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**Local Marketing and Public Relations Firm Expands Creative Services**  
*Verdin Marketing Ink adds three new staff members to handle growing client base*

SAN LUIS OBISPO, CA – Local marketing and public relations firm, Verdin Marketing Ink (VMI), has expanded its staff following the acquisition of a number of new clients. The addition of two new employees, a lead writer and an art director, will address the growing client demand within creative services.

Nicholas Watts has joined VMI as the art director, responsible for the conception and design of client collateral, logo development, advertisements and other creative products. Watts comes to VMI from Ohio with over seven years of professional design experience, including a design position at a leading Cleveland firm with clients such as the Cleveland Museum of Art, Hearst Corporation, Vassar College and the Cleveland Institute of Art.

Susan Stewart has become a member of the VMI staff as lead writer. A San Luis Obispo local, Stewart has over 15 years of writing and editing experience including work at local publications the New Times, San Luis Obispo Magazine and SLO County Journal/Plus Magazine. Stewart brings experience and editorial excellence to VMI clients, providing assistance in copy for collateral, editorial materials, advertising and identity development.

“Our addition of two new employees in the creative services division has broadened our capabilities as a marketing and public relations firm,” said Mary Verdin, president of VMI. “With the expansion we are able to provide our clients with stronger in-house services and maintain our commitment to quality and excellence.”

Also joining the staff is Cal Poly student, Danielle Taylor, who will take over the administrative assistant position beginning in June. Taylor is studying political science and communications studies and hopes to pursue a career in communications and public policy following the completion of her degree.

Verdin Marketing Ink is located at 1920 Broad St. in San Luis Obispo and serves clients throughout the county, including the Children’s Health Initiative, Call America and Rizzoli’s Automotive. The firm was started in 2003 and offers full service marketing and public relations services to a diverse list of local and regional clients. Visit them online at [www.verdinmarketing.com](http://www.verdinmarketing.com).

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