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Meridian Group Hires New Public Relations Counselor

Kate Davis Brings a Star Studded Background

(Virginia Beach, Va) – The Meridian Group, a full-service marketing communications firm, announces the addition of Kate Davis as Public Relations Counselor for the agency's corporate team. She brings over five years of industry experience including work for a leading entertainment public relations firm.

Before joining Meridian Group, Davis was a Publicist for Bragman, Nyman, Cafarelli, in Los Angeles, California. She was responsible for coordinating public appearances, including international press campaigns, television appearances, and photo shoots for clients such as Cameron Diaz, Halle Berry, and Kate Hudson. Prior to that, she was an Account Executive with Patterson/ Bach Communications, Inc. in Orlando, Florida where she worked in the development and implementation of strategic communication campaigns for a range of accounts including travel and tourism, hospitality, and aviation.

"Kate was a great find for Meridian Group," said Terry Kelley, vice president of public relations and corporate communications. "Her expertise and contacts have become an instant asset for Meridian Group's clients."

Davis is a graduate of University of Florida where she received a Bachelors of Science in public relations. She is a recipient of four Florida Public Relations Association Image Awards.

About Meridian Group

Meridian Group-Marketing Communications, one of the fastest growing agencies on the East Coast with offices in Virginia, Florida and New York, specializes in consumer and business-to-business accounts in the financial services, travel and tourism, multi-outlet retail, real estate and industrial/corporate sectors.

The agency has grown from two to more than 50 employees since its establishment in 1980 and has served more than 225 clients including STIHL Inc., Wounded Warrior Project, Bon Secours, Grand Furniture, Kiawah Island and Palace Resorts.

Providing comprehensive marketing solutions to clients in North America and the Caribbean, Meridian Group operates under "The Why? Philosophy," an exclusive six-step process designed to uncover the core issues of most communications problems. The agency is a member of TAAN (Transworld Advertising Agency Network). For more information, go to www.themeridiangroup.com or www.launchint.com.