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## **SmartClick AdWorks Expands Digital Marketing Team With Two New Hires**

Boulder, Colo.- SmartClick AdWorks, an online social media and search engine marketing agency, based in downtown Boulder, has recently hired two new employees to meet the demand of the growing online marketing business. Drew Clements is filling the position of Marketing Coordinator, pay-per-click and display advertising, and Melanie Cohn has been hired on as the Marketing Coordinator for online social media and online PR.

Drew comes to SmartClick as a recent graduate of BYU-Idaho. He majored in business management with an emphasis in marketing, and a minor that blends marketing studies, web design, and entrepreneurship. Drew interned with Zion Adventure Company, just outside of Zion National Park. He also worked with EPIC Ventures as a Junior Analyst, where he did extensive market research. Drew was also the President of the American Marketing Association's BYU-Idaho Chapter. Drew will coordinate efforts in pay-per-click and display advertising for clients, using his analytical background to drive sales with tactical ad campaigns on Google, Facebook, Yahoo!, and YouTube.

Melanie is a recent graduate from the University of Colorado at Boulder. She majored in Journalism with a minor in Technology, Arts and Media. Melanie comes to SmartClick from another online agency, Paulson Management Group, where she assisted in managing the online social media and blog outreach. Melanie has done internships WGBH-Boston, marketing for shows such as *This Old House* and *Between The Lions*. She also interned at Filtrbox, a social media monitoring company, working on client marketing initiatives and copy writing. Melanie was most recently the marketing intern at the Children's Museum of Denver, where she worked on press releases, event planning, e-blasts, online social media and other marketing collateral. Melanie will manage the online social media, online PR and blog outreach for clients on Facebook, Twitter, and Blog, using her creativity, copywriting, and social engagement skills to reach target audiences.

SmartClick AdWorks President, Glen Spencer, is excited about expanding his team. "Melanie and Drew are already adding tremendous value to client engagements—We're extremely fortunate to get them both on board," said Spencer.

### **About SmartClick AdWorks LLC**

SmartClick AdWorks is an online social media and search engine marketing agency based in Boulder, Colorado. They manage clients' online marketing and advertising using cutting-edge technology and out-of-the-box thinking to build their clients' online presences. Through creative approaches to Facebook, Twitter, YouTube, blogs, viral web sites, online PR, search engine optimization, and pay-per-click marketing, Clients



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Online Social Media + Search Engine Marketing

are finding that hiring SmartClick AdWorks is far less costly than building an in-house marketing department. Contact Glen Spencer, President at 303- 641-7201.

<http://www.smartclickadworks.com>

<http://www.smartclickadworks.com/about-us.html>

<http://smartclickadworks.com/blog/>

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