

# #BehindtheSelfie with... Renate Albrecht

 By [Leigh Andrews](#)

17 Apr 2019

This week, we go behind the selfie with Renate Albrecht, media director and mob mother at Brand Cartel.



Caption: Albrecht captions this: "Low selfie-esteem? All good! Filter up..."

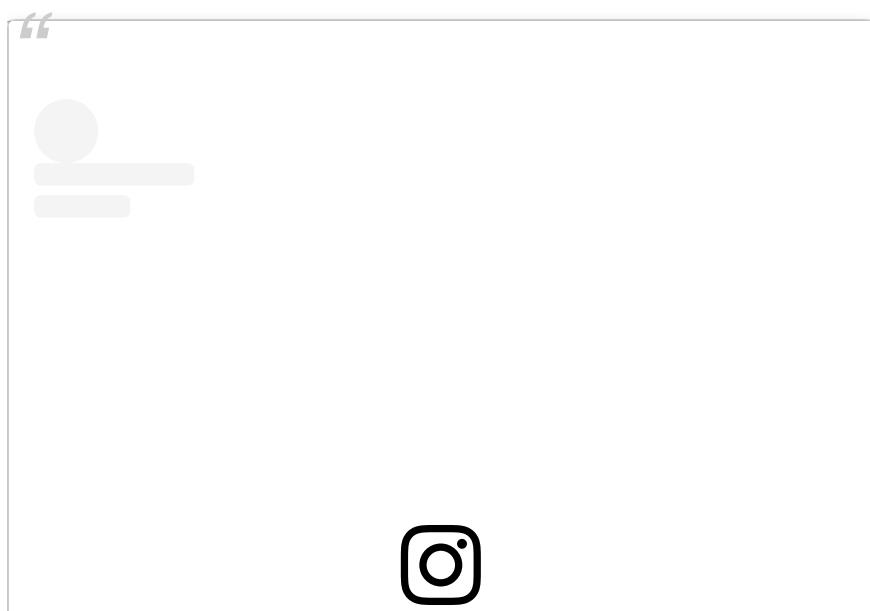
## 1. Where do you live, work and play?

I live, work and play in Bryanston. In fact, I live on the same road as the agency so it takes me 1 hip-hop track to get to work in the mornings. My work feels like play, so I play (and work) at work.

If I am playing outside of work, then I'm likely at the gym, blowing off some steam.

## 2. What's your claim to fame?

Because I work in media and PR, my job is to make my clients and their brands famous – they are my claim to fame. Right now, I'm particularly proud of the work we are doing with celebrity chef and TV personality, Lorna Maseko.



[View this post on Instagram](#)



Brand Cartel's 'Mob Mother' Renate, bagged a spot on Fast Company's list of 'SA's Most Creative People in Business, 2018' for combining creative flair, clear authority and a nurturing nature – it's how she got her nickname, after all! Check out page 29 for all the deets. Link in Bio.

A post shared by [Brand Cartel \(@thebrandcartel\)](#) on Sep 28, 2018 at 1:00am PDT

“

Additionally, I am today referred to as the "mob mother" by colleagues and people in the industry – this is because my mantra is "keep the paw-paw away from the fan – no matter what".

### 3. Describe your career so far.

I can compare my career to that of a rollercoaster ride: every day has its ups and its downs, there are moments of euphoria, panic and instances where I want to projectile vomit all over my shoes, but at the end of this exhilarating ride, I feel alive and excited and want to do it all over again!

### 4. Tell us a few of your favourite things.

My little black pug, media monitoring software and cold espresso coffee.



#Newsmaker: "I will always be a print girl" - Brand Cartel's Cilla Thompson  
Jessica Tennant 13 Mar 2019



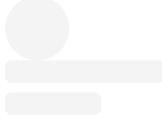
### 5. What do you love about your industry?

I love that no two days are the same and that the industry changes monthly – it keeps me on my toes.

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

I start my day with cold coffee and gym. After gym, I make my way to the office where my team and I spend the day hustling features and making magic happen in the world of media.

“





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@thebrandcartel end-of-year shakedown was lit ♡♡ @alex\_i\_wolf

A post shared by Renate Albrecht (@sparkybunny) on Dec 10, 2018 at 4:44am PST

”

We conclude our days by watching the sun-set from our beautiful roof garden on top of the Bryanston Shopping Centre.

## 7. What are the tools of your trade?

A baseball bat (kidding - sort of).



[View this post on Instagram](#)



Just ask...

A post shared by Renate Albrecht (@sparkybunny) on Oct 25, 2018 at 4:18am PDT

"

Ivy tools of the trade include: media monitoring software, a generous and healthy smile, high-heels and a rose gold Michael Kors watch, to ensure that we never miss a deadline.

"



[View this post on Instagram](#)



Rose gold flavoured vibes

A post shared by Renate Albrecht (@sparkybunny) on Mar 12, 2019 at 10:49pm PDT

"

## 8. Who is getting it right in your industry?

Joe Public – they have been cleaning up at the Loeries. High-5!



#LoeriesBrandRankings: The fire and spice of Joe Public's Chicken Licken work

Leigh Andrews 23 Nov 2018



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

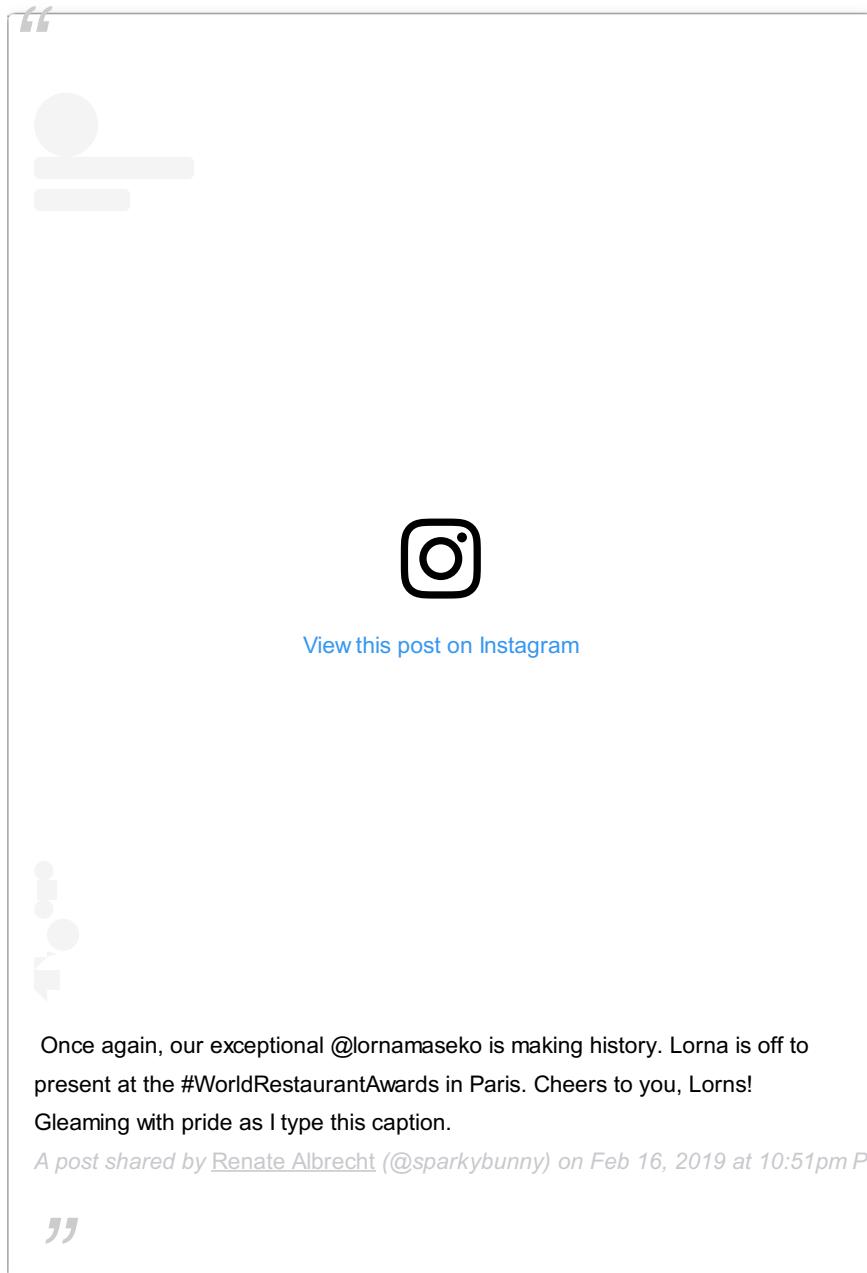
When working on campaigns where multiple agencies need to work together in achieving a shared campaign goal, I often find that these agencies resent working together.

**“** We are all on the same side – our job is to collectively make the campaign a success, so instead of resenting one-another, let's hold hands and sing "Kumbaya". **”**

Our industry is turbulent and fickle at times, so let's not make it harder by making like-minded individuals our enemies.

## 10. What are you working on right now?

We are working on a very exciting digital mini-series with the fabulous Lorna Maseko.



A large rectangular placeholder box representing an Instagram post. It features a small circular profile picture in the top left corner, three thin horizontal grey bars below it, a large central area for the post content, a small Instagram logo in the middle left, and a blue link text 'View this post on Instagram' at the bottom left. On the far left edge of the box, there are several small, semi-transparent grey circular and square icons, possibly representing user interactions or post metrics.

Once again, our exceptional @lornamaseko is making history. Lorna is off to present at the #WorldRestaurantAwards in Paris. Cheers to you, Lorns!

Gleaming with pride as I type this caption.

A post shared by Renate Albrecht (@sparkybunny) on Feb 16, 2019 at 10:51pm PST

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

Influencer marketing, engagement, ROI.

Some of my catchphrases: "Whatever obstacles you encounter today, find a resolve by throwing love and passion at it", "What are we doing today, to ensure that the paw-paw steers clear of the fan and remains at Fruit&Veg City?"

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

At the gym and while engaging in long, romantic walks to the bathroom.

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

I can eat ice-cream with a fork.



#BehindtheSelfie with... Dillon Warren

Leigh Andrews 5 Dec 2018



## 14. Are you a technophobe or a technophile?

I'm half-German, so of course, technology is in my blood. Technophile, for shizzle.

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

An impressive list of media connections and celebrity telephone numbers, 36 unread WhatsApp messages, a 3 kilometre-long to-do-list on Wunderlist, photos of my pug and 10 missed calls.

View this post on Instagram

Dee nice with Zoom. She like put bow on pug. She know how to pretty make. She smell nice. She take me zoom in @bryanstonsc

A post shared by ZuZu Zoomer (@zoom\_pug) on Feb 24, 2019 at 7:17am PST

“

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

Be patient. It takes time to build a solid media list and a lasting and respected reputation in the industry. Once you have built a solid foundation for yourself, that's when the magic happens and it's worth waiting for.

*Simple as that. Follow Albrecht on [Twitter](#), and [Instagram](#); and visit the [Brand Cartel](#) website, [Instagram feed](#) and [LinkedIn](#) profile 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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