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Paper and spark digital agency

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If you are on the fence about buying this product, I say do it. You will not regret the purchase. As the communications industry adapts to COVID-19 conditions, the two-year-old consulting firm Paper + Spark is implementing a strategic hiring plan while continuing to increase service provision. Ex VERSA Global Business Director, Guy Munro (pictured), is the latest to join the Paper + Spark collective, on the rise of its innovation and technology practices while expanding his voice experience capability. With Guy on board, the company now has deep experience across voice, content marketing, PUBLIC RELATIONS, social and digital, as well as creative, all led by ex-agency executives. Zeina Khodr, founder of Paper + Spark, said: The new wave of digital natives, whether they're millennials or Gen Z, is set to use voice first and foremost. On the other hand, older generations struggling with dexterity, having limited motor skills or perhaps being visually impaired can benefit significantly from voice-activated devices and services. Voice is the most intuitive form of communication and harnessing this power can have life-changing effects. I am pleased to offer our customers these solutions. New head of innovation and technology, Guy Munro, explained: Now, more than ever, voting as a communicative channel should be on every marketer roadmap. With the disruption of services, fast and accurate customer contact has arguably never been more important. Call centers have a big role to play, along with distribution channels and sales teams that need to find new ways to reach, respond, and connect with the public, and our offering is designed to help alleviate this and bring organizations and audiences closer together with demonstrable, measurable returns. Guy joins the Paper + Sparks stable of senior strategic consultants, including ex MD of J. Walter Thompson, Paul Everson and ex MD of Hill + Knowlton Strategies, Penelope Holloway. On the way up Paper + Spark's Perth office is Rebecca Martin who is the Managing Ceo Brand Marketing at RAC WA and healthcare lead is Clifford Fram, former editor-in-chief of the Australian Doctor Group. Zeina added: Having worked with Guy in the past and worked closely with projects together, the current climate and demand for virtual agents and voice has given us an opportunity to expand and bring his expertise closer to our business. While these are uncertain times for some businesses, I am determined to use the current climate to continue to reinvent our business and push aggressively forward. Founded by Zeina Khodr, the Paper + Spark collective was born out of a desire to put people ahead of profit and deliver a truly integrated solution for customers. With a team of 12 consultants and offices in Sydney, Perth, Northern NSW and Melbourne to follow, the model has been embraced by customers across financial services and pharma, as the agency announces another key hire to add to the collective. Zeina explained: Customers respect that we are all practical senior consultants, do not have the major agencies overheads or offices and specialize in specific disciplines. What is crucial to our success, and why I think our offer is so strong, is that we come together and are driven by a very simple goal — delivering our best work in the rapidly changing world of communication and marketing. Guy Munro commented; Zeina and I have collaborated on projects in the past, and I have admired from the sidelines what she has been able to achieve with collective. With an already impressive list of responsive customers, it didn't take much for Zeina and the team to convince me to jump on board. I admire that the management team all represent different disciplines, but come together to work seamlessly to deliver work without ego and with respect for each other. The customers and briefs are at the heart of the business, and the management team leads not only the business, but also practical customer managers – I like that approach, which is why I joined. This Privacy Policy explains how information about you is collected, used and disclosed by Paper + Spark. This Privacy Policy applies to information we collect when you use our Services or content, or when you otherwise interact with me or my website. information you provide us We collect information you provide directly to us/Etsy. 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