



For Immediate Release

Aria Marketing Expands PR Team with Two New Hires

Healthcare PR Agency Adds Account Executives in Response to Increased Demand for Specialized Communication Services

Boston, MA —February 8, 2016 —[Aria Marketing](#), a leading integrated healthcare public relations and marketing communications agency, today announced that Jason Del Re and Danielle Johns have joined its team as account executives. These strategic new hires will allow Aria to continue to meet the high demand for its specialized communications services.

As account executives, Del Re and Johns are responsible for the tactical execution of a variety of PR functions, including: writing and editing press releases, managing and executing successful speaking and award programs, conducting targeted media outreach and developing compelling social media content on behalf of their clients.

Del Re returns to Aria after working for the company in 2015 as an intern as part of Northeastern University's co-op program. During his prior time at Aria, Del Re supported account executives, assisting with daily PR duties such as media coverage monitoring and event tracking. He also managed social media efforts for Aria and assisted with a variety of projects for many of the firm's clients. Del Re graduated Cum Laude from Northeastern University with a Bachelor of Science degree in Marketing and Political Science.

Johns joins Aria from Ebben Zall Group, where she served as an account executive since 2014. In this role, Johns was responsible for executing strategic media relations campaigns and managing robust social media programs for a variety of B2B clients. Johns graduated from Boston University with a Bachelor of Arts degree in English and a Bachelor of Science degree in Communications.

"As Aria continues to expand its client base and the relationships it has with its existing clients, it's critical that we continue to grow as a firm in order to consistently provide excellent service," said Scott Collins, President, Aria Marketing. "We feel that by bringing in both Danielle, an experienced PR practitioner, and Jason, someone who is already familiar with our clients and our work, we are putting ourselves in the best possible position to build on our recent growth."

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



###

Contact:

Jessica Cohen

Executive Vice President, Aria Marketing

617.332.9999 x203

jcohen@ariamarketing.com