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TorchMedia Appoints Two Senior Account Managers in Melbourne

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Posted by
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OUT-OF-HOME MEDIA PROVIDER, TORCHMEDIA, ADDS TO ITS TEAM WITH TWO NEW STAFF APPOINTMENTS TO KICK OFF 2015. COMMENCING IN FEBRUARY, RENEE BENNETT AND SARA DE PAULIS HAVE TAKEN ON THE ROLES OF SENIOR ACCOUNT MANAGERS WORKING OUT OF THE MELBOURNE OFFICE.

They will be working under the recently appointed state sales manager for Victoria, Jenny Ridgway, who has been a driving force at the company for over four years. Renee and Sara both share a wealth of knowledge in the media industry having worked in various roles for the past 15 years. Their expertise will be a welcome addition to the media provider.

Rennee Bennett

Kirsty Dollisson, GM of TorchMedia, says the latest appointments will prove to be a huge strength for the Melbourne office.

"Renee and Sara's industry experience will be integral in helping us achieve and exceed our targets as we look for new opportunities for growth in the Victorian market," Dollisson explains.

Up until her appointment at TorchMedia, Bennett had been working for Southern Cross Austereo as agency account manager and as corporate sales executive for AFL club, Geelong Cats. Prior to these roles Bennett was at News Corp for 15 years where she progressed to be key account manager.

Similarly, De Paulis also comes from a background at News Corp where she was both a group sales manager and key account manager. More recently she was in charge of a diverse range of clients as senior account manager at Bauer Media.

Sara De Paulis

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Bennett and De Paulis will be working across all formats at TorchMedia. The two new senior account managers will take the Melbourne team to a total of eight staff.

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