



## **For Immediate Release**

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### **The Hoffman Agency announces staff additions**

Jacksonville, Fla. – Jeff Hoffman, President of The Hoffman Agency, a full-service advertising, marketing, public relations firm based in Jacksonville, Fla., has recently announced staff additions to the agency's team of communications professionals.

Hoffman has hired Allison Zimroth as Account Executive and Jessica Reilly as Art Director. Hoffman also hired Jon Bosworth as Marketing Strategist and John Davis as Media Planner. According to Hoffman, the agency is fortunate to have the opportunity to hire these employees on its team of PR and social marketing strategists, media planning, direct mail, design and web development specialists.

Zimroth has extensive experience as a marketing and account management specialist in the for-profit and non-profit sectors. Most recently, she served as the Marketing Director for The Princeton Review in Atlanta. Zimroth also served as Marketing Coordinator at Piedmont Park Conservancy in Atlanta. Zimroth will be responsible for managing client and agency advertising and marketing accounts, as well as creating and implementing strategic communications for the agency's clients. Zimroth earned her Bachelor's degree in Communications from Florida State University.

Reilly has several years of experience as a professional graphic designer and print production professional in the advertising and corporate marketing field. She will be responsible for working with the agency's marketing team to develop creative design work for print, direct mail, and broadcast media. Reilly is an award-winning graphics professional and specializes in editorial and advertising design, typography and brand identity. Reilly earned her Bachelor's degree in Advertising from the University of Florida. She furthered her education at Miami Ad School where she learned from international professionals and instructors from advertising agencies including Crispin Porter + Bogusky in Miami, Legas Delaney in Hamburg, and Wieden+Kennedy in New York.

Bosworth is a 40 year veteran of the media business across the country including radio network co-ownership, radio group management, account and general management and sales, production, and on-air responsibilities. He will be responsible for new business strategies, recruitment and development at the agency. Previously, Bosworth served as Director of Marketing for Metro Networks, A Westwood One Company. He earned his Bachelor's degree in Mass Communications from Arizona State University, with a focus on radio, TV and advertising.

Davis will be responsible for media planning, buying and production traffic at the agency. Previously, he served as an intern at the agency in the media department. Davis earned his Bachelor's degree in Advertising from the University of North Florida.

"Our staff includes a group of professionals who have experience in most all areas of communications. We handle accounts for leaders in commercial real estate, retail, financial, manufacturing, and the environmental issues field," said Hoffman. "Our success is based on implementing innovative strategies with strong management skills, a quick learning curve and keen understanding of the clients we represent," he said.

#### **THE HOFFMAN AGENCY**

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*The Hoffman Agency is a full service marketing and communications firm with clients located throughout the U.S. The agency offers strategic planning and branding, social marketing, advertising, public relations, media planning, direct marketing, web development services and sales promotion. Visit the agency's websites at [www.thehoffmanagency.com](http://www.thehoffmanagency.com) and [www.hoffmandirect.com](http://www.hoffmandirect.com).*

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