

HOWARD, MERRELL & PARTNERS

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Howard, Merrell & Partners Expands Social Media Department

Strategic Branding and Advertising Firm Hires Jeffrey L. Cohen

RALEIGH, NC, April 29, 2010 – Howard, Merrell & Partners, a strategic branding and advertising firm, has expanded its social media marketing team with the addition of Jeffrey L. Cohen as the social media marketing manager. In this position, Cohen works with the agency's clients to provide valuable counsel and insight on how to best integrate social media practices into their overall communications strategies.

"We search for professionals who are not only strong in at least one communications discipline, but are also able to effectively work alongside other marketing professionals to provide integrated solutions for our clients," said Stephanie Styons, SVP of PR and social media marketing at Howard, Merrell & Partners. "Jeff helps clients optimize their online branding efforts and interactive services, and communicate to their target markets through ever-increasing online channels."

Cohen comes to Howard, Merrell & Partners with a strong background in marketing and social media. He previously worked as an account executive with Koroberi, Inc., where he provided strategic marketing counsel to clients, as well as managed the agency's web projects and social media campaigns. Prior to Koroberi, Cohen was the director of marketing at MDK, where he planned and implemented marketing, advertising and web strategies.

Outside of the office, Cohen speaks nationally on social media for business-to-business companies and business blogging. Additionally, he is a board member of the Triangle Social Media Club and is involved in planning several ongoing community events such as the Triangle Tweetup.

About Howard, Merrell & Partners

Raleigh, NC-based Howard, Merrell & Partners Inc., specializes in linking business and communications strategies to yield higher levels of financial performance for its clients. Founded by Jack Howard in 1945 and later reorganized as Howard, Merrell & Partners under Mac Merrell's leadership, the agency is a pioneer in understanding and applying the power of emotions to develop more effective business and communications strategies. Agency service offerings include brand development, creative development and production, consumer insight research, public relations, media asset services, event planning and management, social media, interactive services, Hispanic marketing and strategic planning.

Recent clients include BASF, Butterball, Canvas on Demand, Central Aquatics, CHD Meridian Healthcare, Cisco, Colonial Bank, Component Hardware Group, Doctors Vision Center, Georgia-Pacific Professional (Dixie® and enMotion®), Hewlett-Packard, Interton, INVISTA (CORDURA® brand), Naughty Bits, NC Beautiful, O² Fitness, Oliver Twist

Restaurant, ReSound, THOR•LO, UltraPet, and Zilla. The agency's work has been honored by, the Telly Awards, the Addys, Graphis, The London International Advertising Awards, The Communicator Awards, Sir Walter Raleigh Awards, Hermes Creative Awards, The InSpire Awards and the North American Precis Syndicate. For more information, visit <http://www.merrellgroup.com>.

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