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Viamark Carolinas Staffing Up With Second New Hire in Weeks As Agency Pursues 2-State Economic Development Strategy

WILMINGTON, NC *May 15th, 2017* — Viamark Carolinas Advertising continues to pursue their 2-state economic expansion by welcoming their second new-hire in less than two weeks. Assistant Marketing Coordinator Ashley Robinson joins the Viamark team today. New Senior Account Manager, Erika Burns joined the agency last week.

Robinson received an Associate degree in Arts from Cape Fear Community College in 2014 and she just graduated from the University of North Carolina (Wilmington) with a Bachelor of Arts in Communication Studies.



Robinson has been a marketing and public relations intern for Cape Fear Community College for the past three years while she pursued her BA from UNCW; and Community Outreach Chair/Publicity Chair for the UNCW Communication Studies Society.

In February, Robinson was nominated for the Distinguished Engagement Amongst Leadership award from UNCW.

Viamark's 2-state strategy is a sound one. According to a North Carolina State study, annual economic production has risen 46 percent in North Carolina and 32 percent in South Carolina since 1997. Jobs have increased by 16.5 percent.

While South Carolina is building a new economy around heavy manufacturing, especially vehicle and aircraft manufacturing, North Carolina's economic re-make is more diverse, focused on the financial services, food processing, pharmaceuticals, and technology industries as its new leaders.

"There is much potential in many different areas of commerce in both states," says agency president Bea Raybourne. "Gayle and I had been watching these trends for a couple of years and we were able to solidify a marketing strategy to pursue these types of clients when we acquired Viamark Charleston late last year."



“Both Ashley and Erika have been actively involved in marketing activities in the area, and they come from a generation in which digital marketing has become fully merged with traditional methods,” says Viamark Vice President, Gayle Brown. “Companies coming into the Carolinas need marketing professionals who can help them navigate these intertwining paths we now call ‘tradigital’ marketing. We believe Ashley and Erika have the creativity and strategic thinking we need at Viamark to help clients optimize their advertising and marketing dollars while maximizing return on investment.”

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