



**FOR IMMEDIATE RELEASE**

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### **Meridian Group Hires Traffic and Production Manager**

(Virginia Beach, VA) – Meridian Group, a full-service marketing communications firm headquartered in Virginia Beach, announces the addition of Matt Hartman as traffic and production manager for the agency's public relations team.

In his new role as traffic and production manager, he is responsible for managing jobs from estimates to delivery of final materials as well as ensuring everything is done on time and under budget. Hartman is a graduate of Old Dominion University where he received a bachelor of fine arts degree in studio art with a concentration in Graphic Design.

Before joining Meridian Group, Hartman was the art director at the Addison Group, a small marketing agency, in Suffolk, Va., where he oversaw projects from concept to completion for clients such as Isle of Wight County, Holiday Ice, Jamey Ragle, and Amadas Coach. He cut his teeth as a designer for Platt Hollow Road, developing materials for Key Point Credit Union, Witt Mares PLC, Saint Mary's Star of the Sea School, and KITCO Fiber-optics, and received a Hampton Roads Silver ADDY Award for work on Conte's in-store signage.

Hartman has always been active in the community, and his greatest honor has been achieving the rank of Eagle Scout.

### **About Meridian Group**

Meridian Group is a full-service marketing communications firm that specializes in building top brands through their patented Why Process™ and integrated marketing programs.

Headquartered in Virginia Beach, the agency has served more than 225 clients including STIHL Inc., Wounded Warrior Project, Bon Secours, Volvo Penta North America, and Disney Imagineering.

For more information, visit [themeridiangroup.com](http://themeridiangroup.com).

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