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**BLD Marketing Appoints Jeff Jones as Account Director**

*Highly Accomplished Professional to Lead Two Key Accounts*

**PITTSBURGH, PA…** [BLD Marketing](http://www.bld-marketing.com/), an ROI-based, full-service strategic marketing agency serving building materials manufacturers exclusively throughout North America and abroad, is adding to its team with the appointment of Jeff Jones as account director. In this role for the agency, Jones will serve as senior strategic counsel and the single point of contact for two of the agency’s largest accounts. In doing so, he will marshal the resources of all the agency’s disciplines – creative, PR/content marketing, digital and paid media – to deliver integrated campaigns and initiatives designed to champion a client’s brand.

Jones brings nearly two decades of professional experience to BLD Marketing that includes award-winning work in public relations, corporate communications, marketing, and journalism.

“As a former journalist and longtime agency professional, Jeff brings a wide array of skills to BLD. He knows how to integrate paid, earned and owned media strategies for clients so the agency is consistently delivering holistic solutions,” said David Sladack, president of BLD Marketing. “His methodical approach to delivering client services and his ability to marshal the resources of a full-service agency team will immediately benefit our clients.”

“Jeff knows that marketing for the building materials manufacturer has undergone a true paradigm shift over the past several years,” added Kevin Mayer, CEO of BLD Marketing. “It’s about creating a digital ecosystem that raises awareness but also creates qualified leads that can drive business. He knows how to connect the dots and demonstrate to a client how that is valuable for them.”

Jones most recently served as communications manager and associate vice president for a Pittsburgh-based bank with operations in seven states and was responsible for driving several key initiatives, including the annual report. Prior to that, Jones served in a variety of public relations and account management roles at two Pittsburgh-based full-service agencies. He also served as a law librarian for a Pittsburgh-based law firm. Jones began his career as a reporter and writer for both a daily local newspaper and then a national trade publication.

Jeff Jones holds a Bachelor of Arts in Journalism from Point Park University and master’s degree in Library and Information Systems from the University of Pittsburgh. He, his wife and children reside in Pittsburgh’s North Hills.

**About BLD Marketing:**

BLD is an ROI-based, full-service strategic marketing agency serving building materials manufacturers exclusively throughout North America and abroad. BLD offers a comprehensive portfolio of strategic marketing services and implementation capabilities to help client companies achieve growth, efficiency, and profitability.

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