

# HOWARD, MERRELL & PARTNERS

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## **Interactive Services Department Grows with Addition of Gapusan**

**RALEIGH, NC, January 6, 2010** — Heather Gapusan joins Howard, Merrell & Partners as a digital analyst in the Interactive Services department which has expanded greatly over the past few years. In her role, Gapusan will develop and help manage interactive strategies for clients, as well as gather and analyze digital results to help dictate future strategies involving interactive activities.

“We strive to ensure that all of our clients’ campaign elements work as hard as they can to produce the desired results. The interactive elements of a campaign are no exception. The effectiveness of interactive channels – online ads, intranets, extranets, blogs, etc. – can be measured, analyzed and leveraged to continually improve digital strategies,” explains Scott Piggott, SVP of the Interactive Services department at Howard, Merrell & Partners. “A key addition to our team, Heather will lead this effort at the agency.”

Previously the manager for strategy and analysis at Digitas, Gapusan developed and executed end-to-end processes that enabled the effective analysis and optimization of interactive channel performance. She also utilized data-driven insights to develop marketing strategies for clients such as Disney, Bank of America and Kraft Foods.

Gapusan graduated from the University of Notre Dame with a bachelor’s degree in Business Administration. She then got her masters in accounting at the University of Southern California.