

# Adclick Africa is growing

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Adclick Africa, one of the leading diversified media companies in Africa, is pleased to announce the addition of five skilled and experienced personnel. The recruitment of the new staff reflects how the company has grown over the past year and it is also a manifestation of the company's ambitions in both digital and traditional advertising.



*Back row from left: Lyle Sauls and George Losaba; Front row from left: Sylvia Bosega, Didimalo Molefe and Brent Willie*

The company has three business units which are Adclick Africa, SME South Africa and Yebo Transit Media, an out-of-home advertising package that provides in taxi advertising solutions.

Joseph Neusu joins the team as the Group Digital Marketing Manager. He is responsible for all of the group's marketing strategy and campaigns.

Brent Curtis Willie has been appointed as the Senior Account Manager. He deals with top level key agencies for our display, mobile and video portfolio.

His other responsibilities include growing the business and driving clients and agencies to invest their spend in the digital media portfolio.

Lyle Sauls joins the group as a Campaign Manager. His role includes creating, monitoring and optimising the performance of all digital campaigns. He also oversees the performance of publishers and liaises with them accordingly.

George Kabelo Losaba comes in as the Digital Account Executive. He works closely with clients to understand their needs and enable the successful delivery of creative and digital marketing projects and campaigns from conception through to delivery.

Didimalo Molefe is the new Advertising Sales Coordinator. Her role includes publisher management and development, sales and pipeline campaigns reporting as well as compiling case studies for sales proposals.

Sylvia Bosega has been appointed as the Receptionist/PA. Her duties include answering visitors' enquiries about the company and its products and services, directing visitors to their destinations, sorting and handing out mail as well as answering incoming calls.

"This growth is a result of our great innovative media formats like Inarticle and Infeed that clients are utilising to buy their media. Our aim is to continue offering the best media opportunities for our clients and providing an excellent service at all times," said Velly Bosega, Adclick Africa's Managing Director.

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