



**FOR IMMEDIATE RELEASE**

April 9, 2010

**Media Contact:**

Katherine Dorey

757-340-7425

### **Launch Interactive Hires Web Content Manager**

(Virginia Beach, VA) – Launch Interactive, a full-service interactive agency headquartered in Virginia Beach, announces the addition of Melissa Baumann as web content manager.

In her new role as Web content manager, she is responsible for managing the day-to-day site content management for Bon Secours Hampton Roads and will work with content stakeholders to manage content development and workflow. Baumann is a graduate of Old Dominion University where she received a Bachelor of Science degree in Interdisciplinary Studies, Professional Writing. She is also a Summa Cum Laude graduate from Tidewater Community College with an Associate degree in social science.

Baumann's work has been featured in Chicken Soup books, NPR's "This I Believe", and numerous newspapers/websites as well as placing third in the National Society of Newspaper Columnists annual writing competition. Before joining Launch Interactive, Baumann was the project manager for Dallavilla Design Group in Norfolk, Va. Prior to that, Baumann was a senior copywriter for Tidewater Community College in Norfolk, Va.,

#### **About Launch Interactive**

Launch Interactive, a division of Meridian Group, is an Internet marketing firm that specializes in building branded user experiences on the Web for businesses. Launch builds engaging, results oriented Web sites, landing pages, email marketing programs, online advertising campaigns, search engine marketing strategies and social marketing programs that help its clients meet their business goals. For more information, visit [launchint.com](http://launchint.com).

# # #