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FOR IMMEDIATE RELEASE:

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LyonShare Marketing Welcomes New Team Member

Exton, PA – LyonShare Marketing is excited to introduce Elena Babiasz as the newest addition to the pride. Babiasz brings over 5 years of marketing, event planning, and office management experience to her new role as Account Executive.

Prior to her start at LyonShare Marketing, Babiasz developed social media strategies and marketing campaigns as the Marketing Manager for VisitDays, a higher-education start-up company. She also worked for over 4 years in Washington, D.C. as the Director of Operations at Michael Torrey Associates, LLC. At this government-relations firm, Babiasz managed communications, daily business operations, and assisted with multiple association management responsibilities including meeting planning, branding, and member services.

Babiasz is a 2008 graduate of LaSalle University with a Bachelor of Science in Marketing. Her experience in marketing and business operations, as well as her strong work ethic makes her an excellent addition to the LyonShare Marketing team.

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LyonShare Marketing is a full-service marketing firm dedicated to a Get Real! Marketing™ philosophy, delivering the results companies need to survive and thrive without “cookie cutter” approaches. Since 2004 LyonShare has serviced business-to-business and direct-to-consumer client marketing needs by offering fresh ideas without the fluff. LyonShare offers the same services traditionally found at large advertising agencies for a fraction of the cost.