



Media Contact:
Joelle Caputa
CPR Strategic Marketing Communications
201-641-1911 x54
jcaputa@cpronline.com

FOR IMMEDIATE RELEASE

CPR Strategic Marketing Communications Expands Account Management Team

ELMWOOD PARK, N.J. – November 2, 2011 – [CPR Strategic Marketing Communications](#), a leader in strategic marketing communication for the healthcare, life sciences and technology industries, today announced the promotion of Jessica Day of New Millford, N.J. to the position of Account Manager.

“Jessica has demonstrated impressive dedication and leadership, playing an important role in expanding media exposure for our clients,” states Joseph Carabello, president and CEO of [CPR](#) Strategic Marketing Communications. “We’re confident she will continue to add significant support to our growing team of professionals.”

Day holds a B.A. in Public Relations, with a minor in Fine Arts, from Hofstra University. She brings public relations experience in such sectors as healthcare, wellness, beauty, consumer and technology, and will take a leadership role on a number of [CPR](#) accounts.

“The knowledge and support I have received from the [CPR](#) team has contributed greatly to my success,” says Day. “I am pleased to be able to take what I’ve learned to the next level as an Account Manager, and look forward to advancing the reputations and brand recognition of our clients.”

About CPR Strategic Marketing Communications

[CPR](#) creates powerful, integrated, strategic marketing and communications plans for today’s aggressive media world. We understand how communications can support organizational goals and our team listens and works cooperatively to define problems and opportunities in both the long and short terms. CPR empowers messages for defined audiences to launch products and services, attract clients and elevate awareness. Our proactive campaigns filter external factors, identify internal forces and unleash potential for domestic and international companies of all sizes, emerging and established, complex and simplistic. Headquartered in Elmwood Park, N.J., CPR has applied proven, prioritized principles of communications

and marketing for publicly traded companies, privately held entities and not-for-profit organizations since 1981. Connect with CPR: Twitter [@CPR_Comm](#), [Facebook.com/CPRCommunications](#), e-mail pr@cpronline.com, or call 201-641-1911, ext. 50.