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**Contact:** Jeff Donaldson, BLD Marketing

**Email:** jeff.donaldson@bld-marketing.com

**Phone:** (412) 347-8039

**Photos:** <http://www.bldpressroom.com/bld/Meyers-Vigliotti-Hogan>

**BLD Marketing Continues Growth and Expansion with
Appointment of Media Director, Other New Team Members***Latest Additions in Media, Digital and Account Management Strengthen
Key Client Service Areas*

**PITTSBURGH, PA…** [BLD Marketing](http://www.bld-marketing.com/), an ROI-based, full-service strategic marketing agency serving building materials manufacturers exclusively throughout North America and abroad, is pleased to announce the appointment of Amy Meyers as director of media.

In this role, Meyers oversees a key agency discipline, where she plans and executes comprehensive paid media strategies for all BLD Marketing clients. Meyers brings more than 25 years of marketing expertise to BLD with an emphasis on paid media strategy and media planning and buying. This includes the full gamut of competencies – from audience and demographic analysis to media consumption habits and trends.

Meyers is highly adept at creating the optimal media mix for clients so they can effectively tell their story, gain maximum exposure, build brand equity and drive results in the marketplace. She also has extensive experience in fusing digital and traditional media platforms to achieve the very best results for clients. Prior to joining BLD Marketing, Meyers oversaw the paid media planning and buying discipline for a number of Pittsburgh-area agencies and has managed media budgets in excess of $10 million.

In addition, the following new team members have joined BLD Marketing:

* **Rachel Vigliotti** joins as account manager and is responsible for managing key client relationships for BLD Marketing. She comes to BLD with more than ten years of experience in client service and marketing roles both in agency and corporate environments. This includes stints as director of marketing for a local professional sports team and as a marketing consultant for a global corporation with offices in Pittsburgh. Her skills cut across a variety of marketing platforms – from strategic planning and branding to experiential marketing, websites and social media.
* **Michael Hogan** joins as digital strategist and directs all efforts related to marketing automation and customer relationship management platforms for BLD Marketing clients. He also leads agency services related to search engine optimization (SEO) and search engine result pages (SERP). A digital professional with nearly 25 years of experience, Hogan also specializes in eCommerce platforms, website landing pages and website development. Prior to joining BLD Marketing, Hogan served in a variety of digital and traditional marketing roles on both the agency and client sides.

“As BLD Marketing continues to grow, we have identified a trend. Because of our specific expertise in the building and construction industries, our clients are seeking an agency partner that has deep resources in all the marketing disciplines,” noted David Sladack, president of BLD Marketing.

“In the end, our clients want an expert that can connect all the dots and provide them with holistic solutions to their marketing challenges,” added Kevin Mayer, CEO. “BLD Marketing’s new team members augment our offerings and will make us an even more valuable consultant to current and future clients.”

In January, BLD Marketing (formerly known as LarsonO’Brien) announced a formal change in name. Pronounced “build,” the company’s new brand identity underscores its focus on providing proven, effective and measurable marketing solutions exclusively to clients in building products manufacturing.

**About BLD Marketing:**

BLD is an ROI-based, full-service strategic marketing agency serving building materials manufacturers exclusively throughout North America and abroad. BLD offers a comprehensive portfolio of strategic marketing services and implementation capabilities to help client companies achieve growth, efficiency, and profitability.

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