

## HOWARD, MERRELL & PARTNERS

### **For More Information:**

Laura Gross  
919-844-2768  
lgross@merrellgroup.com

### **FOR IMMEDIATE RELEASE**

#### **Howard, Merrell & Partners Promotes Jessica Redman**

**Raleigh, N.C., October 25, 2010** – Today Howard, Merrell & Partners, strategic branding and advertising agency, announces the promotion of Jessica Redman to senior account executive. Since joining Howard, Merrell & Partners, Redman has provided public relations and social media services to a number of clients. She is currently a key player on the Georgia-Pacific Professional and Precise Pet Products accounts.

“Jess has solid public relations skills and great understanding of the ever-changing social media world. She has the ability to provide strategic and tactical support in the both these areas which is a great asset to our clients,” says Stephanie Styons, senior vice president of Public Relations and Social Media Marketing. “In addition to having incredible drive and determination, Jess is a great team player and role model.”

Prior to joining Howard, Merrell & Partners, Redman worked in the Dallas office of MWW Group. Redman is a graduate of Austin College in Sherman, Texas.

#### **About Howard, Merrell & Partners**

Raleigh, NC-based Howard, Merrell & Partners Inc., founded 65 years ago, is a pioneer in understanding and applying the power of emotions to develop effective business and communications strategies. While much has changed since 1945, the agency still works to maintain the same virtues that Jack Howard and his predecessors used to build the agency over the years. 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 account management.

Recent clients include BASF Plant Science, Butterball, Canvas on Demand, Central Aquatics, CHD Meridian Healthcare, Cisco, Colonial Bank, Component Hardware Group, Doctors Vision Center, El Pueblo, Inc., Georgia-Pacific Professional (Dixie<sup>®</sup> and enMotion<sup>®</sup>), Hewlett-Packard, Interton, Invacare, INVISTA (CORDURA<sup>®</sup> brand), National Humanities Center, NC Beautiful, O2 Fitness, Oliver Twist Restaurant, ReSound, Safe Quality Food Institute, 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> or the agency's blog at <http://www.merrellgroup.com/blog>.

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