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- FOR IMMEDIATE RELEASE -

Central Florida marketing agency adds staff, opens Orlando office

Orlando, FL. (May 6, 2014) — Clark/Nikdel/Powell (CNP) announced today that it has **opened a second office in downtown Orlando**, as part of a long-term market expansion strategy. The new location will allow CNP to better serve its new and existing Central Florida clients in tourism, banking, education, healthcare and economic development.

“Opportunities have increased for us to partner with more fully integrated accounts, so we’ve increased our physical footprint accordingly,” said Alex Nikdel, President. “Establishing ourselves in Orlando will allow our team to better serve our clients and help elevate the reach of their brands.”

The downtown location will draw new business and enhance client offerings under the leadership of **CNP’s newly appointed Vice President of Strategy and Development Leslie Heimer**. The newest addition to the growing CNP team, Heimer will head up marketing and strategy for the agency’s Orlando clients.

A sixth generation native to Central Florida, Heimer received her BS from the University of Florida and is currently working on her MS in Brand Management. She has more than 17 years of corporate development experience and has received numerous awards for her work in brand strategy and community involvement.

Previously, Heimer managed the Strategic Development division of Spalding Consulting, Inc., an IT and Financial Management company located in the Maryland/DC area. As Program Manager for a number of client support teams, Leslie’s ability to offer marketing and awareness campaigns for complex IT solutions gained her clients national exposure and secured critical program funding.

Headquartered in Winter Haven, FL since its founding in 1991, Clark/Nikdel/Powell (CNP) is a passionate advocate for Florida-based businesses, nonprofits and educational institutions. The agency has evolved into a digitally focused integrated marketing agency offering brand development, advertising, design, web development, social media and SEO services. For more information, visit clarknikdelpowell.com.

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