

**FOR IMMEDIATE RELEASE**

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**gkv HIRES JOHN ACQUAVITA AND KAILEIGH JOLLIFFE**

**BALTIMORE** – gkv, a full-service marketing firm, announced today the addition of two new employees:

- **John Acquavita, M.Ed., Proofreader**

Originally from Staten Island, NY, Acquavita joins gkv as proofreader, bringing with him more than 10 years of proofreading, editing and public relations experience. The Baltimore resident will review and copyedit all documents and work created on behalf of gkv's Clients. Acquavita received his master's degree in education from Holy Family University in Philadelphia with a specialization in elementary education and recently was the director for Creative Kids, Inc.

Previously Acquavita proofread for clients in a variety of industries for Baltimore-based The BOSS Group; Monotype, LLC; and Aquent. He also was a news editor for PR Newswire in Philadelphia and a public relations coordinator for Apple Child Care, Inc.

- **Kaileigh Jolliffe, Traffic Coordinator**

Jolliffe, a native of Greenbelt, joins gkv as traffic coordinator. A recent honors graduate of Loyola College in Maryland, Jolliffe will be responsible for releasing creative advertisements to print publications and managing the scheduling of materials. Prior to her full-time employment, Jolliffe 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](http://www.gkv.com) for more information.*

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