



Press Release

Aria Marketing Announces Two New Hires to Support Agency Growth

Public Relations Agency Adds Two Account Executives to Growing Team; Company Realizing Increased Demand for its Specialized Healthcare Communications Services, Expertise

Boston, MA – July 27, 2015 – [Aria Marketing](#), a leading integrated healthcare public relations and marketing agency, today announced that Brittney Darner and Olga Frech have joined its team as account executives. Aria's strategic new hires will help support the agency's continued commitment to delivering the highest level of service to its growing client base, which is comprised of healthcare technology and services companies.

"As companies continue to innovate in response to the complex and evolving healthcare landscape, our clients demand more of the deep healthcare industry knowledge that differentiates us," said Scott Collins, President, Aria Marketing. "We are excited to expand our team with Brittney and Olga who bring a fresh perspective on the impact of digital media in the industry. Client service is our number one priority; as such, we continue to make sure we have the best PR talent to provide our clients with the specialized PR and marketing communication services they need."

As account executives, Darner and Frech are responsible for the tactical execution of a variety of PR initiatives, including: managing and executing successful speaking and award programs, conducting targeted media outreach, as well as developing and promoting compelling social media content on behalf of their clients.

Darner joins Aria from Natural Life, in Jacksonville, FL, where she served as the social media and charity assistant, and was responsible for managing and executing all social media initiatives and the planning and coordination of charitable events. Prior to joining Aria, Darner was also a frequent contributor to the National PRSSA blog. Darner graduated cum laude from University of North Florida with a Bachelor of Science in Communications, a concentration in Public Relations and a minor in Community Leadership.

Prior to joining Aria, Frech was an intern at UNICEF in Honduras and Univision Communications, Inc. in Miami. Frech got first-hand media relations experience by organizing UNICEF's biggest fundraiser to benefit disadvantaged children and handling media outreach for Univision's "Premios Juventud" Hispanic youth awards event. She brings strong project management capabilities and unique multicultural experience in corporate communications, media relations and event management to her role at Aria Marketing. Frech graduated summa cum laude from Bentley University with a Bachelor of Science in Information Design and Corporate Communications, a concentration in Public Relations and a minor in Psychology.

About Aria Marketing

Founded in 1999, Aria Marketing is an integrated, healthcare communications agency providing unmatched industry and strategy expertise, thought leadership-driven PR, compelling creative and superior client service. Aria earned its reputation as healthcare's leading thought leadership agency

ARIA

MARKETING

from working with some of the biggest, sharpest and most innovative healthcare organizations, from start-ups to Fortune 500 companies. Its services include: strategic planning, branding and positioning services; public relations; social media; and creative services.

###

Contact:

Jessica Cohen

Executive Vice President

617.332.9999 x203

jcohen@ariamarketing.com