

Ster-Kinekor restructures their publicity department

Ster-Kinekor has appointed Sophia Chamboko as their new Senior Publicity Manager, effective 1 July 2004.

Sophia has a Bachelor Degree in Mass Communication from the University of Zimbabwe, and has worked in Zimbabwe, South Africa and the USA. Sophia has a strong background in various fields, including PR, Broadcasting, Media & Communication, Hospitality and Centre Management. She is fluent in French and English and is currently freelancing as a voice-over artist.

In addition, Ster-Kinekor has restructured the Publicity team, to include Angelo Tandy and Shireen Farinha as Junior Publicity Managers. Angelo was previously the Product Manager working on BVI product, and Shireen was the Marketing Assistant for both BVI and Columbia. Both individuals have strong networking skills and although new to their positions, are expected to rise to the challenges ahead.

Eugene Mametse has been promoted to the Local Product team under Helen Kuun, where he will be able to best apply his passion for the marketing and distribution of local content.

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