
CASSIDY ADVERTISING & CONSULTING, LLC ANNOUNCES **NEW VICE PRESIDENT OF OPERATIONS**

Canfield, OH – June 2, 2021- Cassidy Advertising & Consulting, LLC a full-service advertising agency in Canfield, announces their new Vice President of Operations, Danielle Pherson. She is responsible for managing the daily operations of the ad agency, its creative team, and client projects.

Danielle has been a part of the Cassidy Advertising team since January of 2018, where she began as Social Media Manager. She later was promoted to an Account Manager and now holds the position of VP of Operations where she directs the marketing projects for ad agency clients in five states.

Danielle graduated Magna Cum Laude from Geneva College in 2017 where she earned her Bachelors of Science in Business Administration with concentrations in Marketing and International Business. She resides in Pulaski, PA with her husband, Matthew Pherson, and her border collie, Luna, and enjoys traveling and spending time outdoors in her free time.

“My favorite part about working for Cassidy Advertising is the diverse client base that ranges from physicians to payroll companies to steel service centers,” stated Danielle. “Each marketing project is very different depending on the client’s products or services which is both interesting and rewarding to see how we can grow each client’s sales through their customized digital marketing plans.”

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 a formulated marketing plan then facilitating it for each business. Services include marketing plans, professional copywriting, graphic design, media buys and placement, website design, search engine optimization, social media management, email blasts, Google Ads, trade booth designs, and public relations. They are a proud Google Ads partner and Constant Contact Certified.

Cassidy Advertising & Consulting’s marketing consultation appointments are available onsite, by phone, or virtually through a Zoom or Microsoft Teams Meeting. An online scheduling option on the Cassidy Advertising 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 Facebook, LinkedIn, Twitter, and Instagram.

The ad agency is locally owned by Laura Berena, President and Founder. For more information, call (330) 533-6000, email information@cassidyadvertising.com, or visit cassidyadvertising.com.

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