

#BehindtheSelfie with... Luke Goller, managing partner at Arc Interactive

 By Leigh Andrews

18 Dec 2019

This week, we go behind the selfie with Luke Goller, managing partner at Arc Interactive.



Goller with one of his favourite things...

1. Where do you live, work and play?

I live in Morningside, work in Sandton and hang out anywhere around Joburg.

2. What's your claim to fame?

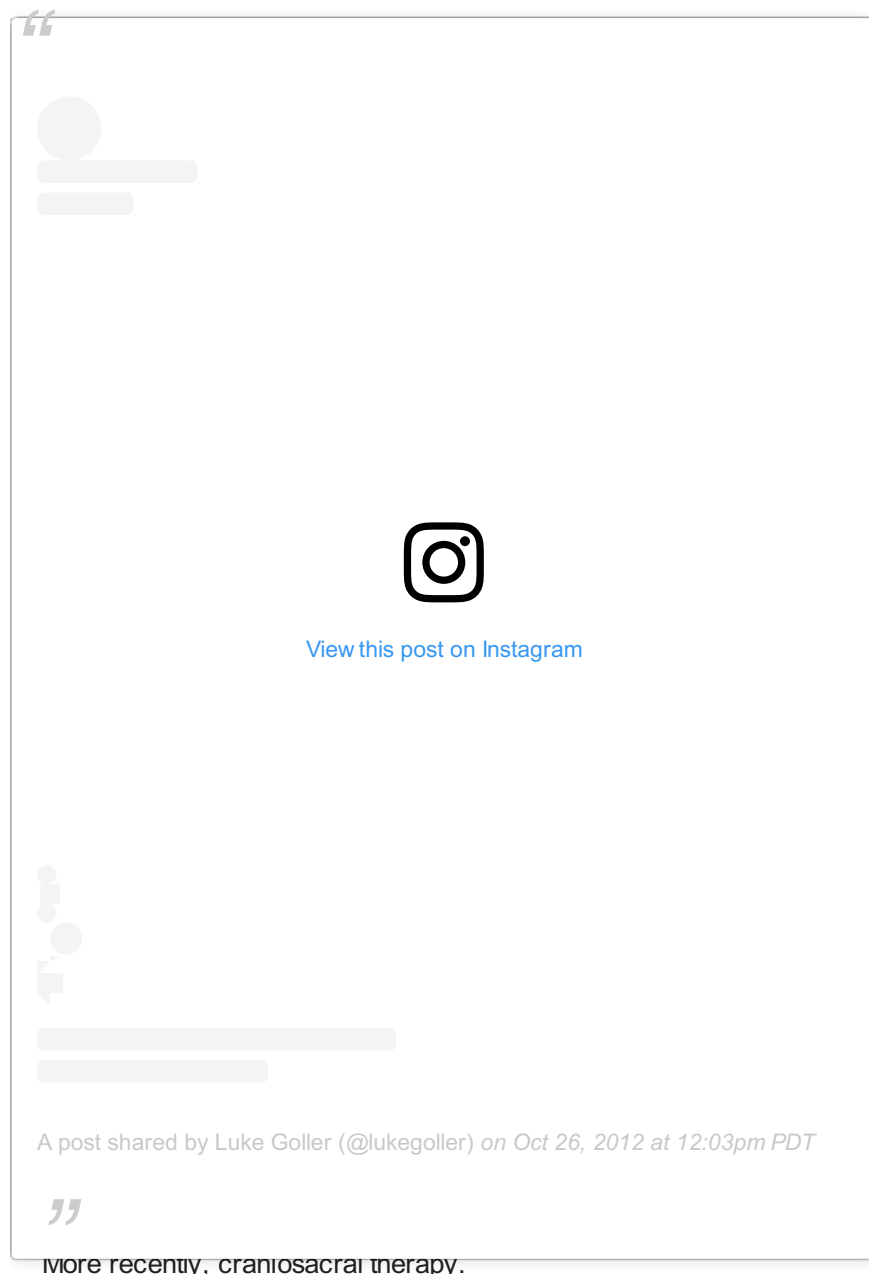
I can outlast anyone at our company socials.

3. Describe your career so far.

I worked in traditional agencies on above-the-line campaigns and TVCs, about 9 years ago I made the full move into digital, and started focusing on the emerging mobile app space in 2012. I was a little early on that I think, as not many brands were ready to commit to apps yet.

4. Tell us a few of your favourite things.

Without a doubt, my kids and my family – I love being the “cool” uncle to my nephews.

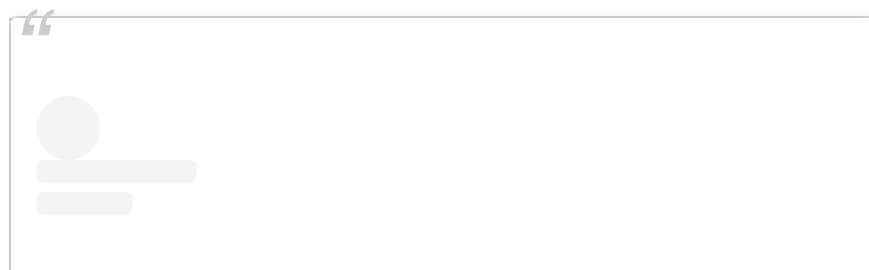


I also love video games. It's my ultimate escape and unwind time. It allows time for me to do a lot of reflection, and it's also the only time I can sit still for more than 30 minutes.

“ Another lesser-known fact about me is that I'm a total documentary nerd. However, one documentary is usually split up into 15- to 30-minute intervals, because of my aforementioned inability to sit still for very long. ”

5. What do you love about your industry?

People. We have such a great mix of talent, with such incredible skill across our teams here.





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Brief: Re-create the most iconic selfie of all time. Nailed it... Kind of? #selfieday
#agencylife #doitfortheculture

A post shared by Arc Interactive (@arcdigitalco) on Jun 21, 2018 at 5:03am PDT

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I love working in an environment that has so many different perspectives and approaches to the work we do.

6. Describe your average workday, if such a thing exists.

Every day is pretty different, which I'm very thankful for. I love interacting with people – I'm rarely at my desk. Typically, I'm catching up with someone in the agency, or meeting with a team for a quick update and to offer guidance on projects they're working on. I do quite a few client presentations, which I really still enjoy.

“



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Here's a #tbt of us in our zone during a brainstorm session. It's crazy how time flies! #focus #inspiration #creativeslife💎💎 #creativity #agencylife #design #copywriterlife #throwbackthursday

A post shared by Arc Interactive (@arcdigitalco) on May 17, 2018 at 5:33am PDT

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Relationships with staff and clients are very important to me.

7. What are the tools of your trade?

Definitely the internet. I still jump in here-and-there on UX and UI projects, because my love for it means I don't think I could ever completely remove myself from that process. Love Sketch. Love Zeplin.

8. Who is getting it right in your industry?

Joe Public Connect's stuff is always pretty cool, they're really good at getting things right because they clearly consider each aspect of the project. Most recently, while judging entries for an award show, their work was some of the most enjoyable to judge because it's of a pretty high calibre.

“



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Congrats to our bossman, Luke for joining the judges' panel of #newgenerationawards! Time to celebrate with some champagne! 💎💎

A post shared by Arc Interactive (@arcdigitalco) on Mar 15, 2019 at 4:44am PDT

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9. List a few pain points the industry can improve on.

“ *Representation – I'd like to see more women and people of colour in senior, decision-making roles in the industry. There can also be more youth representation in these spaces.* ”

Arc is a small digital marketing agency based in Sandton that's proudly 80% female, and made up of majority youth.

10. What are you working on right now?

Our new website and new brand identity. I'm also currently looking into different tech for personalised content at scale – automated stuff.



CellCgirl wins Silver at 2019 Bookmarks Awards

Arc Interactive 4 Apr 2019



While our clients have ranged from brands within the health and beauty industry, to financial service providers and the airline industry. We're more specifically focussed in the NGO and CSI space.

For example, fitting to discuss in December, there's [Choma](#), an innovative project by HIVSA with the sole purpose of engaging with young South African girls, in order to educate and guide the youth on the prevention of HIV.



Choma wins silver at Bookmark Awards 2019

Arc Interactive 4 Apr 2019



Choma prides itself on being a safe space and providing education around sexual reproductive health.

“



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HVSA is one of our longest-standing clients and their brand, @choma_mag , is one we've worked on for several years. Choma is an online magazine that focuses on female empowerment and sexual reproductive health education. The brand has had a powerful and positive response from its audience, making it a brand our agency is always so passionate about being a part of. At this year's Bookmark Awards, our continuous work on their website was awarded Silver in the Public Service & NPO Platform category. #bookmarks2019 #bookmarkawards2019 #iabbookmarks2019 #digitalmarketing #digitalagency #agencylife #creativeslife #awards #success #inspiration #mobileapp #appdesign #app #uxuidesign #npo

A post shared by Arc Interactive (@arcdigitalco) on Apr 2, 2019 at 6:25am PDT



There's also the [CellCgirl](#) platform, an extension of Cell C's Take a Girl Child to Work Day programme.

This gives the project longevity beyond a day by giving users access to CV templates, career interest tests, and more.



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We had so much fun hosting the second #TakeAGirlChildToWorkDay workshop with the wonderful girls from Minerva Secondary School and Sandringham High School! We explored

goal setting, career choices and created vision boards. We also gave the girls an insider look into the workings of digital marketing agency life, and a chance to job shadow the team. #TAGCTWD #TAGCTWD2019 #MoreThanADay #girlchild #empower #inspire #agencylife #creativeslife #digitalmarketing #digitalagency

A post shared by [Arc Interactive](#) (@arcdigitalco) on Jul 30, 2019 at 9:05am PDT

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Both of these clients specifically target young women from vulnerable backgrounds in the 15-25 age range by giving them access to tools, resources and education they may not have otherwise.



Arc Interactive successfully concludes its 2019 Take a Girl Child to Work Day Workshops

Arc Interactive 6 Sep 2019



11. Tell us some of the buzzwords floating around in your industry at the moment, and some of the catchphrases you utter yourself.

AI; cognitive services; personalised content – this one I also use, because I think it’s pretty cool; and automation.

12. Where and when do you have your best ideas?

The best ideas could be anywhere. Lately, when I’m driving to work in an Uber, or typically after I’ve actually had a good night’s sleep.



Luke Goller, managing partner of Arc Interactive, named New Gen judge

Arc Interactive 8 Apr 2019



13. What’s your secret talent/party trick?

I arrive late really well.

14. Are you a technophobe or a technophile?

Easy – technophile.

15. What would we find if we scrolled through your phone?

Uber, UberEats, Whatsapp, Reddit, Discord, and kids asking me for money – my own kids, that is.

16. What advice would you give to newbies hoping to crack into the industry?

You need to be pretty tough. Be humble, be good at what you do, work hard and the rest will pretty much fall into place. Oh, and what you’re not good at, work on getting better at.

Arc Interactive goes for gold at the New Generation Awards

Arc Interactive 10 Oct 2017





Simple as that. Goller says his username on [Discord](#) and [Steam](#) is “Shrek2© on DVD Now”. You can also join his Steam Group, “[Lord Gaben’s Poetry Club](#)”, and don’t forget to follow him on [LinkedIn](#) and [Instagram](#); as well as Arc Interactive on their [LinkedIn](#), [Twitter](#), [Facebook](#), [Instagram](#) feeds for the latest updates.

*Interviewed by [Leigh Andrews](#).

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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