

# Growing from the inside out

Issued by [Joe Public](#)

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Two new senior positions in the media department continue to build a truly integrated solution to maximise growth for Joe Public's clients. Suraya Pillay, with 20 years' experience in the advertising industry, has recently been promoted to media director for media buying and planning, whilst Jodi Calvert, with 25 years media experience, has been promoted to channel strategy director.



Suraya Pillay



Jodi Calvert

Joe Public's media department currently services clients such as Clover, Anglo-American, Mahindra, SAICA, Jet, StarSat and McCain to name just a few. These new positions will allow for more focus, dedication and strategic input into channel planning as well as offering the most cost effective solutions to all of Joe Public's clients.

"We believe that a truly integrated agency with strong strategic and media capabilities sitting at the core of our business, is the most effective way to provide an optimum growth solution for our clients. These recent appointments are very exciting in that we believe we have the perfect people to deliver on this vision," says Gareth Leck, CEO Joe Public.

**" Chicken Licken gives you the trick to make your family proud "** 16 Apr 2024

**" Joe Public voted SA's Best Agency To Work For "** 5 Apr 2024

**" When love is tough, Love Me Tender "** 15 Feb 2024

**" Joe Public awarded overall Agency of the Year at the 2023 Financial Mail AdFocus Awards "** 29 Nov 2023



#### Joe Public

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