

Grey Africa appoints Jeanette Grove as Creative Director of Content and Social

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Jeanette joins Grey Africa from Quirk, and prior to that Gloo and Ogilvy. She brings to Grey just over 21 years' experience in the broadcasting, advertising and communications industries in both South Africa and the UK.

Starting her career in local production as a video editor, director, and scriptwriter, Jeanette then moved to the UK, where she was an assistant producer and content writer on a live music show called *The Pulse*. Her time in London afforded her valuable work experience – specifically in live television, webcasting, and digital copywriting.

Upon her return to South Africa, Jeanette further extended her portfolio by working in the corporate communications industry, which gave her first-hand experience in political, cultural, environmental, and social communication.



In November 2012, after freelancing for a few years, Jeanette accepted a permanent position as senior copywriter at OgilvyOne (now Gloo@Ogilvy). She moved to Quirk as content director in September 2015, and was soon promoted to creative group head.

Jeanette is passionate about good content, and describes herself as a storyteller, writer, and ideas person. She is fluent in four languages and has the depth of knowledge and experience to lead social and content teams in telling a brand's story online.

"Social media should never be an afterthought. It is an intrinsic part of any brand's communication, and a useful platform before, during, and after a campaign," she said.

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