

#CommerceMonth with... Elouise Kelly

This week, we find out what's really going on behind the selfie with technophile Elouise Kelly, head of marketing at SABC Group Marketing.



Broadcasting for all eternity.

1. Where do you live, work and play?

Kelly: Bryanston; Auckland Park; and wherever laughter, inspiration, good people and great food are in abundance.

2. What's your claim to fame?

Kelly: I usually take up the challenges other people pass up.

3. Describe your career so far.

Kelly: Rewarding, interesting, frustrating and filled with opportunities and generosity from some of the best people this industry has to offer, interspersed with bouts of golf.

4. Tell us a few of your favourite things.

Kelly: Home, travel, Apple Music, books you can lose yourself in, rain, SWEAT1000, kind people and of course, my 15-month-old daughter Kamal.

5. What do you love about your industry?

Kelly: It's dynamic and doesn't stagnate. If you're not up to date then you're not really in it.

6. What are a few pain points your industry can improve on?

Kelly: Faster turnaround times. Better collaboration, we can be so territorial.

7. Describe your average workday (if such a thing exists).

Kelly: Meetings, meetings and more meetings and once in a while a great idea is born.

8. What are the tools of your trade?

Kelly: iPhone, MacBook, decent internet, INFORMATION and my team.

9. Who is getting it right in your industry?

Kelly: King James II, 5FM and MetroFM. They are collaborating beautifully and creating great work.

10. What are you working on right now?

Kelly: The list is endless but some highlights are an SABC Corporate campaign telling the Untold Stories, finalising a bespoke Return on Marketing Investment tool I designed with Interbrand Sampson as well as brand campaigns for SABC 1 and SABC 3.

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

Kelly: I detest catchphrases but some of the ones that never stop being uttered are digital, online, OTT, digital migration and purpose marketing.

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

Kelly: Definitely in the shower.

13. What's your secret talent/party trick.

Kelly: My iPhone has the best playlists for any kind of mood. I whip it out and voila, I'm a DJ.

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

Kelly: An evergrowing reading list (if it were physical it would be higher than the books on my nightstand) and tons of pics of Kamal.

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

Kelly: There is no short cut. Put in the grind, do the hours and you can be successful, this is not a cliché, just the simple truth. Stay humble.

You can read more about Kelly by [clicking here](#), and interact with her on most social media platforms through her [@wizque](#) (pronounced like risqué) or [Elouise Kelly](#) profiles.

**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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