

# Social Soup expands commercial and client service team with senior hires

SYDNEY, APRIL 9, 2018: Social Soup, the expert in scaled, authentic influencer marketing, has made three major new hires, poaching a senior media staffer to lead its Melbourne office.

Pacific Magazines Group Sales Manager Cara Norris joins Social Soup as Sales Director based in Melbourne. While in Sydney, Georgia O'Brien has joined as Sales Director with extensive agency experience across Leo Burnett, DDB and M&C Saatchi. She was most recently Sales Director at PINCHme.

Justine Estigoy has also joined the Sydney team as Campaign Manager. With impressive media industry, Justine was most recently Content and Brand Partnerships Manager at Multi Channel Network.

The new hires bolster Social Soup's position as the leading influencer marketing agency in the country with unrivalled talent backed by cutting edge technology and unmatched campaign analysis.

"The influencer marketing landscape has evolved significantly since we launched Social Soup more than a decade ago, and it's growing like never before as it becomes a key pillar in most marketing strategies," Social Soup founder and CEO Sharyn Smith said.

"We have experienced massive growth, thanks largely to the partnerships we've forged with our clients resulting in long-running influencer programs.

"I am so pleased to welcome Cara, Georgia and Justine to the team as we grow our commercial and client service team to meet the increased demand for our influencer marketing expertise," Smith said.

The expanding commercial and client service team will be led by Social Soup's experienced Head of Partnerships and Strategy, Katie Palmer-Rose.

ENDS

About Social Soup:

Innovating with influencers since 2007, Social Soup combines technology and authenticity to create successful influencer partnerships. Social Soup creates long-term partnerships between brands and influencers and has unrivalled experience in all tiers of influencer marketing.

<http://corp.socialsoup.com/>

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