

Grey/WPP Liquid congratulate Sindiswa Masuta's nomination

Grey/WPP Liquid congratulate Sindiswa Masuta's nomination as a Jury member for the 2021 FM AdFocus.

Sindiswa has over 10 years experience in advertising, having worked on brands such as Skittles, South African National Blood Services, Honda, African Bank, Emirates, MTN, Telkom, Samsung and Unilever. This diversity in clients has given her an all-around expertise in strategically managing brands and client relationships. She has always been intrigued by strategy and so she studied for her honours degree in strategic brand communications and on receiving her degree made a move from account management into strategy. Advertising is an exhilarating industry to be a part of and the strategy side of the business has allowed her to make a bigger impact on how brands intrinsically form a part of consumer's lives.

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