



For more information, contact:
Liz Pelt, Account Manager
Tel: 850.494.2194
Email: liz@appleyardagency.com

Appleyard Agency Welcomes Three New Employees to Expand Client Services in Account Management and Social Media Marketing

Pensacola, FL. (April 2016) – Appleyard Agency announces the addition of three professionals who will expand client services in account management, social media and public relations.

Jason Richoux

McDonald's Account Manager

Jason is a New Orleans native who joins the agency with experience working as a regional marketing manager with the McDonald's Corporation for 2 years and as an agency account supervisor for local McDonalds' owners along the Gulf Coast for 6 years. After graduating from McNeese State in 2002, Jason attended the University of New Orleans where he received his MBA with a concentration in marketing. While completing his MBA, Jason began his agency life at a small boutique firm, specializing in franchise marketing and development.

London Bounds

Social Media and Public Relations

London rejoins the agency to assist local McDonald's coop owners and other clients with social media and public relations. She has 15 years of experience in account management, public relations and communications, and received her bachelor's degree in psychology with an emphasis in marketing from Mississippi State University.

Nicole May

Social Media and Communications

The friendly face and voice at the agency front desk is Nicole May. A graduate of Florida State University, Nicole earned her bachelor's degree in marketing and has 11 years of local retail financial experience. She volunteers at the Dixon Christian School of the Arts and is a member of the National Coalition of 100 Black Women, a non-profit organization whose members address issues in their community promoting gender and racial equality.

About Appleyard Agency

Appleyard Agency is a full-service advertising, marketing and public relations firm based in Pensacola, Florida. The agency was established by John and Eleanor Appleyard in 1959. Dick Appleyard joined the Agency in 1974 and became its president in 1987. He took his passion for retail advertising and customer satisfaction to move the Agency to a new level to meet the needs of its growing list of clients, which includes more than 50 local, regional and national businesses. Today the Agency handles over \$20 million in gross annual billings and is recognized as a regional advertising leader.

#