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FOR IMMEDIATE RELEASE

CPR Strategic Marketing Communications Expands Account Executive Team

ELMWOOD PARK, N.J. – November 8, 2011 – [CPR Strategic Marketing Communications](#), a leader in strategic marketing communication for the healthcare, life sciences and technology industries, today announced the promotion of Joelle Caputa of Bloomfield, N.J. to Account Executive. Previously serving as account manager, Caputa brings a diverse range of experiences to her new role.

“Joelle demonstrates extraordinary leadership, diligence and the ability to always do more than what is expected,” states Joseph Carabello, president and CEO of CPR Strategic Marketing Communications. “She has achieved considerable success since joining our team, and we expect that she will go on to lead CPR and our clients to even greater accomplishments.”

Caputa holds a B.A. in Communication from William Paterson University. Her vast experience within the communications field includes previous work in public relations, Internet television production, event planning and promotion, editorial writing, song placement, A&R, sponsorship coordination and social media.

“I appreciate the support the CPR team has provided,” Caputa says. “I’m looking forward to having the opportunity to grow with the Company as it continues to play an instrumental role in bringing its clients national and international recognition and brand awareness.”

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.