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**CASSIDY ADVERTISING & CONSULTING LLC ANNOUNCES**  
**NEW COPYWRITER & SOCIAL MEDIA ADMINISTRATOR**

Warren, Ohio – October 21, 2013 – Cassidy Advertising & Consulting LLC introduces Michael Canton as their new Copywriter & Social Media Administrator.

Michael recently returned to the Mahoning Valley from Los Angeles, California where he honed his copywriting and social media skills as a marketing contractor. Michael's resume includes working on marketing campaigns for independent films, celebrities, real estate, museum collections, and businesses. He holds a bachelor's degree in Communication Studies with a minor in Writing, and a master's degree in Community Counseling from Kent State University.

Michael's responsibilities at Cassidy Advertising & Consulting include copywriting, creating content, and managing all social media for Cassidy's clients desiring marketing and promotion. He also writes copy that appears on their clients' websites, brochures, and press releases, plus helps them grow their online visibility through Search Engine Optimization (SEO). "I'm grateful to work for a dedicated and well-established advertising company in my home town. I love helping people see their dreams come to life through my writing and the work I do with social media," he states.

Cassidy Advertising & Consulting's area of expertise focuses on building name awareness through the actions of a complete and customized marketing plan that is formulated for the agency's clients. Services include marketing plans, copywriting that creates action, graphic design services, media buying and placement, web design and optimization, web-based marketing, email blasts, public relations and co-op research. The agency also tracks its clients' competition, which keeps competitors from gaining an edge.

Cassidy Advertising & Consulting's marketing consultation and appointments are available seven days a week at the client's convenience and 24/7 by phone, text or e-mail consultations.

The ad agency is owned and operated by Laura Berena, sole officer. For more information, call (330) 544-9996, email [Lberena@cassidyadvertising.com](mailto:Lberena@cassidyadvertising.com) or visit [www.cassidyadvertising.com](http://www.cassidyadvertising.com).

**FOR FURTHER INFORMATION CONTACT:**

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