FOR IMMEDIATE RELEASE

**Innis Maggiore Adds Digital Marketing Specialist to Team**

CANTON, Ohio (May 1, 2013) — Mark Vandegrift, principal web and digital services at Innis Maggiore, announced the agency has hired Ashley Dumont as account executive, digital marketing.

Dumont brings a strong background in statistical analysis and project management to the position at Innis Maggiore, the nation’s leading advertising agency in the practice of positioning. In her new role, she will focus on online marketing initiatives, including managing and assisting clients with Innis Maggiore’s proprietary email marketing distribution tool, iMail®.

She is a graduate of Miami University with a bachelor’s degree in mathematics and statistics. After graduation Dumont spent several years as an actuarial analyst. She then transitioned into website design, maintenance and analytics with FranSource International, a franchise development company.

“Ashley’s skills will help us better serve our clients as they grow and evolve the digital and online aspects of their overall marketing strategies,” Vandegrift said.

Ashley lives in North Canton with her husband Nate and their 8-month-old son.

Innis Maggiore is the nation’s leading advertising agency in the practice of positioning, building strong brand positions for companies in competitive markets. The advertising and public relations agency had 2012 capitalized billings of more than $26 million. Key clients include Alside, Aultman Health Foundation, Bank of America, Chesapeake Energy, GOJO Industries, Inc., inventors of PURELL®, Goodyear, GuideStone Financial Resources, Nickles Bakery, RTI International Metals

and Republic Steel. Innis Maggiore is a member of the American Association of Advertising Agencies and the Public Relations Society of America. The company maintains a website at [www.innismaggiore.com](http://www.innismaggiore.com/).

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