Olga Lombard

Senior Creative Lead, Video · Creative direction, writing and post-production

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PROFILE

I lead video creative. I write the concepts and scripts, and I lead post-production through to delivery. I spent ten years at Paramount Africa making, then running, the on-air creative for MTV, BET, Nickelodeon and Comedy Central. Since 2024 I've been leading video creative for global brands at Superside, now as Senior Creative Lead. On my projects, I set the direction, lead the team and sign off what we ship.

EXPERIENCE

Superside — REMOTE

Senior Creative Lead, Video — NOV 2026 - PRESENT

Creative Lead, Video Services — SEP 2024 - OCT 2026

- I set the creative direction on my projects for brands like Booking.com, Google, Meta, Intuit, Reddit, TomTom, Volvo Group, Roland and Grammarly, and present the work to senior clients.
- I develop the concepts, write scripts and treatments, and oversee the ones the team writes.
- I supervise pre-production and post, from planning through the edit, finishing, sound, versioning and QC.
- I lead a distributed team of editors, motion and sound artists, and work closely with account leads on design. Some campaigns run to more than 100 assets.
- I co-led Booking.com's Click 2026 opener, a 92-second AI-made film for 1,000+ travel partners, writing the script and directing the voiceover. I was also a creative lead on TomTom's AI-made "Less Phone. More Tom."
- I set up how my team works, from briefs to approvals, with Claude and automations handling the admin. Turnaround from brief to delivery is about 30% faster.

Paramount Africa — JOHANNESBURG

On-Air Manager · MTV, BET, Nickelodeon, Comedy Central — 2022 - AUG 2024

On-Air Producer · MTV, MTV Base — FEB 2015 - 2022

Intern, then Junior Producer · MTV Base — FEB 2014 - JAN 2015

- I set the on-air creative direction for four channels across Africa, including MTV Base, the number one music channel on the continent (Nielsen and DStv data): promos, idents, show packaging and campaigns, from script to air.
- I led the creative and post-production team and ran its budgets and schedules. We delivered more than 250 on-air and digital assets a year to broadcast standard.
- I commissioned and steered campaigns with agencies, including Fairchild Creative, and helped write several: The C-Word and Boobtober for Comedy Central, Big Base Beats and Monster Charts for MTV Base, and Africa Day for BET.

RECOGNITION AND JUDGING

Promax Africa, 10+ Gold, 20+ Silver · Promax Global Excellence, Gold · Loeries, Craft Certificates · Pendoring, Silver
Judging: Promax Global Excellence (North America, ANZ and Global) · GEMA Awards (TV and Streaming)

SKILLS

Creative direction · Creative strategy · Concepts, scripts and treatments · Creative team leadership · Pre-production and post-production supervision · Client and stakeholder management · Global content production · Creative workflow development · Localisation and multi-format delivery · Broadcast promos and on-air branding

TOOLS Claude, Flora, Krea, Adobe Premiere Pro, Photoshop, After Effects

EDUCATION AND LANGUAGES

BA Languages, Journalism · University of Pretoria, 2013 · Certificate in Digital Marketing · Red & Yellow, 2023 · English, Afrikaans