



## **Sigma Group Announces New Hires Found Via Social Media 15% Increase in Total Employees in Two Months**

ORADELL, N.J., Feb. 21 /PRNewswire/ -- Sigma Group, the award winning full service advertising agency, today announced they have increased staff by 15% in a two month period. In keeping with being on the cutting edge of technology, each of the new hires were recruited from social networking sites including LinkedIn, Craigslist and personal referrals. This is in stark contrast to the previous years' hiring statistics, where 98% of new hires came from recruiters and traditional job websites. "Social and community networks have a broader reach, are more flexible, give us more control and are cost-effective," said Sigma Group President Shannon Morris. "They have provided Sigma Group with the most interesting – and most interested -- pool of talent," she added.

Sigma Group's new hires are:

Terence Reilly -- Senior Account Director

Terence recently worked as a Marketing Director at MetLife, Prudential, and American Express.

Todd Daniels - Media Supervisor, Panasonic Toughbook

Todd previously worked at MindShare and Universal McCann in NYC. A graduate of Kutztown University, Todd majored in Marketing.

Lisa Marie Valentinsson -- Junior Account Executive, Panasonic Toughbook

Lisa comes to us from Tre'Creo, where she worked as an Account Manager for clients such as Cingular Wireless and AT&T.

Christie McPartlan -- Junior Art Director

Previously an Art Director at AGENCYSACKS and other NJ agencies, Christie is a graduate of University of Delaware, where she received her BFA in Advertising Design.

Daniel Berenson -- Junior Copywriter

A graduate of Syracuse University, Dan previously interned at Colby & Partners on creative and New Business.

Rebecca Ullman -- Junior Copywriter

Rebecca is a recent graduate of Rowan University where she received her BA in Communications/Advertising.

Matthew DBartolomeo -- Media Coordinator

Matthew is a recent graduate of Ramapo College where he majored in Business Management. His most recent work experience included active media.

Tina Brigino -- Media Coordinator

Tina previously worked in media at J.L. Media. She is a graduate of Kean University.

Founded in 1987, Sigma Group is a full service advertising agency specializing in carrying brands across an array of media platforms. Recent campaigns include established brands such as Panasonic, DeLonghi, MasterCard, PoggenPohl, Hunter Douglas and others. Sigma prides itself on offering NYC creative combined with suburban flexibility. Details are available at [www.sigmagroup.com](http://www.sigmagroup.com)