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 30-Year Evolution show opener for Click 2026, 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 — JUN 2022 – AUG 2024

- I set the on-air creative direction for four channels across Africa: 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.

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

- Promos, idents, show packaging and PSAs for MTV and MTV Base, the number one music channel in Africa (Nielsen and DStv data), from script to air, working with agencies.

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

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, Runway, ElevenLabs, 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