News Release

FOR IMMEDIATE RELEASE

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Appleyard Agency Announces Three New Employees Who Are Expanding Video, Social Media and Digital Services

Pensacola, FL. (May 2016) – Appleyard Agency announces the addition of three professionals who are expanding agency services in video production, digital advertising and social media.

Leslie Appleyard **TV and Video Creative**

A Pensacola native, Leslie returns home and joins the agency with extensive experience in television production, arts and communications. Leslie has worked as a Producer in reality television in New York, Los Angeles and most recently Austin, TX. She directed shows including MTV's "Teen Mom 2", TLC's "My 600 Lb Life", and HGTV's "Flea Market Flip" among several others. She is a graduate of Emerson College in Marketing Communications and Journalism, having also studied at NYU and North Carolina School of the Arts.

Maura Murphy **Digital Media Manager**

Maura joins the agency with a background as account manager/executive and brand manager with her most recent experience at DigitasLBi in Boston and Atlanta. She has helped run national digital advertising campaigns for Delta Air Lines, Bank of America and Blue Cross Blue Shield. She is a graduate of the Boston University College of Communication with a B.S. degree in communications.

Allison Mercer **Digital Advertising and Social Media**

Allison joins the agency with experience in social media, brand strategy, event planning, digital advertising and analytics. Her background includes managing marketing and communications for a Virginia vineyard, as well as serving as account/traffic manager and producer in agency and corporate roles. From Pittsburgh, she received her B.A. in Communications/Journalism from Shippensburg University and is pursuing a master's degree in Integrated Marketing Communications. She volunteers her time for Dogs on Deployment as a board member and director of marketing.

About Appleyard Agency

Appleyard Agency is a full-service advertising, marketing and public relations firm based in Pensacola, FL. 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 and moved the Agency to a new level. Over the years, the Agency has added services and personnel to meet the needs of its growing list of clients, which includes more than 50 local, regional and national businesses. Today the Agency does over $20 million in gross annual billings and is recognized as a regional leader.

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