

LIGHTHOUSE MARKETING



**Media Advisory
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**LIGHTHOUSE MARKETING, INC PROMOTES JESSICA SLOMA TO VICE PRESIDENT
CLIENT SERVICES**

Jessica Sloma Has Also Been Named As Partner to Lighthouse Marketing President, Susan Beebe

Syracuse, NY (6 JAN 11) – Susan Beebe, President and founder of Lighthouse Marketing, Inc. a full service advertising agency based in E. Syracuse, has announced the promotion of Jessica Sloma from Account Manager to Vice President Client Services, Partner, and Beebe’s eventual successor as President of Lighthouse Marketing, Inc.

The announcement of their partnership comes at the beginning of the agency’s 10th Anniversary year. Susan Beebe founded Lighthouse Marketing on October 1, 2001. She applied for and was awarded the New York State designation and certification “Woman-Owned Business Enterprise”. Over the years she grew the business to \$2.2 million in capitalized billing, with many awards recognizing the agency’s achievements along the way, including the Fast Track 50 Awards, Economic Champions Awards, and the prestigious 2010 Ann Michel Award, which Susan accepted at the Annual WISE Conference.

“While there are many achievements our agency can be proud of, the one that brings me the greatest pride is the promotion of Jessica Sloma, to Vice President Client Services,” says Beebe. “Jessica has worked tirelessly on behalf of our clients from the day she began, while representing our company’s interests and reputation as if she already had ownership. Jessica is the future visionary for the growth and expansion of Lighthouse Marketing and over the next 10 years she will seamlessly transition into the role of President, as my successor.”

“Susan has been my friend and mentor since we first worked together in the late 1990’s. I am extremely proud to be her partner,” says Sloma. “I look forward to growing our business together over the next ten years and beyond.”

Lighthouse Marketing, Inc. provides a full range of advertising, marketing, public relations, strategic consulting, and online services using a network of strategic partners. Lighthouse Marketing, Inc. also offers clients the benefit of industry exclusivity. HYPERLINK "<http://www.lighthousemkt.com>"
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