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SmartClick Advertising Hires 4 New Creative Minds

Boulder-based online media agency builds copywriting, pay-per-click marketing, display advertising, and online social media capabilities

BOULDER, Colo.—July 31, 2012—In response to continued client growth, SmartClick Advertising, an online social media and search engine optimization agency in downtown Boulder, has recently expanded to meet the growing demand for online marketing business and solutions by hiring 3 new online marketers to their team. Kelly Dougherty has come on board in an Online Marketing Coordinator role. Daniel Connell is transitioning to full-time as a Search Engine Marketing Coordinator. Lauren Counce has joined the firm as an advertising copywriter. Nicole Ginley-Hidinger has joined for the summer as a copywriting intern.

Kelly Dougherty is a 2005 graduate of Colorado State University and received a BA in economics. Before coming to SmartClick, Kelly worked in sales, non-profit and more recently served as a Project Manager in the online retail industry. Kelly will coordinate search engine optimization efforts in pay-per-click advertising, retargeting, and display advertising.

Daniel Connell comes to SmartClick from crowd-sourced paid search marketing firm Trada. Upon graduation from the University of North Florida he moved to Boulder, Colorado and found his niche in online marketing. Daniel has worked alongside some of the biggest names in Search, is Google AdWords certified, and uses his sales and analytical skills to assess and implement successful campaign strategies. Daniel will coordinate efforts in search engine optimization and pay-per-click campaigns.

Lauren Counce most recently completed an internship with local Boulder creative agency Victors & Spoils. She has a degree in English Literature from CU Boulder with honors, as well as a post-grad certificate from Humber College in Advertising Copywriting. Her clever wit and gift with words will add strong new capabilities to SmartClick's creative work.

Nicole-Ginley Hidinger, summer copywriting intern, is junior advertising and journalism major at the University of Oregon and a 2010 graduate of Fairview High School.

These 4 new additions to the team bring the company to a total of 8 employees with significant room for expected growth in the future. To accommodate this growth, the firm has had move offices twice in one year, first from 10th and Pearl to 26th and Walnut, and now to 20th and Pearl Street to accommodate the growth.

About SmartClick Advertising

SmartClick Advertising is an online marketing and social media agency based in Boulder, Colorado. National consumer brand clients include prAna Clothing, Fresh Produce Clothing, Big Chill Retro Appliances, Blue Star Appliances, Melt Organic Spread, and Rodizio Grill. SmartClick manages clients' online marketing and advertising using cutting-edge technology and out-of-the-box thinking to build their clients' online business. Through their results orientation and creative approaches to Display Advertising, Paid Search, Facebook, Twitter, blogs, online PR, and Search Engine Optimization, clients are finding that hiring SmartClick Advertising is far less costly than building an in-house marketing department. Contact Glen Spencer, Managing Partner at 303- 641-7201.

<http://smartclickad.com/>