

Paulo O'Swath

Paulo O'Swath aspires to contribute to the marketing communications industry and to work with other passionate professionals. While serving as account coordinator for Renegade, LLC., he was responsible for writing content and maintaining social media channels. He also researched new digital methods to reach best results for clients such as Paula Deen Ventures and Time Warner Cable Business Class. O'Swath gained experience working with local small business in Miami, such as Mimi Frozen Yogurt and Blue Shore Grill Restaurant, through his position as a marketing communications consultant with PGO Media.

O'Swath coordinated successful social media events and increased followership for the Miami Marlins while working in Digital & Social Media Marketing. He showcased his personality as a real time correspondent for Major League Baseball Advanced Media, giving play-by-play coverage of the Miami Marlins during the 2013 MLB season.

Paulo O'Swath is fluent in English, Portuguese and Spanish. He is highly skilled and proficient in new media technologies.

Erica Novak:

Erica Novak graduated from the University of South Florida in Tampa, Florida from the Zimmerman Advertising Program. She is well versed in media strategy, advertising research and interpersonal communication. Previously, Novak served as the Account Manager for Instant Print Promotions, a direct mail boutique, where she was a sales powerhouse, bringing in more than 20 new clients each week.

When she is not serving greatness in account services departments, Erica Novak is coordinating events, from weddings to business meetings. Through her work with A La Carte Event Pavilion, Erica Novak showcases her great commitment to provide clients with meaningful experiences.

Adrian Aguiree

Adrian Aguiree is a computer mastermind who is committed to pushing companies forward with his bilingual skills and vast industry knowledge. Previously a designer for Safety Solutions, Inc., he created interactive online courses for EMS and Search and Rescue training. Aguiree also brought his talents to Macy's, where he served as an Art Director, formatting magazine layouts and working on national campaigns such as the Macy's Thanksgiving Day Parade. Aguiree practiced outstanding production management through his involvement with Level Nightclub, creating original designs and serving as a traffic coordinator.

Adrian Aguiree is experienced in the operations of computer software and graphic design tools. He is innovative and a true visionary.

Jeffrey Schermer:

Jeffrey Schermer is a creative thinker who is committed to cracking the code to greatness. He has previously worked in The Children's Trust's creative agency, where he wrote and managed social media content. Schermer also gained insight into the communications world through developing concepts and production with Tropic Survival Advertising & Marketing. As a social media mastermind, Schermer was involved in the start up and media management of TallyBaked.com.

A Florida State University graduate, Jeffrey Schermer was an active leader in his fraternity and was involved with the AAF National Student Advertising competition, representing the Seminoles and serving on the creative team for a Mary Kay campaign.

When Jeffrey isn't contributing his talents to the ad world, he is sporting his favorite snapbacks and writing lyrics to perform with his band. Jeffrey Schermer is a socialite, a trend-setter and a tireless worker.

Jordan Cohen:

Jordan Cohen is an avid worker and passionate marketer. Cohen assisted the launch of Quantum of the Seas and wrote press releases during her time with Royal Caribbean in Miami, Florida. As an InfuZion intern for Zimmerman Advertising Agency, Cohen created and pitched a winning campaign for Extended Stay America and brainstormed college campus initiatives for Party City. While studying at Penn State, Cohen worked with the university's football marketing department to distribute game day giveaways and execute activities for special events. She also interned with Plurro Marketing and PR, where Cohen worked in marketing technology and helped to advance the company.

Jordan Cohen loves to travel and studied abroad in Prague for a semester in college. She is also dedicated to servicing the community, having been involved with Penn State's THON throughout her college years where she helped to raise over \$13 million for pediatric cancer.

Nicole Velasquez

Nicole Velasquez enjoys working with people and prides herself on her impressive organization and her unmatched enthusiasm. She recently graduated from Palm Beach Atlantic University with a B.S. in Marketing.

As a former Data Entry Specialist for Barclays Wealth and Investment Management, she is experienced in processing client documents and reviewing and updating data. While working as a public relations intern at Brickhouse Public Relations, Velasquez assisted with logistics for local food and wine events and tracked media coverage for clients annual reports. She also assisted Palm Beach's chapter of Autism Speaks with writing press releases and managing social media accounts.

Velasquez also served as a hostess at City Cellar Wine Bar and Grill where she monitored dining room sections and addressed customer concerns and needs.

Nicole Velasquez is committed to client satisfaction and effective communication. In her free time, Velasquez loves to dance.

Emily Goldenberg

Emily Goldenberg is a witty, digital-savvy copywriter. She has spent four years with Grey in New York working on creative projects. She is currently the senior writer on integrated work for Marriott and UPMC, previously lead the digital writer on Red Lobster and also pitched and won Radio Shack and Marriott. Goldenberg also has experience with Digitas and companies such as American Express and Starwood Hotels. She has brought her talents to Deutsch as a junior copywriter and account coordinator, assisting clients such as Outback Steakhouse, PNC Bank, Tylonel, IKEA and Sanofi-Aventis.

When she is not working in the advertising world, Goldenberg can be found performing improve with Upright Citizens Bridgade. She was a nominee for Outstanding Campaign at the 2010 GLADD Media Awards for her involvement with Tylonel. Emily Goldenberg also received a Certificate of Excellence from the University Miami for her merit and aptitude in advertising.