

Hook, Line & Sinker appoints new senior account manager

Hook, Line and Sinker Communications (HLS), an integrated communications agency, has appointed Zenahrea Damon as its senior account manager. Damon will oversee the agency's tech and luxury consumer portfolio across Africa.

Bringing 11 years of media relations, client relationship management, influencer management and event management experience, Damon will use this eclectic mix of client experience to meet the unique PR needs of HLS' clients across paid, earned, shared, and owned (PESO) channels.

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