

PRESS RELEASE

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FOR IMMEDIATE RELEASE

Cassidy Advertising & Consulting, LLC Announces New Copywriter

CANFIELD, Ohio - Cassidy Advertising & Consulting, LLC, a full-service advertising agency in Canfield, announces their new copywriter, Becky Bernet. She is responsible for writing content for Search Engine Optimization, press releases, social media, Google Ads, blogs, websites, print advertisements, and email blasts for clients.

Bernet graduated from The Ohio State University in 2022 where she earned her Bachelor of Science in Agricultural Communications with a minor in Agricultural Production. After graduation, she moved back to Columbiana County, Ohio with her two pets. Her favorite past times include studying plants and helping her parents on their family farm.

"My favorite part about working for Cassidy Advertising is the diverse client base that ranges from physicians to agricultural wholesalers to industrial manufacturers," stated Bernet. "I learn something new every time I write for a client, and it's very rewarding to see how we can grow each client's sales through their 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 client. 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.