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**Contact:** Jake Michalski, BLD Marketing

**Email:** [jake.michalski@bld-marketing.com](mailto:jake.michalski@bld-marketing.com)

**Photos:** <http://www.bldpressroom.com/bld/2025-social>

**BLD Marketing Begins 2025 by Investing Further in   
Social Media Discipline, Hires New Director**

*– Agency Also Adds New Account Manager to its Roster During Period of Growth –*

**PITTSBURGH, PA…** [BLD Marketing](http://www.bld-marketing.com/), a results-based, digital-first, full-service strategic marketing agency serving the building materials category exclusively throughout North America and abroad, is expanding its social media services with the appointment of Jonathan Kabana as the agency’s new social media director. A digital professional with more than a decade of experience, Kabana most recently served as the director of digital for the Pittsburgh Penguins, where he managed both their website and social media properties and was directly involved in digital marketing and content creation for the team.

In the newly created position of social media director, Kabana is charged with developing and implementing full-scale paid and organic social media strategies for BLD Marketing’s roster of clients, which include leading brands in the building materials industry.

“For our clients, social media continues to rise in terms of relevance and importance, which is why we made the definitive move to further invest in our social media capabilities at BLD Marketing,” said David Sladack, president of BLD Marketing. “We pride ourselves on ensuring that our social media programs are fully integrated into all our other efforts on paid and earned media channels, thereby providing holistic marketing solutions to our clients’ challenges. Jonathan will be a critical part of fulfilling this ongoing commitment to our clients.”

A Duquesne University alumna with a B.S. in Business Administration, Kabana and his wife live in suburban Pittsburgh.

Also joining the agency as an account manager is Yanira Cintora Lopez, who most recently served as a communications specialist for the UPMC Hillman Cancer Center. In this role, she was involved in developing content and marketing materials targeted at cancer prevention. Lopez earned a B.S. in Public Health from IUP and an MBA from Point Park University. She resides in suburban Pittsburgh. Lopez will undertake project management and client relationship duties on several of BLD Marketing’s key accounts.

“BLD Marketing enjoyed substantial growth in 2024 thanks in part to our focus on the building and construction industry and our commitment to serving our clients’ needs,” added Garrett Andrae, creative director at BLD Marketing. “These latest appointments support our growth by seeking out the right kind of talent, strategic thinkers who roll up their sleeves and help make it happen. That’s our culture here at BLD Marketing.”

For more information on BLD Marketing, visit [www.bld-marketing.com](http://www.bld-marketing.com).

**About BLD Marketing:**

BLD Marketing is a results-based, digital-first, full-service strategic marketing agency exclusively serving the commercial and residential building materials category. We offer a portfolio of strategic marketing services and implementation capabilities to help our clients build, grow, and optimize a healthy digital marketing ecosystem, leading to quicker growth rates and higher profitability. Visit: [www.bld-marketing.com](http://www.bld-marketing.com).

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