

Kriya Gangiah; 'we need to push past the ceiling'



By Juanita Pienaar

19 Aug 2020

Media personality Kriya Gangiah is known for her presenting, acting and MC skills but she is also a digital brand specialist and is the founder of Kri8tive Media, a digital agency focused on assisting businesses in need of growing an online presence.



Kriya Gangiah, founder of Kri8tive Media.

We asked Gangiah to elaborate on Kri8tive Media's business offerings, which includes social media management, share her personal tips on getting to the top in this competitive industry, specifically as a woman, and more...

■ **After everything you've achieved in your career, do you feel that you've done enough to represent women in the industry?**

“ I think there is so much more that can be done. One never feels like it is enough. Even though I have done a lot, I still know that there is so much more I can achieve. There are so many more things I can do to better represent women in my industry. Every day I am pushing, thinking of what's next that I can do. Stopping now would just represent that there is a ceiling. We need to push past it. ”

■ **How important is social media management to businesses in South Africa? Is there still a lot of growth required in this sector?**

It is unbelievably important for businesses to develop their online presence. Nowadays consumers are wanting to shop online for products and services and businesses that are more equipped in these areas are ones that get more business. Especially in today's 'new normal' when people don't want to have to interact with people or even leave their homes. More now than ever before it is so critical to have an online presence.



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■ **What are the main challenges you face when implementing social media campaigns for businesses in SA?**

Businesses want to engage with digital but don't fully understand the requirements to do so. Unfortunately, time, budget and expertise are very important and very misunderstood.



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■ ***Do you think the female voice is represented in a powerful way in entertainment and the media sector?***

I think we are definitely getting better at it, but there are still great improvements that can be made. Unfortunately, women are still not given the power and positions they fully deserve.

■ ***Do you think the future of marketing/media will benefit from more female leadership?***

I think the media industry will benefit from better leadership, whether it be male or female. If leadership properly grew and developed talent and allowed for equal opportunities we would see an immediate improvement. It is so important to have strong leadership within companies. That is the only way that we can grow. Strong leadership with good values and a willingness to nurture and grow their team is vital.

■ ***What are your personal tips on getting to the top in this competitive industry, specifically as a woman?***

I think working hard is one of the most important things. You need to ensure your work and determination pushes through the stigmas and boundaries. It is so easy to give up or not give your all these days, especially in these unprecedented times. But, it is now more than ever before where you need to dig deep and really push forward. That drive and determination is what will set you apart from the others. It's also very important to stay in your own lane and focus on what you want to achieve. Be clear in your vision and work towards that.

“ Stay in your own lane and focus on what you want to achieve. ”

■ ***What is your hope for the next or future generations of women in the marketing/media industry?***

“ I hope for equal opportunities and the freedom to grow and develop the industry. It is really time now to make this happen. Our industry needs it. ”

■ ***And what is your key message to fellow women this Women's Month?***

You can be anything you want to be, as long as you put in the hard work, you can do it!

Follow Gangiah on [Twitter](#) and connect with her on [LinkedIn](#). And for more on Kri8tive Media and its offerings, visit their [website](#).

ABOUT JUANITA PIENAAR

Juanita is the editor of the marketing & media portal on the Bizcommunity website. She is also a contributing writer.

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