



News Release

For Further Information Contact: Sarah Hey, Media & Public Affairs Liaison, ZWO
c: 864.346.4494 e: sarah@penpointe.com

For Immediate Release

ZWO Promotes Chris Bradley to Associate Creative Director

Greenville, South Carolina – September 25, 2014

ZWO [formerly Woodward & Zwolinski]

has promoted **Chris Bradley** from art director to associate creative director. Hired initially as a designer, Bradley has been with ZWO since 2009 and focuses on video production and animation; he also leads ZWO's creative team training and development. Bradley is an adjunct professor at Anderson University, teaching courses in web design, print production, and design software.

Prior to joining ZWO Bradley worked as a designer for an ad agency on a variety of brands including Daimler-Chrysler, JCB, and E-One emergency response vehicles. He then served as an interactive designer at an in-house agency for Techtronic Industries, which designs and manufactures power tools and outdoor power equipment; brands included Ryobi, Ridgid, Milwaukee, and Craftsman. Bradley graduated from Anderson University with a degree in art and a concentration in graphic design.

"It has been exciting to see Chris develop over the years," says CEO of ZWO, Tina Zwolinski. "Agencies sometimes don't put a whole lot of emphasis on longevity and stability -- it's often about "the next big trend" -- but at ZWO we know how valuable such qualities are, not simply internally but to

our clients. Chris loves to learn, and every year adds some new interest or skill to what he offers our clients. He has become a real leader at ZWO."

ZWO is a branding & marketing firm that engages brands and consumers in remarkable ways. We work to transform our clients' customers into communities of thoughtful, involved, passionate brand advocates. ZWO 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, senior life, events, youth, and non-profit segments. For more information on ZWO visit <http://www.betalkable.com> or contact them at 864.509.1057.

###