

# Taryn Copeman joins the Mark1 Media team as director of strategy

Issued by [Mark1](#)

17 May 2016

South Africa's premier digital media specialists, Mark1, are proud to welcome Taryn Copeman to their team. As director of strategy she will be heavily involved in growing the Mark1 brand by evaluating industry trends, competitive threats and possible business opportunities.



Taryn Copeman

With over 12 years' experience in media and advertising, Taryn is excited for the challenge that Mark1 presents, and when asked about her new role she said "Strategy is my absolute passion, I would say my excitement levels are through the roof! There is nothing better than a challenge and our industry definitely provides plenty of those. I look forward to working with the team at Mark1 and taking the business to new heights!"

Established in 2012, Mark1 has grown exponentially and continues to expand. Taryn will be instrumental in the further development of the team and the business going forward.

Managing Director Daan du Toit had the following to say: "We are thrilled to have Taryn on board and welcome her wealth of digital experience into the Mark1 Team. She has delivered some brilliant Digital Strategy work in the local industry over the last few years and has hit the ground running at Mark1. Her passion for client service and her drive for perfection fits in very well with the Mark1 ethos and we look forward to taking digital marketing in South

Africa to the next level in the near future."

Mark1 is known for their cutting edge digital media solutions, offering clients everything from data management and programmatic buying to user-centric, technology driven design. With a renewed drive towards strategy, Mark1 is on track to become one of the big players in the industry.

To find out more about Mark1, please visit the website here: [www.mark1.co.za](http://www.mark1.co.za)

- " **Is out of home in your digital strategy?** 24 Aug 2023
- " **Forget the Metaverse and say hello to ChatGPT.** 20 Jan 2023
- " **World-first 'anamorphic programmatic' DOOH campaign comes to the V&A Waterfront** 18 Nov 2022
- " **Content Marketing 101 - in 2022** 20 Jun 2022
- " **Programmatic Digital Out-of-Home** 7 Jun 2022



**Mark1**

Mark1 is a technology driven and creatively focused Digital Media Business.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

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