and Game
- Conceptualising and producing advertising campaigns and working with clients to achieve well-targeted, concise and effective advertising in a wide range of sectors including education, consumer retail, property, finance, health, IT, tourism, transport and travel