

Bonfire Bolsters Its Ranks with Four Key Appointments.

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Digital performance agency Bonfire has made four new strategic appointments as it focuses on future growth plans.

Sam Gabell has been appointed the agency's Data and Innovation Manager to drive marketing and business effectiveness through product and process innovation and data-driven optimisation.

Sam has over sixteen years' experience empowering some of Australia's largest brands such as BONDs, Bankwest and Water Corporation, with the strategic thinking and technical solutions required to make better decisions in the age of data.

Bonfire has strengthened its marketing team following the appointment of Hayley Boneham to the newly created role of Marketing Manager.

Hayley has a proven track record of driving impressive sales growth and building brands through integrated B2B & B2C marketing communication strategies.

Hayley brings valuable client-side experience to the established Bonfire marketing team, from her work within the aged care, education and government sectors.

Hayley's appointment follows the recent hires of Celine Muir as Account Executive and Annie Loo as People and Cultural Officer.

Celine is a seasoned Account Manager from the East Coast, with significant experience in the Search Industry. She brings to the Bonfire team valuable knowledge having successfully managed campaigns for a range of national brands.

The agency's commitment to its high calibre team was the catalyst for Annie's appointment as Bonfire's People and Culture Officer. Her remit is to ensure there is a clear focus on the employee experience, develop strong HR systems and drive a culture of high performance.

Bonfire's CEO, Clay Cook said the new hires come from diverse backgrounds, spanning client-side and agency-side. This experience will bring fresh thinking on how to drive the agency forwards. "We're very pleased to have the expertise of Sam, Hayley, Celine and Annie in the business to strengthen the Bonfire brand and offering, as we continue to innovate and grow."

These 4 key appointments come alongside several other hires over the last 6 months. The agency is now at its highest head count. With 47 staff, it's one of the largest agencies in Western Australia.

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About Bonfire

Digital Agency of the Year 2019 (Campaign Brief WA), Bonfire is a leading independent Google Premier Partner that has been delivering award-winning strategies to Australian businesses for over 20 years. Our enviable track record is underpinned by an evolving data-driven methodology, proprietary AI-powered technology suite and an in-house team of Australia's brightest digital minds. Our clients, whom we see as partners, include brands such as The Betts Group, Triumph Motorcycles, and St John WA.

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