



For Immediate Release

Aria Marketing Hires Two PR Executives as Firm's Growth Continues

Healthcare PR Agency Adds Account Director and Account Executive to Team

Boston, MA – Oct. 22, 2015 – [Aria Marketing](#), a leading integrated healthcare public relations and marketing agency, today announced two new hires. Kristina Markos brings her deep public relations experience to the firm as account director, and Taylor VerMeer joins the Aria team as an account executive. These strategic hires follow increased demand for the company's specialized healthcare communications services.

"Aria's number one priority is to provide superior client service. Therefore, we only bring professionals with proven backgrounds in public relations in an agency setting. Adding this experience to our team is just one way we continue to fuel our growth," said Scott Collins, President, Aria Marketing. "With the recent addition of Kristina and Taylor, we are now able to add a wider breadth of services and expertise to our expanding client base."

As account director, Markos is responsible for implementing PR strategies, managing and mentoring junior staff, media relations, and writing. As account executive, VerMeer conducts targeted media outreach, manages speaking and award programs, and creates compelling social media content on behalf of Aria's client base.

Markos has worked in the communications field for the past decade, cutting her teeth at digital agencies in both Miami and Chicago before launching and leading Kayvee Publicity, LLC. Most recently, she acted as the public relations account director at Ebben Zall Group where she spearheaded thought leadership and social media campaigns for professional services and consumer companies. Markos also spent some time in the college classroom when teaching Business Writing courses at Indiana University Northwest in 2011-2012. She has a Bachelor of Science in Journalism from Bowling Green State University and a Master of Liberal Studies from The University of Toledo.

Similarly, VerMeer joins Aria from Elevate Communications, LLC in Boston where she served as account coordinator for the firm's diverse client set including companies spanning the fields of consumer industries, sports, and hospitality. She graduated from Iowa State University with a Bachelor of Science in Public Relations and a concentration in Event Management and Hospitality.

"This has been a record growth year for Aria, which we namely attribute to our specialized expertise in healthcare. This, coupled with the changes the healthcare industry is experiencing, makes it an exciting time at the firm. I speak for the whole team when I say we're happy to welcome Kristina and Taylor to the growing Aria family," said Collins.

About Aria Marketing

Founded in 1999, Aria Marketing is an integrated healthcare communications agency providing unmatched industry and strategy expertise, thought leadership-driven PR, compelling creative and superior client service. Aria earned its reputation as healthcare's leading thought leadership agency from working with some of the biggest, sharpest and most innovative healthcare organizations, from



start-ups to Fortune 500 companies. Its services include: strategic planning, branding and positioning services; public relations; social media; and creative services.

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