



FOR IMMEDIATE RELEASE

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Ideaworks hires Destination PR Specialist

PENSACOLA, Fla. (Aug. 9, 2016) — Freddie Haydn-Slater has joined Pensacola-based marketing agency Ideaworks as a Destination PR Specialist.

Haydn-Slater, who hails from Great Britain, studied at the University of Manchester and graduated with a degree in sociology before finding his passion for marketing. He interned at UK firms APR Communications and Unity before joining Edelman, one of the world's largest public relations agencies, as an assistant account executive.

While at Edelman, Haydn-Slater honed his skills working with brands such as Xbox and Radisson Blu Edwardian hotels and developed a strong interest in the travel and tourism sector.

"Working at a large agency was very educational and inspiring," he said, "but I love the team culture, flexibility and efficiency of a smaller firm."

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About [Ideaworks](#)

Ideaworks is a full-service marketing agency based in Pensacola, Florida. Our firm, founded in 1996, specializes in public relations, digital marketing and software development, with a special interest in the travel and tourism sectors. Our team of skilled strategists and creatives have brought home more than 450 awards over the last 20 years. We stick to strategies, treat our clients' businesses as our own and always go the extra mile to deliver meaningful results.

