

News Release

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For Immediate Release

Woodward & Zwolinski Recruits Designer, Expands Branding Staff

Greenville, South Carolina – June 27, 2011

Woodward & Zwolinski [Wozwo] has hired Kelly Johnson as an additional graphic designer to deepen the company's creative branding team. Johnson graduated from Anderson University with a BA in Graphic Design and minors in psychology and art history, and served as the print editor of the 2011 *Ivy Leaves Journal of Literature & Art*. She has earned a district gold ADDY award and two regional silver ADDY awards for her design, one of them for the Fall for Greenville identity. She also was a Winner of Merit in the AIGA Flux National Design Competition.

"We feel fortunate to have attracted significant new clients throughout the recession," says CEO of Wozwo, Tina Zwolinski. "Because of the typical staffing volatility in our industry, we've worked hard at hiring strategically and thoughtfully over the past decade. Talent and stability is a very rare combination and we want that both in our company culture and also in our staff. As long as we hire wisely and work to maintain a space of creative freedom, we're hopeful that both our clients and employees will be happy and successful."

"Of course, it helps to be in Greenville. We work in the heart of downtown, so all of us enjoy the outdoor options, the restaurants, the historic buildings -- it's just a beautiful place to work."

As a marketing & business development firm, Wozwo works to transform its clients' customers into communities of thoughtful, involved, passionate brand advocates. Wozwo accomplishes this by implementing cause, community, customer experience, influencer, and word of mouth marketing -- particularly using web, social media, and web 2.0 tools. The company's expertise in strategic counsel, marketing direction, and brand development for local, state-wide, national, and international clients has allowed it to serve clients in diverse industries, including apparel, student housing, sports, events, youth, and non-profit segments. For more information on W&Z visit <http://www.wozwo.com> or contact them at 864.630.6670.

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