

Live in the moment

 By [Beverley Klein](#)

15 Aug 2016

Bianca Quinn-Diavastos is the sales and marketing director at 25AM, an independent online media agency. Quinn Diavastos gained experience in marketing and digital strategy before moving to 25AM, where she now heads up the business solutions & strategy division.



■ ***Give us some background about yourself, and how you got into the role you're in now...***

Quinn-Diavastos: I studied communications and marketing at university. At the time I had my heart set on a career in radio - digital wasn't even a career option then. Internships were scarce, so I decided to travel and work overseas for a year. One year turned into five, and I worked all over the world as a shopping lecturer on cruise ships and teaching English in South Korea. On my return to South Africa, I started my journey in advertising and sales with Media24 and Times Media.

I have worked as an advertising sales manager for most of my career, with a few short stints in marketing. When 25AM offered me an opportunity to combine my passion for strategy with online media and digital, I grabbed it with both hands.

■ ***What is your core strategy at 25AM?***

Quinn-Diavastos: My personal strategy is to make sure that I surround myself with brilliant, ambitious people who can help me do the best job I possibly can. I believe that there is great power in a strong team, in people who feel valued, happy and empowered. I make sure that I concentrate on the important things every day first, those things on my to do list that will get 25AM to its business goals. I try not to overthink anything, and to be present in the moment as much as possible.

As sales & marketing director, I look after the teams at 25AM who create strategies for our clients to effectively connect with their customers online. I ensure we have a smart, successful sales and marketing strategy in place to uphold our reputation as market leaders.

▣ ***What barriers did you face, as a woman, becoming successful in your field, and how did you overcome them?***

Quinn-Diavastos: Before I moved into advertising, I worked in an industry where women were usually in meetings to pour the tea. It was incredibly difficult to get taken seriously. I therefore made sure that I was always well-prepared, and that I was always doing the best job I possibly could. I also looked for ways to improve processes so that I could assist with productivity and add value beyond my basic job description.

The efforts I put in led to improved results and increased sales. Inevitably, respect followed. It can be difficult, though: as women we need to develop a thick skin and learn to stand up for ourselves if we're not being treated fairly, despite our fears.

▣ ***Does a glass ceiling exist in the digital industry?***

Quinn-Diavastos: The digital industry is a fast-changing world that keeps getting bigger and more dynamic. With the rapid growth of the industry there are always new positions and opportunities available. I would like to believe that there is no glass ceiling in the digital industry.

▣ ***What do you think is the biggest issue facing women today, especially in the digital world?***

Quinn-Diavastos: The biggest issue for most women in the workplace, digital or otherwise, is finding balance in their daily lives. We are always connected and it is hard to give 100% of yourself to all aspects of your life all of the time.

▣ ***Based on your experience, what advice would you give to women pursuing a career in the digital field?***

Quinn-Diavastos: There are so many opportunities in the digital industry, however experience is crucial. If it is at all possible, find an internship and make the best of the opportunity. Show them that you are worth employing! If there is no promise of permanent employment then make sure you learn as much as you can and network, network, network. There are plenty of great resources online, use them to educate yourself and expand your field of knowledge. Digital is a fast-paced industry and it's important that one remains ahead of the game.

▣ ***What is your message for Women's Month?***

Quinn-Diavastos: So many women before us had to fight and sacrifice to get us the rights we have today. I believe that the best gift you can give yourself is to live in the moment. I live by the following quote, and this is also my message to you: You only live once, but if you do it right, once is enough.

[Read Quinn-Diavastos' articles on Bizcommunity](#)

ABOUT BEVERLEY KLEIN

Beverley Klein is the editor of the Marketing Media South Africa section on Bizcommunity.com. With a background in journalism and historical studies, she's dived into the world of industry news, curating content, writing and interviewing thought leaders. She's often spotted in a forest on the weekend and rarely seen without a camera. Follow @BevCPT.

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