

## 2022 Loeries Youth Committee announced

The Loeries Africa & Middle East is proud to announce a new cohort of Youth Committee members for 2022.



Image supplied.

This second-year intake comprises 12 dynamic and energetic young professionals in the brand communications industry across Africa and the Middle East landscape.

## The Loeries Youth Committee 2022

- · Adam Tate, mid-integrated strategist, Wunderman Thompson, Johannesburg
- Ahmed Abd El-Moneim, creative copywriter, Cairo
- Alexandra Kotchoubei, marketing executive, Topco Media, Cape Town
- Faruq Alimi, senior copywriter, Redwolf Digital Agency, Lagos
- Joey Gordon, art director intern, Joe Public, Johannesburg
- · Josephine 'Joss' Ng'ang'a, senior copywriter, Dentsu, Nairobi
- Kayla Roelofsz, product designer, Luno, Cape Town
- Kgantshe Tau, account director, Rapt Creative Agency, Johannesburg
- Luzuko Tena, social media director, MediaCom, Johannesburg
- Phike Mokuene, social lead, Clockwork Media, Johannesburg
- Tameron Karelse, learning experience designer, Nelson Mandela University, Port Elizabeth
- · Zakiyya Karim, designer, Ogilvy, Cape Town

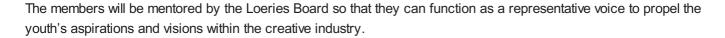
## Challenging the Youth Committee

A key component of the programme is the challenge that will be issued to the group. Un-Women and Vodacom will join the committee in briefing them with a topical challenge.

This challenge will see the members merge their varied creative disciplines and insights with the aim of curating a unique and thought-provoking solution which will be implemented across various mediums.



## **Mentoring by Loeries Board**



The Loeries Youth Committee programme offers the members an invaluable experience for fellowship and extensive networking opportunities across the brand communications industry.

For more, visit: https://www.bizcommunity.com