

# #BehindtheSelfie with... Sadiqah Levy

 By Leigh Andrews

30 Oct 2019

This week, we go behind the selfie with Sadiqah Levy, client service director at iProspect.



You know what it is... Levy in black and yellow.

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

The beautiful "Mother City".

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



Dentsu Aegis Network South Africa strengthens its digital leadership team

Dentsu 7 Jul 2017



I believe in building my own brand and encourage my peers to do the same.

## 3. Describe your career so far.

Busy, challenging, exciting

I'm currently client service director at iProspect, but started my career in the marketing space at a very young age.



saditheladi



Liked by rachmahg and 10 others

saditheladi Day1

#ipsummit

#collectiveintent

#clientcentricity in digital

27 June

“ Even though I've been around a while, I believe that every day is a new day in digital. As a mom and wife, I remind myself throughout the day what my work/life balance is going to be on that specific day. ”

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

Music, late nights (socials), food mmm, family time, charity work and the ocean.



saditheladi



Liked by jaimileelaylani and 6 others

saditheladi Work hard, eat smart, see art 🌿

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

It's challenging and competitive all the time. You are always learning, and every day is a brand-new day.

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

Traffic, coffee, coffee, work, food, work, work, coffee and more coffee.



Exponential, Amnet, iProspect, and PHD raise R5,000 for The Iris House Children's Hospice in the 2018 Amazing Race

VDXtv 20 Nov 2018



I also get involved in lots of charitable fundraisers over weekends, as there is hope for everybody in this world if we all just try and help.

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

Communication – face to face, or a call to get the job done and move onto the next task.

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

This is tricky. With digital, everyone gets it right in their own ways of working. Most of the work is self-taught, due to technology changing all the time, so it's an industry where we all believe our ways of work are the right way.

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

- Staff retention
- Quality over quantity



Is SEO helping or harming creativity?

Dentsu 7 Mar 2019



---

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

A bit of everything that's happening in iProspect!



#BehindtheSelfie with... Jaco Lintvelt

Leigh Andrews 27 Sep 2017



---

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

Automation, ROI, retarget, performance.

My key phrase to my team is: "Pull your socks high up, so that we can deliver and conquer!"



iprospect\_south\_africa  
Langa, Western Cape, South Africa



Liked by megan\_do\_toy and 14 others

iprospect\_south\_africa Meet the team who painted a Grade R classroom who needed it and in memory of the Iconic, former President, Mr Nelson Mandela 🇿🇦 This is who we are! 😊

.  
.

#mandeladay2019 #iprospectcapetown #whoweare

samefoundation Well done team! 🙌



iprospect\_south\_africa @samefoundation Thank You. You guys are making an amazing difference in the lives of MANY South Africans 🙏



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

When I drive home from work, then I feel like turning around and coming back to the office.

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

I can cook.

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

I am a bit of both, it depends on how it's going to help me.



Do we need a digital detox?

Dentsu 14 May 2019



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

Toon blast, work emails open and many pics of my daughter – even random videos she takes at home.

 **saditheladi** 



    

 Liked by **megan\_do\_toy** and 16 others

**saditheladi** Ifrah   
#eid2019

6 June · [See Translation](#)

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

“ Listen, learn and ask questions. It's only the beginning and this industry, as much as it's fun, can be tough. But embrace it and accept the challenges. ”

Simple as that. Follow Levy on [LinkedIn](#) and [Instagram](#); and iProspect SA on their [LinkedIn](#), [Twitter](#), [Facebook](#), [Instagram](#) feeds, as well as the [Dentsu Aegis Network press office](#), 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.

- #Loeries2020: Behavioural economics as creativity, but not as we know it... - 24 Nov 2020
- #Dl2020: Ignite your inner activist - representation through illustration - 27 Feb 2020
- #Dl2020: How Sho Madjozi brought traditional Tsonga *xibelani* into 2020 - 27 Feb 2020
- #Dl2020: Silver jubilee shines with Department of Audacious Projects launch - 26 Feb 2020
- #BehindtheSelfie with... Qingqile 'WingWing' Mdlulwa, CCO at The Whole Idea - 26 Feb 2020

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>