

Eclipse Communications names new creative director

Eclipse Communications has appointed Fareez Joulay as its new creative director. In his new role, Joulay's will lead the agency's creative business growth across its corporate centre of excellence, arts and entertainment as well as the consumer and lifestyle business units.

Joulay has been with Eclipse Communications since 2018 primarily focusing on social media strategy creation which resulted in securing the Netflix SA account, and new business ideation process that led to the recent successful conversion of Garena, Edward Snell and DiDi. Joules started his career at MTN in sales and marketing and later secured an internship at Mediacom where he remained for four years as a media strategist. He also held stints at MEC Notabene and JWT SA.

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