

# News Release

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## For Immediate Release

### ZWO Adds Account Coordinator To Staff

*Greenville, South Carolina – June 28, 2013* ZWO [formerly Woodward & Zwolinski] has hired Dubose Ratchford as an account coordinator and branding strategist. Ratchford, who served an internship in public relations and media at brand building agency LDR London and an account management internship at Erwin Penland, will assist in strategic planning, campaign and account management, and developing and managing a brand ambassador program for clients in the apparel industry. She graduated from Samford University with a BA in journalism and mass communication, with a concentrate in public relations and minor in English.

"As we tackle increasingly challenging branding goals for our clients, and as social media and word-of-mouth tools multiply, our work has become more complex and interlayered," says CEO of ZWO, Tina Zwolinski. "Dubose's versatility, and her skills in media and planning, have given us a real boost in our ability to serve clients and their expanding needs."

*As a branding & business development firm, ZWO works to transform its 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, events, youth, and non-profit segments. For more information on ZWO visit <http://www.betalkable.com> or contact them at 864.630.6670.*

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