

# Marco Santarelli, strategy partner at Rapt Creative

 By [Emily Stander](#)

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We caught up with the newly appointed strategy partner at Rapt Creative, Marco Santaralli.



Image supplied: Marco Santarelli, strategy partner at Rapt Creative

## ▣ *Where do you live, work and play?*

I live in the south of Johannesburg, in an area called Bassonia. I work in the heart of Sandton and play just about wherever there is a vibe.

## ▣ *What's really behind your selfie?*

Behind my selfie is a passionate family man. No smoke and mirrors, just 'me' trying to be the best version of 'me'.

## ▣ *Tell us about some of your few favourite things.*

My family, travelling, experiencing new things, cars, gadgets, and relaxing.

## ▣ *Describe your career so far*

The cliché 'rollercoaster' is how I would describe my career, thrilling, exciting, with ups and downs, but more up's for sure. I am an adrenalin junky, so I don't foresee me getting off the ride.

I started off with a fluke as an account executive, and the rest is history. I have been lucky enough to have run some really great blue-chip clients.

Later on in my career, I had the opportunity to move from a 'client service' role to more of a business development role which has allowed me to understand the inner workings of running an agency. The entrepreneurial side of an agency is now where I am at my best.

🎯 ***What are you streaming/reading/listening to right now?***

Currently, I am glued to Masterclass, the subscription platform where you can access pre-recorded sessions by experts in various fields. There is such a vast variety of topics, and great lessons in each one. It really gets you thinking, and is incredibly motivating. Even if it's a subject I am not particularly interested in, the takeaway is amazing!

🎯 ***What's your favourite gif?***

□

🎯 ***If we took your phone and scrolled through it now, what would we find?***

Baby pictures, and then more baby pictures and videos.

🎯 ***Do you have any secret talents?***

Cooking is what I would be doing if I was not an 'Ad-Man'

🎯 ***What are some of your best loadshedding survival tips?***

Gas stove first and foremost, making sure your phone/laptop is always fully charged so that it gets you through the couple hours of darkness. Make sure there are battery-operated touch lights where you need them the most. Use the time to literally switch off and use it as good focus time.

## ABOUT EMILY STANDER

Freelancer specialising in games and entertainment | My first loves are writing, music and video games

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