

Kirsty Sharman appointed CEO of Retromedia

Kirsty Sharman has been appointed CEO of Retromedia, a new online media-buying agency based in Johannesburg, recently launched by Retroviral Digital Communications. Sharman and her team provide brands with the ability to target their online content to niche, relevant audiences, by identifying applicable digital platforms and utilising these as advertising space. Previously a senior consultant at Retroviral, Sharman's innovative and practical approach to online content marketing has earned her great respect in the South African online community.

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