More talent joins the Boomtown Jozi agency

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On the back of recent above and below-the-line account wins, Nthuseng Goodwin, Oko Ngcukana, Pamela Brimiah, Rebecca Malibe and Xolani Hlitana, join the Boomtown Johannesburg agency team.

From L to R: Mncedisi Mayekiso, Pamela Brimiah, Oko Ngcukana, Rebecca Malibe, Xolani Hlitana, and Nthuseng Goodwin

Nthuseng joins as a frontline resource in a receptionist role, meeting and greeting visitors to Boomtown's Johannesburg office.

Oko is Boomtown's newest account executive and was previously a junior account planner at Dashboard Integrated Marketing and holds an advertising management qualification.

Pamela also joins as an account director with ten years experience in the advertising industry, and will be responsible for a dynamic portfolio including Avis, Barloworld and Cecil Nurse Office Furniture.

Rebecca joins as a media buyer from Mindshare where she worked on the MTN account, and holds a degree in marketing communications.

Xolani comes to Boomtown as an account director to handle its new Neotel account to utilise his extensive experience in the telecoms sector.

Mncedisi Mayekiso, the Business Director for Boomtown Johannesburg said of the appointments: "Following a strategic shift, and a focus on the Johannesburg office, the client base has expanded - and so our team does. It's exciting to have such fresh talent on board, and we're all looking forward to seeing the agency flourish."

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