

## **Schwartz Media Strategies Promotes Aaron Gordon to Partner**

**MIAMI, FL – March 27, 2014** – As Schwartz Media Strategies – one of Florida’s largest and fastest-growing public relations marketing, and digital media firms – prepares to embark on its tenth year in operation, the agency has named Vice President Aaron Gordon a partner. The promotion coincides with a streak of continued growth for the firm marked by five straight years of double-digit revenue increases, the addition of marquee clients, and the arrival of senior-level employees.

Gordon joined Schwartz Media Strategies in early 2008 and has since been instrumental in expanding the firm’s capabilities and client base in key practice areas reflecting the sectors driving Florida’s economy, including real estate, banking, technology, finance, hospitality, law, municipal affairs and arts and culture.

He has led several new business initiatives and helps create and manage media relations, marketing and digital media campaigns on behalf of clients including Walmart, JLL, the Miami Downtown Development Authority, the InterContinental Miami hotel, and more. The past year has seen Gordon oversee the launch of the firm’s new website and popular *Soundbytes* blog.

“Aaron’s arrival in 2008 was a shot in the arm for our firm, enabling us to bring on new clients and new employees while expanding our platform of services,” explains firm president Tadd Schwartz. “Aaron’s knack for client service, combined with his marketing skills and overall business know-how, put us in position to grow during the Great Recession and we haven’t slowed down since.”

Schwartz Media Strategies has been recognized among the largest public relations agencies and the best places to work in South Florida by the *South Florida Business Journal* and among the top public relations firms in the *Daily Business Review’s* annual “Best of” feature.

Gordon serves on the boards of the Adrienne Arsht Center’s Green Room Society for young professionals, Washington University’s Regional Cabinet, as well as the University’s Alumni and Parents Admissions Program, for which he serves as South Florida chair. A Miami native, he earned his bachelor’s degree from Washington University in St. Louis.

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### **About Schwartz Media Strategies**

Miami-based Schwartz Media Strategies is a full-service public relations, marketing, and digital media firm with national practices in real estate; financial and legal services; hospitality and lifestyle; destination marketing; consumer affairs; and cultural arts. Offering services ranging from media relations, crisis management and targeted marketing, to Hispanic communications and social media, the firm helps clients reach their core audiences with the goal of generating new business and building increased brand value. Learn more at [www.schwartz-media.com](http://www.schwartz-media.com). Connect with the firm via [Facebook](#), [Twitter](#), [LinkedIn](#), [Youtube](#), [Pinterest](#) and [Instagram](#).

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