

CASSIDY ADVERTISING & CONSULTING, LLC OFFICE MANAGER INDUCTED INTO YSU CHAPTER OF ACADEMIC HONOR SOCIETY

Warren, Ohio – April 22, 2016 – Cassidy Advertising & Consulting, LLC, a full-service advertising agency located in Howland, announces that Office Manager Hailey Cassidy is a recent inductee of Beta Gamma Sigma, the world’s premier business honor society.

Hailey is a junior Business Leaders student at Youngstown State University in its accredited Williamson College of Business Administration. She is on pace to receive her bachelor’s degree in just 3 years of college—graduating from YSU in May of 2017. Her coursework has included summer classes as well as courses studied abroad through YSU’s Center of Excellence in International Business. In December, Hailey completed a Business Leaders course in Prague, Czech Republic; and in March, she completed an advertising and marketing course in Dublin, Ireland.

To be eligible for Beta Gamma Sigma, students must rank in the top 10 percent of the sophomore, junior or senior classes or the top 20 percent of the master’s program. The Youngstown State University chapter of Beta Gamma Sigma is recognized as the ‘Highest Honors Chapter’ for its superior level of membership acceptance.

“I am honored to be part of Beta Gamma Sigma,” says Hailey. “I’m studying really hard in the business school and enjoying these opportunities for learning, which will enhance my role at Cassidy Advertising & Consulting, LLC.”

Laura Berena, President of Cassidy Advertising & Consulting, Inc. and Hailey’s mother, states: “I am very proud of Hailey and her accomplishments. She has always been a successful student and well-rounded person. I’m looking forward to her joining our family-owned and operated advertising agency full-time next year!”

Cassidy Advertising & Consulting, LLC is a full-service advertising agency and serves as outsourced marketing directors for local and national businesses. Since beginning in 1986, their area of expertise focuses on building name awareness through the actions of complete and customized marketing plans formulated for the agency’s clients. In addition to creating and implementing marketing plans, other services include professional copywriting that creates action, graphic design services, media buying and placement, web design and search engine optimization, social media marketing, web-based marketing, mobile apps, email blasts, public relations and co-op research. The agency also tracks their clients’ competition, which keeps competitors from gaining an edge.

Cassidy Advertising & Consulting’s marketing consultation appointments are available seven days a week at the client’s convenience. Phone, text, Skype, FaceTime or email consultations are also available 24/7.

The ad agency is owned and operated by Laura Berena, President, and daughter Hailey Cassidy, Office Manager. For more information, call/text (330) 565-8193, email Lberena@cassidyadvertising.com or visit cassidyadvertising.com.

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