

DNA Brand Architects adds marketing muscle to team of AllStars

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PRISM medium size PR agency of the year 2018, DNA Brand Architects, is strengthening its team of AllStars to meet the demands of its growing agency.



First is the appointment of the agency's creative director who will head up the creative output of the agency. Supporting this are three talented industry gems who will join in strategy, communication and digital marketing.

Sechaba Kgalala, who joins the company as a creative director, has been an extension of the business for over six years, rendering web and graphic design services. With over 10 years experience in the creative ad agency world, Kgalala has directed award-winning campaigns for world renowned brands from Nike to MTV and everything in-between.

Azande Ralephenya takes on the position of senior brand architect. She is an award-winning and experienced PR and communications practitioner, with a list of blue chip brands under her belt of five years' experience.

Thandokazi Mashalaba has been appointed associate brand architect for the agency. Thando is a PR expert who is a media and publicity connoisseur with an obsession for the spoken word. In her five year experience, Thando has worked with multi-award winning brands across the continent and bring her "PR with purpose" expertise to the agency.

Last but not least, Nomfanelo Mabona joins the team of AllStars as a digital architect to work across brands in the agency. This digital native is an accomplished digital professional with a track record of managing some challenging businesses over her four-year experience.

"I am thrilled to see the calibre of the talent we are attracting to our agency. It is always an honour to be able to join forces with great minds in the pursuit of our goal as an agency. Today – more than ever, the best skills are not only the foundation but the determiner of how far we can go as an agency. Our clients deserve only the best and that's what we are offering them," says Sylvester Chauke, agency's chief architect.

In only six years DNA Brand Architects boast an impressive list of blue-chip clients that are creating incredible work on the continent.

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