

Cinemark appoints Marchel Van Wyk as media analyst

With a flair for the dramatic and an addiction to movies, it is no wonder that the bubbly and funny 25-year-old Marchel Van Wyk has found herself in the position of media analyst at Cinemark.

Marchel has worked her way up the rungs to the role of media analyst. She started out working as a PA for a financial consultant, then became a client service agent in insurance. "In 2011 I got my first job in the industry as an intern and from there I graduated onto junior media analyst and eventually media buyer. Now I work at Cinemark as a media analyst," she said.

As a media analyst, Marchel spends her days doing research and analysis based on the cinema medium, target market, demographics, cinema in relation to other mediums, how it is consumed by certain target audiences and international cinema.

For more, visit: <https://www.bizcommunity.com>