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**Photos:** <http://www.bldpressroom.com/bld/2024-growth>

**New Accounts, Recent Hiring Signal Ongoing Growth for BLD Marketing**

*– Agency Adds Three New Clients, Three Employees; Wins Several Industry Awards –*

**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 marking a period of ongoing growth for the firm with the addition of three new accounts to its client roster:

* [LATICRETE](https://www.laticrete.com/) is a worldwide building materials brand trusted globally for high-performance tile and stone installation systems and building finishing solutions. Established in 1956, the privately owned company is headquartered in Connecticut. BLD Marketing is developing and implementing a comprehensive media relations and content marketing program for the brand to drive awareness and engagement amongst audiences that include architects, designers, dealers, professional installers, and DIYers.
* Based in Culpeper, VA, [Culpeper Wood Preservers](https://www.culpeperwood.com/) is a leading manufacturer of pressure-treated products for the residential, commercial, industrial, and marine markets. The family-owned company’s products are sold exclusively via lumber dealers throughout the Mid-Atlantic, Northeast, Midwest, and Southeast. Culpeper has tapped BLD Marketing as its agency of record for a full slate of services, including strategic planning, creative development, content marketing, public relations, social media, paid media, and digital marketing.
* The [Gypsum Association](https://gypsum.org/) has selected BLD Marketing to work on the development of a public education campaign on behalf of its members, which include National Gypsum, US Gypsum, and Georgia Pacific.

“Beyond being leaders in their categories, BLD Marketing’s three new clients have something else in common. They recognize the value in partnering with a firm such as ours that has deep, dedicated experience in the building materials category,” said David Sladack, president of BLD Marketing. “We bring specialized knowledge to the table as we engineer marketing solutions for them, and we have a firm understanding of the audiences they seek to engage and impact – architects, specifiers, builders, contractors, installers, and more. This makes us a powerful partner poised to help them move the needle and drive business.”

From a staffing perspective, BLD Marketing recently welcomed three new team members:

* **Melissa Curran** joins as the agency’s newest account manager and will serve in that role for Culpeper. In her most recent role at a public relations firm in Portland, Maine, Curran worked with some of the Northeast’s most highly regarded brands, government agencies, and nonprofit organizations on strategy development and marketing campaigns.
* **Lauren Gallagher** is the agency’s new account coordinator. Most recently, Gallagher served as a BLD Marketing intern. Originally from Chicago, Gallagher is a 2024 University of Pittsburgh graduate and earned a Bachelor of Business Administration in marketing.
* **Adam Barirde** joins the creative team as its newest graphic designer. He comes to BLD Marketing with more than a decade of experience in web and logo design, package design, 3D modeling, and brand creation.

Earlier this year, BLD Marketing received two accolades from the Pittsburgh Chapter of the Public Relations Society of America (PRSA). The agency secured Awards of Merit for its media relations efforts on behalf of Nucor Insulated Panel Group and [Deceuninck North America](https://deceuninckna.com/).

“Our team at BLD Marketing continues to engineer growth and recognition,” added Garrett Andrae, creative director for BLD Marketing. “We’re eager to build on everything we’ve already accomplished as 2024 unfolds. That includes the recent launch of a new website for the agency that delivers an enhanced user experience and multiple examples of how we are Building Market Leaders.”

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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