

with... Amanda Sevasti

This week, we find out what's really going on behind the selfie with Amanda Sevasti, head of social media at Native VML...



Sevasti's wondering: "Is it whisky o'clock yet?"

1. Where do you live, work and play?

Sevasti: Jozi and occasionally CT.

2. What's your claim to fame?

Sevasti: I hire really, really amazing people.

3. Describe your career so far.

Sevasti: Exciting, exhausting, exhilarating.

4. Tell us a few of your favourite things.

Sevasti: Whisky, the sea, reading.

5. What do you love about your industry?

Sevasti: It's always evolving and never boring. Frustrating and maddening, but never boring.

6. What are a few pain points your industry can improve on?

Sevasti: Education and training, both internally and for clients. Also demonstrating value and ROI in terms that clients can understand.

7. Describe your average workday (if such a thing exists).

Sevasti: Every day is different. I can spend a whole day emailing and the next brainstorming or in meetings with my team and clients.

8. What are the tools of your trade?

Sevasti: An excellent internet connection, an iPhone and a Macbook (I'm an unashamed Apple fangirl).

9. Who is getting it right in your industry?

Sevasti: In digital, there are many. Some agencies are stronger on certain kinds of brands. For example, NATIVE VML does a lot of financial services work. I really admire Ogilvy Cape Town's work on motoring brands and Cerebra's work on telecomms.

10. What are you working on right now?

Sevasti: My SXSW report, a new strategic plan for my department and a few proposals/pitches.

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

Sevasti: I try to avoid these, but social CRM is something I can't stop talking about.

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

Sevasti: In the morning, in the shower.

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

Sevasti: I can eat a tin of condensed milk in 20 minutes.

14. Are you a technophobe or a technophile?

Sevasti: Total technophile. I can't wait for the day my phone can be implanted inside me.

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

Sevasti: Lots of music, too many apps and loads of photos.

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

Sevasti: Always be eager to learn and do anything, even if it's not what you planned or wanted. You'll be surprised how useful everything is at some stage.

17. Plug your contact details, punt yourself - list all the places people can find you online...

Sevasti: @amandasevasti on [Twitter](#) and [Instagram](#).

[Click here](#) for more from Sevasti.

*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 diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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