

# Boomtown boosts its senior team

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National branding agency, Boomtown, welcomes Buuya Simonde, as a senior strategist in its JHB office.



With over 15 years experience, Buuya is an advocate for strategic and analytical thought. As a 'Triple A' graduate, Buuya holds Higher Diplomas in Brand & Media Management.

Buuya has experience in brand strategy formulation, strategic planning, workshop facilitation, integrated marketing communications, community development, as well as project management, and will be an asset to the flourishing agency. She says, "I have been fortunate enough to work with and be mentored by some of the sharpest minds in the business. I believe that passion for clients' business coupled with our unique 'scientific art form' is the driving force behind great work."

Buuya's analytical and presentation skills have been honed by playing a key role in new business pitches as well as working on governmental and corporate accounts such as Unilever, South African Breweries, Airports Company South Africa, ZAIN Telecommunications, Bank of Athens, Eskom, Johannesburg Development Agency, SONY & BMG, EMI/CCP Records, Himalaya Herbals, Alexandra Renewal Project, Old Mutual, Leungo Investments and Medshield Medical Scheme.

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