

News Release

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For Immediate Release

Woodward & Zwolinski Adds Writer To Staff

Greenville, South Carolina – December 19~~31~~, 2011 Woodward & Zwolinski [Wozwo] has hired Kathryn White as a new writer for their brand consulting team. White graduated from Anderson University with a BA in English Language and Literature, and a minor in Media and Communications. White earned Freshman and Upperclassman of the Year Writer awards at Anderson University, and has finished ~~internships at an~~ apprenticeship at a marketing firm in Columbia, SC, and an internship at *G - The Magazine of Greenville*. She also serves as a contributing editor at *Town Magazine*.

"Our work with business to consumer clients demands constant creativity," says CEO of Wozwo, Tina Zwolinski. "Because we're always engaged with the end-user, we have to understand our clients' clients intimately and communicate persuasively to each different consumer audience. We feel fortunate to have Kathryn here with the rest of the crew at Wozwo, ~~helping~~ helping us with that challenging task."

As a brand consulting & 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, retail, sports, events, youth, and non-profit segments. For more information on Wozwo visit

<http://www.wozwo.com/> or contact them at 864.630.6670.

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