



News Release

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For Immediate Release

Nelson Weston Serves As Communications/PR Intern for ZWO

Greenville, South Carolina – August 11, 2016 ZWO Branding and Marketing selected Nelson Weston as a 2016 communications/public relations intern. Weston's focus has been public relations, social media content development, brand awareness, and project management. Prior to interning with ZWO, Weston completed congressional internships in South Carolina and Washington D.C., and worked at WHRO Public Media in Virginia. Weston recently received his masters degree from Norfolk State University in media and communications with a concentration in public relations. He graduated from the University of South Carolina with a BA in Political Science.

"We have been fortunate to receive the benefit of Nelson's broad experience, particularly in the world of politics," says CEO of ZWO, Tina Zwolinski. "Our Fivers internship program is an important way that we give back to students and also learn from them. The free exchange of ideas helps us further develop our creative and account management teams, as well as the young people who work with us."

The Fivers program, named for an informal term in shortwave radio representing the best in signal strength and clarity, offers internship slots in graphic design, videography/photography, copywriting and social media, and marketing/account management. The application opening date for the 2017 program begins November 15, 2016 and closes February 28, 2017. Students may find more

details about Fivers and ZWO at betalkable.com/fivers.

With offices in Greenville, SC and Laguna Beach, CA, ZWO is a branding & marketing firm that engages brands and consumers in remarkable ways. The ZWO team works to transform markets and customers into communities of thoughtful, involved, passionate advocates for our clients and their brands. 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.

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