

## #BehindtheSelfie with... Mikhaila Hunter

This week we go behind the selfie with Mikhaila Hunter, manager: strategic relationships and marketing at Fort.

 By Leigh Andrews 8 May 2019



Hunter captions this: "1. March, 2018."

### 1. Where do you live, work and play?

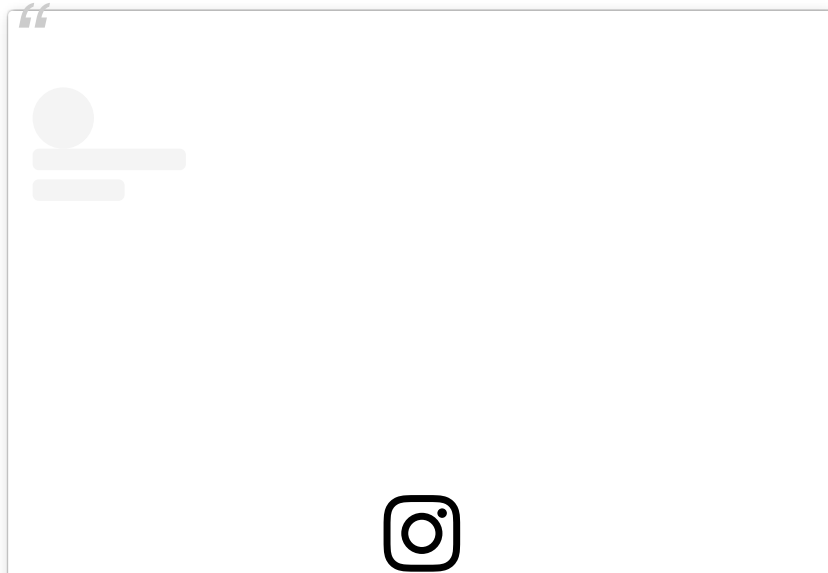
JHB – although I like to try travel overseas to live, work and play for a couple weeks out of the year.

### 2. What's your claim to fame?

I used to do some modelling/adverts as a child.

### 3. Describe your career so far?

- Fast-paced – I became marketing and comms manager when I was 24 years old.
- Exciting – I have been fortunate enough to attend Cannes Lions twice, Dubai Lynx and other exciting events.



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Day 1 @dubailynx with @shukritoefy #FortatDubaiLynx #worklife #Fort  
#creativity #agency #adlife #inspiration #networking #dubailynx #fortnetwork  
@fortnetwork

A post shared by [Mikhaila Chelsea Hunter \(@mikhailachelsea\)](#) on Mar 5, 2017 at 12:56am PST

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- Go big, or go home – I have had big goals and tasks to achieve. At Fort, we always aim very high. We are a young and energetic bunch so now is the time, as long as you always ‘fail forward’, you're on the right track.

#### 4. Tell us a few of your favourite things.

- My boyfriend and my dog Jelly tie for my favourite thing.
- Travelling, adventure and exploring – new countries and experiences.

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[View this post on Instagram](#)



New York City Girls Trip 2018💎💎💎💎 📍💎💎 #travel #girlstrip #vacation #usa  
#newyork #manhattan #topoftherock #motherdaughter #love #memories #nyc  
#skyline @ylvaray

A post shared by [Mikhaila Chelsea Hunter \(@mikhailachelsea\)](#) on Nov 19, 2018 at 5:49pm PST

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- Running – I use it as my 'me time' to just switch off.
- Swimming in the sea, tanning on the beach and skiing in the snow.
- One of my favourite things to do is save money!
- A good book.
- Small handbags – I hate having clutter and all my friends will have a story of me asking if I can put my cellphone, keys and card in their bag for the night.

## 5. What do you love about your industry?

The constant change and the feeling of camaraderie – we all identify and understand one another to a certain degree, being in this industry.

## 6. Describe your average workday, if such a thing exists.

I always have my laptop on me for admin and emails. I'm often on my phone posting for our social media. could be on set with clients and/or facilitating behind-the-scenes content. I might be writing an article or press release or out for coffee/meetings or at an event.

## 7. What are the tools of your trade?

Laptop. Cellphone. Social media. Camera. Sound kit. Editing programme. Research platforms. A pair of comfy heels for all the events!

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[View this post on Instagram](#)



@loerieawards 2018 with @fortnetwork💎💎 #loeries #advertising #awards  
#southafrica #weekend #durban #loeries2018 #adlife #redcarpet

A post shared by [Mikhaila Chelsea Hunter \(@mikhailachelsea\)](#) on Aug 17, 2018 at 10:55am PDT

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## 8. Who is getting it right in your industry?

- Lynn Madeley (CEO Havas South Africa) – I heard her speak recently and was very inspired.



ADVERTISING

Leading a purpose-driven business

Lynn Madeley, Havas Johannesburg 1 Feb 2019

- I love The Mill.
- Agencies and brands that are committed to meaningful advertising, not just filling a cabinet with awards.
- And Cerebra!

## 9. List a few pain points the industry can improve on.

- Further investment in the youth.
- Talent retention.
- Exclusionary behaviour – we need to be more open, inclusive and adapt to the change our industry requires.
- Active mentorship.
- The notion that globally-owned agencies are better than local – it's a major barrier to economic growth in South Africa, particularly for talent retention and overall reputation.

## 10. What are you working on right now?

I'm currently focused on thought leadership platform Fort Review – we just wrapped on our three productions and are going into post-production on those internal content pieces. I'm also planning the Fort Review event, which is happening in the next few weeks.



ONLINE MEDIA

Fort Review launches second edition, a video series

Jessica Tennant 16 Feb 2018



ONLINE MEDIA

#FortReview: "How creativity can save lives when put to good use" - Annie Raman

Leigh Andrews 1 Mar 2018

I'm in the process of planning different marketing activities for Fort, such as Cannes Lions and Loeries for later this year, and I'm always busy driving around Johannesburg or flying down to Cape Town attending meetings and events, to see where Fort can partner with brands and agencies to create some really good fun and meaningful work together.

## 11. Tell us some of the buzzwords floating around in your industry at the moment, and some of the catchphrases you utter yourself.

- Perception is reality
- Content
- Locally relevant
- Engagement
- Storytelling



TRENDS

#BizTrends2019: Year of the social impact brand (again)

Aryn Hiscock and Mikhaila Hunter 15 Jan 2019

## 12. Where and when do you have your best ideas?

When I am speaking to people and bouncing ideas off of them or in my mind based on what they've said. can be formally at work or informally with my friends.

## 13. What's your secret talent/party trick?

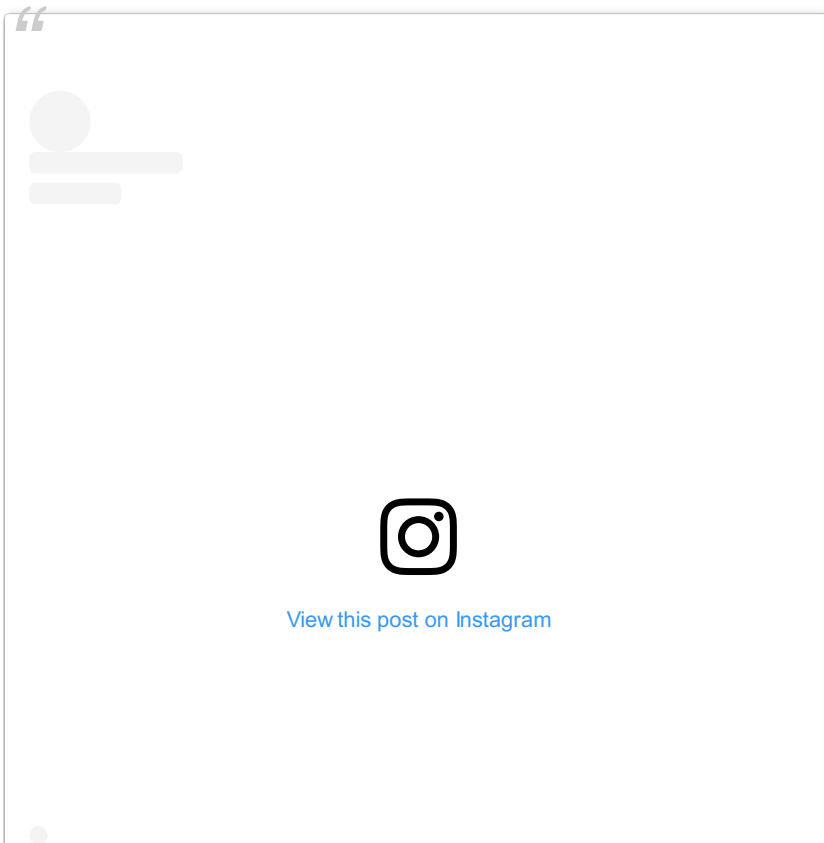
I can tie a knot in a cherry stem with only my tongue. I also have a dance move that my colleagues have named after me.

## 14. Are you a technophobe or a technophile?

A bit of both.

## 15. What would we find if we scrolled through your phone?

Lots of pictures of Jelly (my dog); travel pictures; lists (to dos, etc); screenrabs of clothes I want to buy o cool ideas from Pinterest; marked 'unread' messages, to remind myself to reply.





Happy Birthday my PERFECT baby, my very own literal piece of heaven♥◊◊◊◊ #Jelly #jackrussell #happybirthday #obsessed

A post shared by Mikhaila Chelsea Hunter (@mikhailachelsea) on Jan 28, 2019 at 11:19pm PST



## 16. What advice would you give to newbies hoping to crack into the industry?

Diversify your skill set as much as possible.

*Simple as that. Follow Hunter on [Twitter](#) and [Instagram](#), as well as Fort on their [Facebook](#), [Twitter](#) and [Instagram](#) feeds for the latest updates.*

*\*Interviewed by [Leigh Andrews](#).*

### ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of inclusion, belonging, and of course, gourmet and drinks! Now follow her travel adventures on YouTube @MidlifeMeander. View my profile and articles...

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