

Hook, Line & Sinker promotes Lerato Motloung to account manager

Integrated digital marketing and public relations agency, Hook, Line & Sinker (HLS), has promoted Lerato Motloung to PR account manager. Over the last eight months Motloung has wowed the agency's B2B clients and media by conceptualising creative story hooks and delivering the ultimate campaign sinkers. Motloung is also HLS representative for the PRCA Young Voices Committee and has been nominated for the PRISM Awards 'Best Up and Coming PR professional' for 2022.

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