

Boomtown promotes Gerard Addison to Art Director

Issued by [Boomtown](#)

19 Oct 2017

Beginning in 2013 as an intern as part of the Boomtown Bayeza programme, Gerard Addison has quickly proven his creative prowess as he has risen up the agency ranks, and today has been appointed as Art Director.



The role will see Addison concept and create client campaigns for the agency, and directing the visual elements. “My passion is in concept design, big ideas and art direction, and that’s what I have built my career to date around,” remarks Addison. “To have created this goal for myself, and to have achieved it in such a short space of time blows my mind, but I am excited for the challenge that lies ahead.”

“Gerard and I have had many conversations about his career and ambitions,” adds Boomtown MD, Andrew MacKenzie. “Our approach to not only clients but our people is creativity, possibility. And for him to have begun as a graduate four years ago, and now be our Art Director is an amazing achievement and we’re incredibly proud of him and his work.”

- " Firdous Osman joins Boomtown as MD 9 Feb 2024
- " Boomtown graphic designer makes it a hat-trick for *Brands & Branding* 31 Oct 2023
- " Boomtown Johannesburg wins first gold Loerie 12 Oct 2023
- " Bokomo launches TVC amid evolved brand positioning 18 Aug 2023
- " Out of the mouths of interns 19 Jul 2023

Boomtown



We are an independent strategic brand agency that specialises in creative brand design, integrated communications, and digital marketing.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>