



FOR IMMEDIATE RELEASE
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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 Kelly Timms as media strategist for both Meridian Group and Launch Interactive.

“Media trends are constantly changing,” said Joe Takach, CEO of Meridian Group. “Timms’ background will bring innovative ideas to the table.”

In Timms’ new role, she will be responsible for all strategic planning of traditional and online media for both Meridian Group and Launch Interactive clients. Timms was previously in marketing and sales with The Moore Group in Norfolk, Va., and prior to that she was the local marketing director at Qdoba in Virginia Beach, Va.

Timms holds a bachelor’s degree in communication from The University of Alabama with a concentration in advertising.

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, Roosevelt Hotel NYC, 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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