

Allurelle Healing



By [Louise Marsland](#)

15 Oct 2014



ABOUT ALLURELLE HEALING

Allurelle Healing has been appointed Digital Campaign Manager at Habari Media. Her responsibilities include campaign management on Facebook, Twitter, LinkedIn, BBC, All4women and so on. Her agencies include Lighthouse Digital, Basetwo, OMG and Native. She works with the sales team to ensure all campaigns are delivered effectively and monitors the effectiveness of campaigns, including detailed analysis and reporting of each campaign.

Q: What is at the top of your to do list?

A: Optimising campaigns to ensure full delivery to keep clients and agencies happy at all times.

Q: What is your main business challenge?

A: Receiving creative late for campaigns with incorrect specs.

Q: Most important attribute needed to do your job?

A: Being able to handle stress and having a positive and fun attitude.

Q: The biggest trend to note in the digital industry?

A: Content marketing is something of the past - it's now all about 'Conversation Marketing'.

Q: How will you make an impact?

A: Educating and assisting agencies and clients across all our different platforms with the right information.

Q: What are some of the problems the media industry still needs to address?

A: Digital deadlines need to be adhered to by creatives just the same as with print deadlines!

Q: What inspires you?

A: Learning something new in the digital era every single day, adding to personal growth, as well as my insane, crazy colleagues and my awesome ad ops manager.

Q: Tell us something about yourself not generally known?

A: I have no eye teeth.

Q: What do you do for fun?

A: PARTEEE!!!!!!!

Q: At the top of my 'bucket list' is...

A: Skydiving.

ABOUT LOUISE MARSLAND

Louise Burgers (previously Marsland) is Founder/Content Director: SOURCE Content Marketing Agency. Louise is a Writer, Publisher, Editor, Content Strategist, Content/Media Trainer. She has written about consumer trends, brands, branding, media, marketing and the advertising communications industry in SA and across Africa, for over 20 years, notably, as previous Africa Editor: Bizcommunity.com; Editor: Bizcommunity Media/Marketing SA; Editor-in-Chief: AdVantage magazine; Editor: Marketing Mx magazine; Editor: Progressive Retailing magazine; Editor: BusinessBrief magazine; Editor: FMOG Files newsletter. Web: www.sourceagency.co.za.

■ Teaching trade: the importance of empowering the female entrepreneur - 17 Dec 2019

■ New monetisation models for media are needed - 16 Dec 2019

■ #AfricaCom: The many VOD markets - 25 Nov 2019

■ #AfricaCom: TV content future will be shaped by OTT - 20 Nov 2019

■ Africa's growth rests on economic empowerment of women - 1 Nov 2019

[View my profile and articles...](#)

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