Media Agency Group Continues Expansion with Three Senior Appointments

Wednesday 18 June, 2014

Full-service independent marketing and advertising initiative Media Agency Group is a dedicated enterprise, committed to the planning and buying of advertising campaigns across all media. MAG has six specialist divisions offering advertising across Outdoor, Transport, Press, Television, Radio and Online / Digital formats.

Following the company's recent growth and office expansion, Media Agency Group is delighted to announce a further development of ten new appointments to the company.

Amongst additions to the company's New Business and Digital teams, CEO Lee Dentith is pleased to welcome three senior appointments to the agency.

Alexa Berry has joined the company as Agency Client Services Manager, responsible for providing full campaign management and direct client contact for national brands and agencies. Alexa joins Media Agency Group from her role as Senior Account Manager at JC Decaux, responsible for accounts such as BBC, Aldi and American Airlines. Alexa's experience has been enhanced by a six year career in Dubai; heading the sales teams for the UAE's two leading radio stations.

The development of the agency's creative and digital teams is of real focus, and as such the company has welcomed Danny Hughes and Matt Harris. Danny has joined MAG as Creative Lead, and will be responsible for the company's creative vision and innovation. Providing creative solutions for Media Agency Group and clients alike, Danny's wealth of experience stems from an illustrious career at Eagle Eye Solutions – formerly 2Ergo - where he collaborated with clients including 02, Chelsea Football Club and Pizza Express.

With an extensive career in creative management, Matt will head up the company's recently restructured creative team as Studio Manager. Matt will be responsible for leading Media Agency Group's dedicated team of designers in all aspects of creative advertising and campaign development. Matt joins the company from Liverpool-based media agency Kenyon Fraser.

With a strapline of 'The Accountable Agency', Media Agency Group is dedicated to providing clients with the highest level of client satisfaction and delivering an exceptional, bespoke service from its in-house team of media, marketing, creative and digital specialists. The appointment of these new staff members reinforces the company's structure and vision, as MAG continues to flourish as Manchester's leading full-service advertising agency.

Comprising of industry specialists across all formats, Media Agency Group's media planning and buying facility is utilised by some of the biggest agencies in the industry, and holds strong relationships with some of the largest media owners, industry bodies, and global advertising networks. Clients include Bloomberg Businessweek, Tourism Malaysia, Etihad Airways and Sochi 2014.

CEO Lee Dentith said, "This has been an excellent year for Media Agency Group, and I am delighted that such a high calibre of industry experts have joined Media Agency Group to further the company's expansion. Developing our in-house structure of specialists has resulted in three exceptionally strong internal departments, covering creative, traditional and digital services, which creates a fantastic asset for our clients. We are still looking to increase the agency by another 50 staff before the end of the year, particularly focussing on our digital department. We look forward to the continued growth of Media Agency Group through the remainder of the year and into 2015."

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