

Aidan Whytock

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Strengths Finder Results

- Responsible and Accountable
- Creative and Ambitious
- Committed
- Effective Communicator
- Team Player and Includer

EXPERIENCE

Creative Producer and Director

February 2012 – present

Whyteewood Creative
Cape Town, SA

- Established Whyteewood Creative Agency – managing multiple short films and feature film development.
- Won Best Producer at the 2017 48 Hour Film Project for short film *Day Zero*.
- Won Best Director and Producer at the 2016 48 Hour Film Project for short film *Stag Knights*.
- Co-wrote, Directed and Produced the award-winning short film *The Choice*.
- Co-wrote, Directed and Produced the award-winning short film *Weapon of Choice*.
- Co-wrote, Directed and Produced the theatrically released independent feature film *The Actor*.
- Conceptualised, wrote and edited four feature film scripts and two TV series concepts including writing and designing the marketing campaigns copy and imagery.
- Co-created and co-wrote the online commercial campaign for the brand *Kauai: Burt Waikiki – Guru of Goodness*.

Actor

March 2009 – Current

Cape Town, SA

- Starring roles in US TV series *Homeland*, *Blood Drive* and *Black Sails*.
- Awarded South Africa's Fleur Du Cap People's Choice award for *I am Hamlet*.
- Starring roles in the award-winning short films *The Choice* and *Weapon of Choice*.

Whyteewood / SAB Ambassador Staff Training Program

2013

Facilitator
Nationally, SA

- Created, pitched and sold in a national ambassador-training program to SAB.
- Designed and facilitated the training program – Goal: increase the ability of all consumer facing employees to effectively represent and sell select brands (Peroni, Miller, Castle LITE and Grolsch) at the Point Of Sale.
- Implemented these ambassadors into weekly national brand activations in trade, running up to 80 activations a night.

Man Kind Project

August 2008 – Present

Facilitator
Cape Town, SA

- Man Kind Project is an international non-profit whose mission is to create a safer world by developing “better” men based on the core values of Accountability, Authenticity, Integrity, Community, Service and Inclusivity.
- Facilitate men to use their own life experiences to internalise and apply values of accountability and integrity.
- Facilitate others through their development process, utilizing active and objective listening skills and by safely revisiting and redefining past experiences.
- Facilitate situations of conflict between two men to a value-add outcome.

UCT RAG Board

2012 - Present

UCT
Cape Town, SA

- Designed and annually facilitate the handover training program from UCT RAG Executive team to Executive team. Goal: prepare the new team and transfer skills and lessons.

Peroni Lifestyle Ambassador

March 2010 – February 2012

SABMiller
Cape Town, SA

- Designed SAB's first CRM program.
- Autonomous position requiring excellent deadline management and budget management.
- Responsible for building one-on-one relationships with 2,500 consumers through regular face-to-face communication to develop trust and brand buy-in.
- Worked closely with brand and sales teams and agency team (Ogilvy).
- Responsible for creating and adapting brand aligned concepts that resonate with target audience members in a personal way to re-enforce the brand message.
- Team member of an international brand ideation group responsible for discussing Best Operating Practice marketing themes and execution methods in different markets.

Strategic Business Unit Representative

August 2006 – February 2009

SABMiller
Cape Town, SA

- Project managed the development, planning, implementation and execution of SAB's Premium Brand experience and sales in the Western Cape. Includes:
 - Developed the relationship between the brands and 50 key outlets and consumers.
 - Designed creative and measurable sales strategies and innovative use of existing assets, including Through The Line campaigns executions, focusing on Below The Line experiential campaigns.
 - Designed Best Operating Practice campaigns that were adopted nationally within the business, such as MGD Smooth As Ice and MGD / Oakley partnership.
- Weekly performance measurement on variables including volume, rate of sale, engagements, administration, innovation and growth rate. Consistently exceeded target in innovation.
- Autonomous role: excellent personal organisation and self-management.

UCT RAG Vice Chair

2003 - 2005

UCT
Cape Town, SA

- Vice Chairman of UCT RAG and head of Human Resources. UCT RAG is a university student run event management organization that raised R1,5 million for charity in 2005.
- Ultimately responsible to the development of all UCT RAG volunteers in accordance to the organisation's charter regarding Student Development.

EDUCATIONPost Graduate Diploma in Enterprise Management
University of Cape Town, 2005Bachelor of Social Science in Social Anthropology and Environmental & Geographical Science
Minor in Media Studies
University of Cape Town, 2002 - 2004A-Levels in English, Geography and Maths,
Shrewsbury School, 1996 - 2001**ACTIVITIES AND AFFILIATIONS**Brightest Young Minds Alumni
South African Guild of Actors Member

Cape Film Commission Member