

Sam Swaine joins Scout PR & Social Media

Scout PR & Social Media has appointed Sam Swaine as its new group account director. In the new role, she will be tasked with heading up strategy, client retention, and new business development.

She will also lead client advisory strategies on holistic marketing approaches, creative direction (visual and copy), and best brand communication practice in addition to providing leadership to the Scout team. Before joining Scout PR & Social Media, Swaine garnered over five years of experience in digital content at management level for brands such as M-Net and Telkom.

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