

## **CASSIDY ADVERTISING & CONSULTING, LLC. ANNOUNCES NEW VICE PRESIDENT**

**Canfield, OH** – June 1, 2017 – Cassidy Advertising & Consulting, LLC announces Hailey Cassidy as Vice President of the company.

Hailey is a graduate of Youngstown State University where she received a Bachelor of Science in Business Administration, Summa Cum Laude. Hailey majored in Marketing Management and was a member of Beta Gamma Sigma, the world's premier business honor society. She completed courses abroad in Prague, Czech Republic and Dublin, Ireland through YSU's Center of Excellence in International Business. Hailey was also a member of the Williamson College of Business Administration Business Leaders Program. This selective program recruits students out of high school and places them directly into the business major of their choice. As a member of the WCBA Business Leaders program, Hailey participated in academic, leadership and professional development activities.

Hailey's duties as Vice President include management of internal operations, contributing efforts with membership organizations, presiding over certifications and licenses, and developing company culture initiatives. Hailey will also oversee the company's own advertising and marketing efforts to catapult Cassidy Advertising to new levels of name awareness worldwide. "I am honored and thankful to not only hold the position of Vice President, but to also be an integral part of my family's business. My goals as VP are to double our sales within the first 3 years and after that, the possibilities are endless. I want to create the best advertising and marketing services for all our current and new clients, as well as a legacy for generations to come like my family has done for me," she states.

Since 1996, Cassidy Advertising & Consulting, LLC has been a full-service advertising agency and outsourced marketing directors for local, national, and international businesses. Their area of expertise focuses on building their clients' name awareness through the actions of complete and customized marketing plans formulated and facilitated for each client. Services include marketing plans, copywriting that creates action, graphic design services, media buying and placement, web design and search engine optimization, social media marketing, web-based marketing, email blasts, Google AdWords, mobile apps, trade booths, public relations and co-op research. The agency also tracks its clients' competition, which keeps their clients' competitors from gaining an edge.

Cassidy Advertising & Consulting's marketing consultation appointments are available at the client's convenience by phone, text, email, Skype or FaceTime. A special scheduling option located on the right side of Cassidy's website makes it possible to request the day, time and meeting type you wish to have with them. Social media users can keep up-to-date with Cassidy Advertising by following their company on Twitter, Facebook, LinkedIn and Instagram.

The ad agency is owned by Laura Berena and her daughter Hailey Cassidy. For more information, call (330) 533-6000, email [information@cassidyadvertising.com](mailto:information@cassidyadvertising.com) or visit [cassidyadvertising.com](http://cassidyadvertising.com).

### **FOR FURTHER INFORMATION CONTACT:**

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