

PROFILE – MELISSA ATTREE

After majoring in Journalism & Media Studies and English at Rhodes University, Melissa Attree started her professional career in 1997 as a copywriter. From there it was a logical leap into the world of marketing where she was instrumental in developing and establishing the veterinary homoeopathic brand, Eco-Vet, nationally.

After three years with Eco-Vet she took her marketing and business skills to L’Oreal for the next five years. It was here, as [Kérastase](#) General Manager, that she played a major role in the repositioning of Kérastase as a major luxury hair care brand.

Early in 2006 Melissa started the public relations company [Black Khaki Wired](#) together with three other seasoned advertising professionals. Public relations provided her with a chance to combine her eclectic areas of expertise. While with Black Khaki Wired Melissa developed an interest in online media and marketing and expanded the company’s offerings in this arena.

In 2006 Melissa conceptualized and managed the ‘Makhulu Polane’ (Big Idea) online campaign for [Big Blue](#) a well-known South African clothing manufacturer and retailer. This local t-shirt design competition was run exclusively online and was developed to nurture up and coming South African design talent. Makhulu Polane was the first local online campaign to launch via blog advertising and to utilize aspects of social media, WebPR and blogs.

The 2006 campaign was featured as the only case study in the [ADvantage Magazine](#) annual PR supplement and was awarded a Silver [PRISA](#) Prism award in the ‘use of internet’ category. The campaign has become an annual event and entries tripled during the 2007 campaign.

In November 2007 Melissa started [GetOn eMarketing](#) with the aim to assist brands in engaging in the online conversation by cutting through the online noise using simple, creative and effective solutions to get people talking.

Melissa is a Social media strategist, [Blogger](#) and WebPR professional who is passionate about getting brands and customers talking. She regularly shares her knowledge with marketing and PR professionals through workshops, articles or facilitated training courses.