



# MEGAN ROSS

MULTI-TALENTED STORYTELLER (COPY & DESIGN)

WWW.MEGANROSS.CO.ZA

## EXPERIENCE

**Oct 2022 - Jan 2023**

### RETROVIRAL AGENCY Copywriter

Writing campaign copy for national and international campaigns; content creation, creative direction and copy writing for multiple accounts including Russell Hobbs, Profmed, Lil-Lets SA & UK, Dove, BB Bakeries, Iwisa No.1, Zoom and Grundig.

**Sep 2021 - Sep 2022**

### RETROVIRAL AGENCY Senior Community Manager,

Lead moderator and responder manager of Lil-Lets Talk, similar to the UK's Ask Vicky. Running paid media and community management, content creation, creative direction and copy writing for multiple accounts including Russell Hobbs, Profmed, Lil-Lets SA & UK, Dove, BB Bakeries, Iwisa No.1, Zoom and Grundig.

**2015 - 2021**

### SELF-EMPLOYED

#### Writer, Journalist, Media Practitioner & Creative Consultant

I offer a range of communications services incl. book cover design, typesetting and layout, strategy, concept, creative, copy and art; editorial, copy editing, content and social media development and strategy.

#### ADDITIONAL (REMOTE) ONGOING ROLES:

ISELE MAGAZINE, VERMONT, USA: Poetry Editor;  
NEW CONTRAST MAGAZINE: CT, ZA Production Design

**2013 - 2014**

### GLAMOUR MAGAZINE - CONDÉ NAST Features Writer

Conceptualising and executing features stories including cover stories, and articles across beauty, fashion and digital departments. Conducting interviews with celebrities, artists and notable individuals. Attending launches. Mentoring interns. Managing Glamour's Women of the Year Event

**2012 - 2013**

### STRING COMMUNICATIONS Journalist and Graphic Designer

Graphic designer and writer on projects including Cape Town's MyCiTi transport system, taking notes during National Assembly at Parliament

## STATEMENT

I am a multi-hyphenate creative with eleven years of experience in multiple industries (publishing, design, marketing & advertising, literature, non-profit and public sector). My most recent role is as a copywriter and social media manager at award-winning advertising agency, Retroviral. In addition to running my own business for six successful years, I write on a freelance basis for several national and international outlets. I am also a published author represented by Pontas Literary Agency in Barcelona. In a freelance capacity I am also the production designer at South Africa's oldest literary publication, New Contrast.

## PUBLICATIONS

Milk Fever (uHlanga Press, 2018) - author;

The Heart of the Matter (Jacana, 2019) - essay

Migrations: New Short Fiction from Africa (New Internationalist, 2017) - short story

Water: New Short Fiction from Africa (New Internationalist, 2015) - short story;

Features, articles, reports: New Frame News, Catapult, The Good Trade, Mail & Guardian, GQ, O: the Oprah Magazine

## EVENTS

Time of the Writer | Franschhoek Literary Festival | Open Book Festival Northern Cape Writers | McGregor Poetry Festival | Guest of Honour: Buffalo City Businesswomen's Association prizegiving

## ACCOLADES

Brittle Paper Award for Fiction, Short Story Day Africa (3<sup>rd</sup>), Iceland Writer's Retreat Alumni Award winner, Short Sharp Fiction Award (runner-up), Gerald Kraak Award finalist.

Shortlisted: Brittle Paper Award for Poetry, Miles Morland Writing Scholarship, Sol Plaatje EU Award, Pen International New Voices

Judge: Afritondo Short Fiction Prize; Short Sharp Awards

## REFERENCES

### Kathryn McConnachie

Previous Creative Director, Retroviral Agency

E: kathmconnachie@gmail.com

### Masande Ntshanga

Editor, New Contrast magazine

E: mntshanga@gmail.com