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Meridian Group and Launch Interactive Hire Media Strategist

(Virginia Beach, VA) – Meridian Group, a full service marketing communications firm, recently announced the addition of Lynlea Rudell as media strategist for both Meridian Group and Launch Interactive.

“The media landscape is evolving faster than it ever has in the past,” said Joe Takach, CEO of Meridian Group. “Lynlea’s expertise will assure that we are always ahead of the curve.”

In Rudell’s new role, she will be responsible for all strategic planning of traditional and online media for both Meridian Group and Launch Interactive clients. Rudell was previously an account executive at Otto Design and Marketing in Norfolk, Va., where she was responsible for key agency accounts such as Virginia Beach Department of Economic Development, Hilton Virginia Beach Oceanfront, East Beach and Bay Creek Resort. Prior to that, she was a media buyer with The Primm Company located in Norfolk, Va., where she placed multi-tiered media plans for the company’s largest clients.

Rudell holds a bachelor’s degree in business from Elon University and a master’s of business administration from Louisiana State University with a concentration in marketing.

About Meridian Group

Meridian Group is a full-service marketing communications firm that specializes in building top brands through their patented Why Process™ and integrated marketing programs.

Headquartered in Virginia Beach, the agency has served more than 225 clients including STIHL Inc., Wounded Warrior Project, Cox Communications Hampton Roads, the Roosevelt Hotel, and the Virginia Zoo.

For more information, visit www.themeridiangroup.com.

About Launch Interactive

Launch Interactive, a division of Meridian Group, is an Internet marketing firm that specializes in building branded user experiences on the Web for businesses. Launch builds engaging, results oriented Web sites, landing pages, email-marketing programs, online advertising campaigns, search engine-marketing strategies and social marketing programs that help its clients meet their business goals. For more information, visit launchint.com.

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