

The Rising Stars of MediaCom

AWARD WINNING PASSION PEOPLE FIRST

26 JUL 2019

Campaign's Media Week 30 under 30 and The Drums 50 under 30 awards are no easy win, so with 100's of people from all corners of the industry and earth entering The Drum and Campaigns' annual talent search, we are ecstatic to celebrate four of the winners as our very own!

'It's an enormous achievement to hold some of the very best young talent in our industry and from our perspective, it's always good to see brilliant women being recognised. Great at their jobs and great people to work with – thank God they're MediaCommers!'

– Nancy Lengthorn – Head of Diversity, Inclusion and Future Talent.

See our winners below and why they won this prestigious awards:

Aisha Addison



‘Media Week 30 under 30 was always on my career bucketlist and it’s an absolute dream to have been recognised for the work I have done at MediaCom. MediaCom was my first real “job job” and since joining as an Exec, I have always been looking for ways to add to the amazing culture and give back to the industry as a whole. Diversity in media is something I’m passionate about and the People Team at MediaCom has really given me the space to add value through the various projects and events that I’ve been able to get involved in. From speaking at insight days for Exec’s, to being an Empathy Ambassador. I cannot thank the team enough for being my career cheerleaders and pushing me to apply and dare to dream.’

Bonita Samuels



‘Last year I wrote a growth plan and within that, I stated that I wanted to be listed in Campaigns 30 under 30. Over the last year I have worked hard on

creating great work for my clients, progressing to account manager and also working with the future talent team to push diversity and inclusion initiatives around the agency and the wider industry. All of these things helped me create an award winning entry for 30 under 30. I am stoked to have been listed so early on in my career, it is so amazing to have the recognition and also definitely very motivating.'

Rhona Kirby



'Being one of MediaWeek's 30 Under 30 has been one of my goals since I joined MediaCom almost 3 years ago. I'm really driven by recognition so was over-the-moon to be selected from the 133 applicants. I found out that I was successful while on the way to my 20-week pregnancy scan where we were told the baby's gender, so it was certainly an overwhelming day!

For the video element of the submission, I included 14 short clips from various members of my team who spoke about different ways I've been a great leader who has created a high-performance team, plus 3 testimonials from managing partners.

For the written entries, I spoke about my proudest moment in media, my role at MediaCom and the efficiencies I've introduced to Group M. I mentioned the pastoral work I've done including mentoring students, advocating flexible working, supporting people's mental health, and becoming a certified coach. I also wrote about my aims for the future, including looking forward to being a leader in the industry while balancing new motherhood as I hope I can be an example to young professional women that both can be done successfully.'

Danielle Beechey



'My role within BLINK here at MediaCom requires me to think differently about how media is done at large organisations and help brands understand what impact new technology and start-ups could have on them now and in the future. BLINK is pushing change for our industry and I have been able to play a role in that through my work running pilots with future-thinking companies.

I've also been working outside my role on some amazing initiatives to help speed up the way the industry exposes itself to new perspectives. I am part of a team who run GeekGirlMeetup, working to empower women and non-binary people in tech and start-ups by running conferences, events and socials and equipping them with the skills to progress. Earlier this year I won the Future Leaders award from Women in Advertising London (WACL) and NABS so that I could begin a course in Digital Marketing. I've dedicated some of my time at work to campaign planning for UN Women as part of a pro bono piece, and have been involved in our MediaCom Roots group to drive greater diversity and inclusion across MediaCom.'

Congratulations to all the other winners!

See the full Campaign 30 under 30 list [here](#).

To read more about The Drum's 50 Under 30 Awards follow [this link](#).

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