

Matthew Phyffer

Video Creative Lead/Associate Creative Director

Contact

matthewphyffer@gmail.com

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Cape Town, South Africa

Education

University of Pretoria

BA Languages: English Studies

Completed in 2016

Skills

Creative Strategy

Concept Development

Scriptwriting

Narrative Development

Creative Direction

Video Production

Client Leadership

Team Leadership

AI-Enabled

Portfolio

Click me

References upon request

Profile

Creative Lead with 12 years of experience developing concept-first, narrative-driven video work people choose to watch and remember. I lead campaigns from concept to delivery, combining strategic thinking with hands-on craft across scripting and production. I've partnered with brands including QuickBooks, Orasis and 1-800Accountant, and for 5 years have led creatives on projects, including 3.5 years as a people manager. I value strong creative cultures and see AI as a practical tool within the creative process, helping teams explore ideas faster, refine earlier and improve the quality of the work without replacing core craft.

Work Experience

Aug 2022 - Present

Superside

Creative Lead | Video

- Creative Lead with 4 years in role and 3.5 years in people management, leading a team of 5 within a 20+ person video department.
- Drive concept-to-delivery video campaigns, shaping narrative direction from brief through scripting, production and post-production, while improving speed and flexibility across traditional workflows.
- Use AI as part of the creative process to rapidly explore and validate narrative directions, accelerate ideation, and develop early-stage video concepts, including AI-generated assets and experimental executions.
- Lead client-facing discovery, strategic reviews, presentations and creative defence of work in senior stakeholder environments, ensuring clarity of narrative and strength of ideas under scrutiny.
- Partner in sales and pitch processes as a video specialist, helping define and sell video-led creative solutions from both strategic and executional perspectives.

2021 - 2022

Ozow

Copywriter

- Wrote and adapted copy across blogs, social media, digital ads, PR, internal communications and marketing materials, while contributing to brainstorms, executing against creative concepts, and reviewing work for quality and consistency.

2021 - 2022

Lobster Ink

Creative Lead | Scriptwriter

- Led end-to-end production of predominantly educational video content for glotbal brands, covering concept development, scripting, pitching, production and international shoot direction, ensuring strong narrative clarity from brief to final delivery.
- Oversaw post-production across editing and motion design teams, providing script direction and quality control to maintain narrative and educational clarity for major clients including Marriott International, PwC, WWF, Coca-Cola, McDonald's and Costco.