

#BehindtheSelfie with... Kwena Confidence Manamela

 By Leigh Andrews

26 Jun 2019

This #YouthMonth, we go behind the selfie with Kwena Confidence Manamela, 24-year-old insights strategist at Primedia Broadcasting.



Manamela captions this: "Bring on the briefs!"

1. Where do you live, work and play?

I live in Joburg, work in Sandton and play everywhere!

2. What's your claim to fame?

I have never lost a staring contest.

3. Describe your career so far.

I'm a 24-year-old Leo born and raised in Limpopo. After matric, I moved to Johannesburg where I obtained a Diploma in media practices, specialising in advertising at Boston Media House.

My career began in 2017 when I started working as a media research intern at Primedia Broadcasting, where I'm now currently an insights strategist. In this role, I work on media strategy and planning and I enjoy helping our sales team close deals.

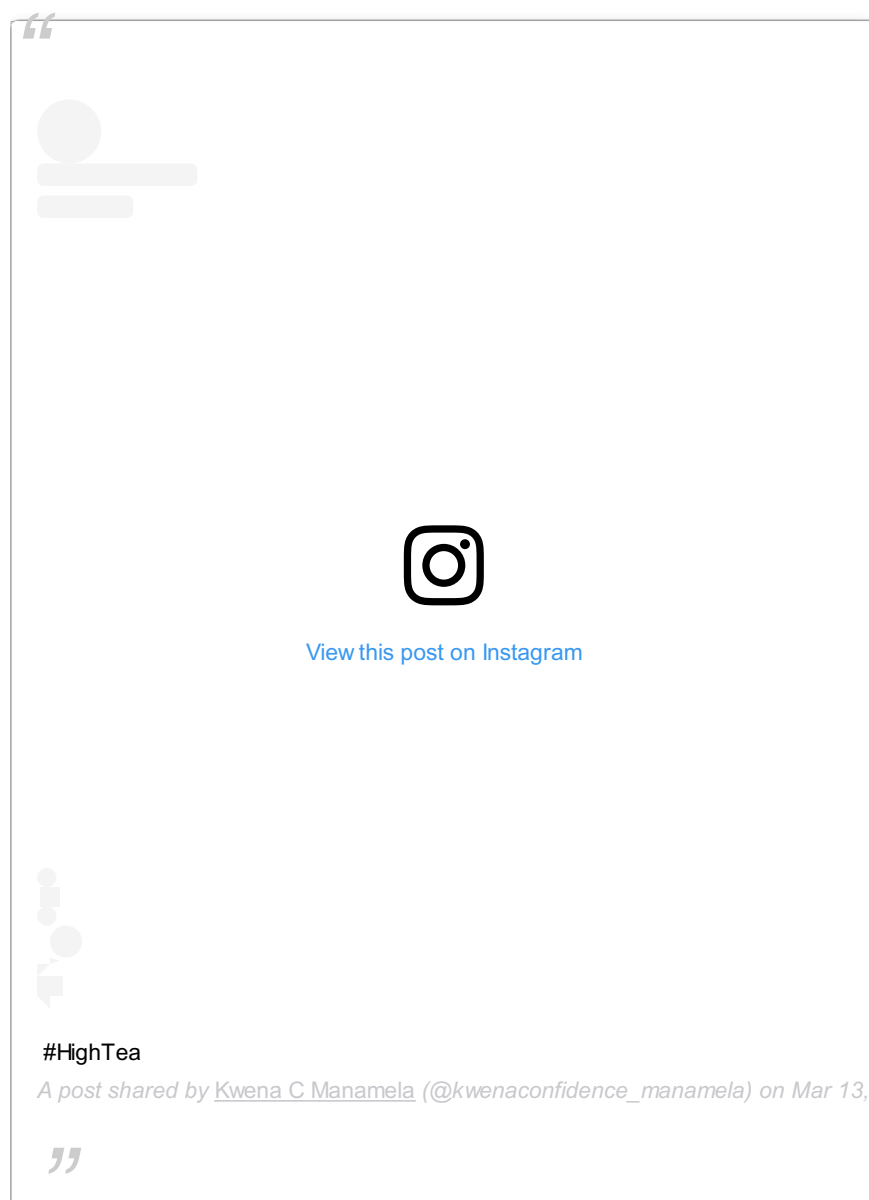
It has been a dream come true, filled with a lot of learnings and opportunities to grow. I was fortunate enough to be surrounded by media professionals who were willing to take me under their wing and teach me everything I now know.

“ My journey has just begun, and I am looking forward to building my career and making a mark in the industry. ”

I love media and I am looking forward to climbing the career ladder while creating relationships, building brands and creating a name for myself in this industry.

4. Tell us a few of your favourite things.

Spending time with family is right at the top followed by food, food and more food.



I love going out to watch movies and shopping for great deals. If I'm not out, you'll find me snuggled up in bed binge watching a series. But, fun fact: I'm part of the 1% that haven't watched *Game of Thrones*.

Frogs, snakes and diets are my worst nightmare!

“ Any tips on how to lose weight? I've joined the gym but because I do this 🍷🍷🍷🍷 I haven't seen results yet 🍷🍷🍷🍷♀️ I need the motivation. DONT JUDGE 🍷🍷 pic.twitter.com/rtk7ruv2lu— Kwen Confidence Manamela (@KwenaC_Manamela) [April 8, 2019](#) ”

5. What do you love about your industry?

It offers a lot of exciting career opportunities. This industry is forever changing and has the most incredible people who make it fun to be in.

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

Every work day is different, but I start my day by filling up my 2-litre water bottle, going through my emails and putting together my to-do list for the day. This is the only thing that is predictable, as for the rest of the day, I deal with as it comes. More briefs and tight deadlines are always thrown in the mix, at any time.

7. What are the tools of your trade?

Telmar, Nielsen, TGI, primary research we get on our platform, PrimeConnect, AMTs and market research studies.

8. Who is getting it right in your industry?

We are! Primedia Broadcasting is always finding ways to not only be first but the best!



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

The industry needs to prove that it delivers ROI, become more innovative and always remain customer-centric.

It must always take it a step further and take advantage of new technologies and creative thinking to stay current and relevant to the times. Petra Sundström, head of digital business development, crushing and screening at Sandvik, says:

“ Technology by itself is not the disruptor. Not being customer-centric is the biggest threat to any business. ”

10. What are you working on right now?

Excelling in my role and building my career.

“ [#TuesdayMotivation](#) [#TuesdayThoughts](#) pic.twitter.com/KLfvg2YG7N— Kwen Confidence Manamela (@KwenaC_Manamela) [May 7, 2019](#) ”

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

- Big data
- Podcasting
- Omnichannel

- Artificial intelligence

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

I have my best ideas anywhere at night. I've even had some of my best ideas in dreams, haha.

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

I can make anyone laugh!

14. Are you a technophobe or a technophile?

I am a technophile. I always try to keep up with the latest technology, because I don't want to be left behind. Technology makes life easier and I love having one less thing to worry about in this fast-paced world.

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

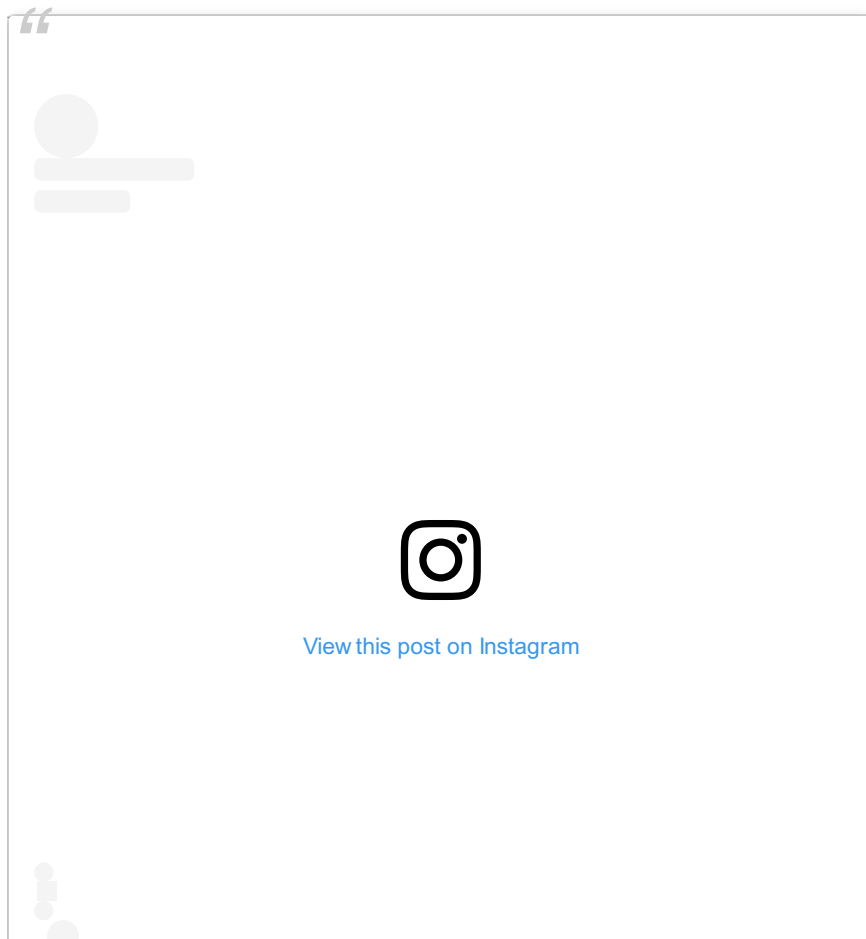
A lot of pictures and videos of my family. These come in handy whenever I miss them, since they stay in Limpopo and I only get to see them a few times in a year.

“ I am grateful for my family. They will always have my back in this dangerous world and all I ever want to do is make them proud. pic.twitter.com/YYQKsilgIT— Kwená Confidence Manamela (@KwenaC_Manamela) [February 5, 2019](#) ”

I also have a lot of memes; I can't stop collecting them.

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

Be a sponge! Absorb as much as you can from everyone in the industry. Be open-minded and let your work stand out.





#peaceofmind #lifequotes #positivenergy

A post shared by [Kwena C Manamela](#) (@kwenacconfidence_manamela) on Apr 6, 2019 at 2:52pm PDT

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Simple as that. Follow Manamela on [LinkedIn](#), [Twitter](#), and [Instagram](#), and visit the [Primedia Broadcasting press office](#), as well as their [Facebook](#), [Twitter](#) and [YouTube](#) 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 diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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