

Prism 2017

Up and coming PR Professional of the year

Lameez Mohd – Ogilvy PR

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LAMEEZ MOHD



28-year-old CPUT graduate, Lameez Mohd has been a stellar performer ever since she joined OPR.

In her previous job she handled major events for top notch clients like Veuve Clicquot, Gucci and G-Star RAW.

At OPR in 2016 she contributed significantly on the major Revlon, Almay & Mitchum accounts – conceptualising and implementing Revlon's #LOVESQUADSA campaign with local beauty influencers and the Mitchum Deo project while executing on the daily management of Facebook, Instagram and Twitter accounts.

Lameez became a key member of the team that won the pitch for the valuable Woolworths PR business, providing vital strategic and executional input. She then took

responsibility as Account Manager for the demanding Woolworths fashion & beauty portfolios. In that role she has delivered a constant stream of high quality media releases and organized key events. Some of the highlights were:

- managing the highly successful #REwindJozi event for the re-launch of RE: jeans (client called this "one of our best events ever')
- announcing Woolworths' partnership with SA Fashion Week
- blogger management for David Jones in-store activations
- amplifying the Woolworths Celebrity Christmas campaign
- promoting My School's R100m fund-raising achievement.



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Lameez's work is consistently of an exceptional quality. She cultivates strong media relationships and delivers to the highest levels of client satisfaction:

"Lameez always delivers beyond what is required ... she demonstrates a great understanding of the media landscape ... her ability to forge strong relationships, her proactive initiative and resourcefulness are greatly appreciated by the Woolworths team."

Noni Gasa – PR Manager, Woolworths

REFERENCES

MEDIA REFERENCE

"If anyone is deserving of the 'Up and coming PR professional of the year' title it's Lameez Mohd. I have had the pleasure of working with her over the past four years. Lameez carries herself like a true professional - dedicated and helpful. She's always willing to go the extra mile when needed in order for me to meet my deadline...an important trait to have in the high-pressure environment that we work in. It's always a pleasure working with her."

Nontando Mposo, Fashion & Beauty Editor & Top of The Times Editor, Cape Times



MANAGEMENT REFERENCE

Lameez is an outstanding young PR professional. She is intelligent, diligent, calm and personable. She is a pleasure to work with. Her work is consistently excellent and she has earned our complete trust in taking on increased levels of senior responsibility on one of our most important pieces of business. She contributes strategically and creatively to any project. Her clients respond exceptionally well to her and are safe in the knowledge that Lameez will never let them down.

Nicky Schermer
Managing Director Ogilvy Public Relations Cape Town



CLIENT REFERENCE

“Lameez always delivers beyond what is required, and is a specialist in the field of PR and reputation management. She has built-in instincts for the fashion and retail industry, and demonstrates a great understanding of the media landscape, which has been a significant contribution to our business. Her ability to forge strong relationships, her proactive initiative and resourcefulness have been greatly appreciated by the Woolworths team.”

Noni Gasa
PR Manager, Woolworths

