

FOR IMMEDIATE RELEASE

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gkv HIRES TARA BRIGGS, ERICA MALICK AND BRITTANY RALLO

BALTIMORE – gkv, a full-service marketing firm, announced today it has welcomed four new employees:

- **Tara Briggs, Vice President, Account Supervisor**

Briggs, an Abington resident, joins gkv as vice president, account supervisor. Leading the Cape Cod Potato Chips and Lance accounts, Briggs brings more than 15 years of marketing and advertising experience to her position. Previously Briggs held the position of senior marketing manager for Black & Decker, as well as account leader for Carton Donofrio Partners, where she worked for 10 years.

- **Erica Malick, Traffic Coordinator**

Malick of Columbia, joins gkv as a traffic coordinator. Malick will be responsible for releasing creative advertisements to print publications and managing the scheduling of materials. A recent graduate of Stevenson University, Malick previously interned with the Baltimore Office of Promotion and the Arts.

- **Brittany Rallo, Assistant Account Executive**

A Baltimore native, Rallo joins gkv as an assistant account executive. A recent honors graduate from the College of Notre Dame, Rallo will work on the Metropolitan Jewish Health System, BGE Home and Coventry clients. Prior to her full-time employment, Rallo participated in gkv's intern program.

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gkv is a 27-year-old full-service marketing firm specializing in helping challenger brands compete in hyper-competitive categories. With billings of more than \$111 million, gkv provides a complete range of communications services including creative development, graphic design, production, media planning and buying, interactive, community relations, identity development, research, public relations, direct marketing, crisis communications and social marketing. gkv's diverse international Client roster includes companies in travel and tourism, snacks and beverages, financial services, health industries and cause marketing. The Agency is headquartered at Tide Point, the renovated former Procter & Gamble plant in Baltimore, Md. Visit www.gkv.com for more information.

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