

## HOWARD, MERRELL & PARTNERS

**For more information:**

Laura Gross  
(919) 844-2768

[lgross@merrellgroup.com](mailto:lgross@merrellgroup.com)

**FOR IMMEDIATE RELEASE**

### **MARIANA PINNER JOINS HOWARD, MERRELL & PARTNERS**

#### *New Senior Account Supervisor Joins the Public Relations Team*

**RALEIGH, N.C., May 2, 2011** – The public relations team at Howard, Merrell & Partners is excited to welcome a new Senior Account Supervisor, Mariana Pinner, to its growing public relations team. In this position, Pinner is responsible for developing, managing, and executing business-to-business campaigns for clients including Southwest Windpower, Dixie, iTech and Georgia-Pacific Professional. Specifically, she will focus on promoting thought leadership, executing product launches, media relations, corporate communications and social media for each client.

“Mariana has national media relations experience as well as deep trade media expertise in many areas that include technology, healthcare and financial services sectors,” said Senior Vice President of Public Relations and Social Media Marketing Stephanie Styons. “Her extensive knowledge of core public relations tactics coupled with her industry experience make her a valued addition to our growing team.”

Pinner previously worked at SAS in Cary, NC and PAN Communications outside of Boston, MA. In those positions, she specialized in corporate communications, media relations, strategic campaign development, integrated marketing, and social media. Pinner is a graduate of the University of North Carolina at Chapel Hill.

Outside of the office, Pinner is an avid runner and has put her marketing and philanthropic skills to work through marathon fundraising efforts for the American Cancer Society.

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

Founded 65 years ago in Raleigh, N.C., Howard, Merrell & Partners Inc., is a pioneer in understanding and applying the power of human emotion to develop engaging business and communications strategies. Agency services include branding, creative development and production, consumer insight research, event planning and management, interactive, Hispanic marketing, media asset management, public relations, and social media.

Recent clients include Bank Independent, BASF Plant Science, Butterball, Canvas on Demand, Central Aquatics, CHD Meridian Healthcare, Cisco, Colonial Bank, Component

Hardware Group, Doctors Vision Center, El Pueblo, Inc., Gear to Grow, Georgia-Pacific Professional (Dixie® and enMotion®), Hewlett-Packard, Interton, Invacare, INVISTA's CORDURA® brand, National Humanities Center, NC Beautiful, O2 Fitness, Oliver Twist Restaurant, ReSound, Safe Quality Food Institute, Southwest Windpower, THOR•LO, UltraPet and Zilla.

Howard, Merrell & Partners has received 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. Visit us at: <http://www.merrellgroup.com>.

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