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FOR IMMEDIATE RELEASE

InSight Marketing Announces New Hire for Account Services

Sharon Higgins Joins Westchester County Marketing Consulting Firm

Harrison, New York – March, 2014 -- InSight Marketing, a Westchester County-based marketing consulting firm, is proud to announce that Sharon Higgins, has been added to InSight's team of creative marketing professionals.

Sharon's position as Account Service Manager will serve as liaison between clients and the agency's management, creative, production, and research staff — ensuring the quick turnaround and personal service InSight Marketing is known for.

Sharon's background encompasses 15+ years of marketing and advertising experience working for some of the top Madison Avenue advertising agencies as a media planner, as well as advertising sales for Yankee magazine. Sharon's has also honed her multi-tasking ability and top-notch time management skills by managing her local After School Program.

Commenting on her new role, Sharon states "I am thrilled to have joined the InSight Marketing family. This is a fantastic opportunity and I look forward to working with Rocco Cipriano and the agency team. I hope to bring my ideas and experience in building brand recognition and marketing solutions to our clients".

InSight Marketing is a Westchester County, New York, based marketing consulting firm specializing in small and mid-sized companies pursuing branding, marketing, advertising, PR, direct and online marketing solutions. InSight Marketing combines sharp, strategic focus with award-winning creative to ensure winning results for their client's marketing and promotional programs.

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**For further information about InSight Marketing,
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