

Scottsdale Ad Firm Expands

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Scottsdale's Martz Parsons just announced the appointment of events veteran Marissa Creager to its team. Creager will join the Martz Parsons team as vice president of special events; she will spearhead the agency's expansion into event marketing. The new division will support the conceptual design, planning, promotion, execution and public relations requirements for high-impact events.

Creager joins Martz Parsons after a successful 30-year career as the founder and owner of Parallel Management. "Special events are a great way to introduce a product or service through a uniquely branded high-touch experience," says Marissa Creager. "Well-planned and successfully executed, the impact of an event is huge ... typically reaching more than three times the actual attendance via word-of-mouth. Factor in social media and that number grows exponentially." Martz Parsons also launched a newly formed digital marketing division as part of its expansion.