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Launch Interactive Expands Team with Social Marketing Coordinator and Web Content Manager

(Virginia Beach, Va) – Launch Interactive, a division of Meridian Group, has appointed Kimberly Boykan as Social Marketing Coordinator and Rich Loftus as Web Content Manager.

In her new role as Social Marketing Coordinator, Boykan will be responsible for the development and implementation of social marketing programs, providing awareness of current trends, technology, and best practices. Loftus will be responsible for the strategic development and management of web content for Bon Secours Health Systems.

“We are excited to have Kim and Rich join the Launch Interactive team,” said Elizabeth Lester, president of Launch Interactive. “The creation of these two new roles will better position the agency to help our clients embrace new media marketing solutions.”

Boykan is a graduate of Florida State University where she received a Bachelor of Science in Communications. Before joining Launch Interactive, she was a public relations coordinator for James Curran: Cooper City District Commissioner Campaign in Cooper City, Fla. where she organized grassroots campaigning, promotional events, fundraisers and community involvement for the candidate. Prior to that, she was an account coordinator for Red Hot Public Relations in London England, where she assisted in the development and maintenance of key accounts such as Pyrus, Black Truffle, Designer Warehouse Sales, and Suzzie Smith.

Loftus is a graduate of Old Dominion University and a recent recipient of a gold regional Addy Award for copywriting. Before joining Launch Interactive, Loftus was the Marketing Coordinator for Galumbeck Beauty Enterprises in Virginia Beach where he produced content for the company Website and developed and implemented Google AdSense and Google Adwords programs. Prior to that, he was the director of public information and training for the Virginia Institute of Forensic Science and Medicine in Richmond, Va. where he managed Website operations, growing their number of web hits from 120,000 to 2.17 million hits per year.

About Launch Interactive

Launch Interactive, a division of Meridian Group, specializes in interactive marketing and business solutions to clients in all industry categories.

Offering a range of services including Website development and hosting, eCommerce integration, search engine marketing, online advertising, email marketing, social marketing and pay-per-click management, Launch Interactive is dedicated to creating impactful branded user experiences online and increasing clients ROI. For more information, please visit www.launchint.com or www.themeridiangroup.com.

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