

# Rachelle Brasler, channel marketing specialist for Epson

By  Emily Stander

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This week, we go behind the mask of channel marketing specialist, Rachelle Brasler, for Epson South Africa.



Image supplied: Rachelle Brasler

## ■ ***Could you tell us a bit more about your work?***

As the channel marketing specialist for Epson South Africa, I am responsible for implementing marketing strategies through our partners to support and enhance revenue goals.

## ■ ***What's behind your mask - literally and figuratively speaking?***

Literally – a big smile.

Figuratively – immense gratitude and joy to have a career doing what I love.

## ■ ***Growing up, what did you want to be?***

An actress. I love the stage and playing different characters!

## ■ ***How did you end up on your career path?***

I worked in the bank as a customer services clerk while completing my corporate communication qualification, which allowed me to understand different customers and how to cater to their needs.

After that, I spent most of my career in various tech sales roles, which helped me develop a better understanding of sales cycles and what influences purchasing decisions. I now use that experience in my role as a marketer to plan and execute

successful campaigns.

■ ***What excites you most about your career?***

It has to be the fast-paced and volatile nature of the tech industry, which is ever-changing.

■ ***What advice would you give to youth trying to enter the industry?***

Don't be scared to take an untraditional career path. That hard work and dedication will reward you with experiences and opportunities to pursue your dreams.

■ ***Where are you based during lockdown?***

Johannesburg. As a new mom, I have welcomed the transition back to work (the office?).

■ ***When you're not busy working, what do you do? How do you socialise these days?***

With a seven-month-old, there isn't a lot of time for socialising. However, I like to stay active with boot camp, walking or running when I can.

■ ***What's one thing not many people know about you, but should?***

I'm terrified of heights and amusement parks!

■ ***What's your favourite meme/gif of all time?***



■ ***What are you watching/reading/listening to at the moment?***

I love crime fiction, so I am busy reading *Killing Season* by Faye Kellerman at the moment (when the baby is sleeping).

■ ***What's next for you?***

Hopefully, fewer stock restraints.

## ABOUT EMILY STANDER

Freelancer specialising in games and entertainment | My first loves are writing, music and video games

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