PAUL MIRALDI AND DON MACLEOD TEAM UP TO LAUNCH MARKETING AGENGY

New York, NY (RPRN) 06/04/12 — Miraldi & MacLeod to offer a wide range of clients access to their unmatched experience in radio, marketing and digital

- Veteran marketing executives Paul Miraldi and Don MacLeod have joined forces to create the full service marketing agency **Miraldi & MacLeod**. The New York City-based company will provide creative solutions, innovative campaign strategies and results-oriented marketing with a focus on media, entertainment, consumer products and political.

Paul Miraldi is a strategic, growth-driven professional equipped with more than 25 years experience leading profitable endeavors within traditional and new media environments. A marketing veteran for three of the nation's leading radio broadcast companies, Miraldi was most recently the SVP/Digital Programming & Marketing for Clear Channel Radio, overseeing the content, audience growth and social media strategies of the company's 850 websites and the iHeartRadio product, playing an integral role in creating mobile solutions for the company's 237 million monthly terrestrial listeners.

Previously, he served as the Director of Marketing for Clear Channel/New York's Z100 and Q104.3, the nation's leading Top 40 and Classic Rock outlets. Miraldi was Executive Producer of several major station events including Z100´s Jingle Ball, the instant-sellout annual event at Madison Square Garden. Other legendary stations that Miraldi has been involved with include WPLJ and WCBS-FM in New York, KDWB and K102 in Minneapolis and KSAN in San Francisco.

Don MacLeod has 25+ years experience in marketing media, entertainment and consumer goods. Most recently, MacLeod was a marketing executive for Greater Media Radio in Philadelphia, working with market-leading stations WMMR, WMGK, WBEN-FM, 950 WPEN and "The Fanatic." He is well known for his unique guerilla marketing techniques during key ratings periods. Prior to joining Greater Media, MacLeod was at Clear Channel/New York as Marketing Director for 103.5 KTU (WKTU) and Power 105.1 (WWPR). He served as Executive Producer of several events for both stations, including KTU's Miracle on 34th Street and Beatstock and Power 105.1's Powerhouse.

The Detroit native came to NYC in 1997 after spending time marketing radio stations in the Motor City. He served as the Director of Marketing and Promotion at WYCD-FM, "Young Country" and WKQI-FM. His background includes an executive role at his own marketing agency. **MANG, Inc.** working on accounts including several Fortune 500 companies.

"There are few things more eye-opening than to know an industry like the back of your hand for decades, and then to set the playbook aside and challenge everything you thought you knew to help lead its evolution into a digital powerhouse," says Miraldi.

MacLeod continued, "Miraldi & MacLeod is committed to providing that same transformative energy to our clients, should their entire marketing strategy need an overhaul, or should they just need a few groundbreaking campaigns."

# # #

Contact:

Paul Miraldi	Don MacLeod
paul@miraldiandmacleod.com	don@miraldiandmacleod.com
646-502-7357	646-502-7357

www.miraldiandmacleod.com

Media Contact Name: Amanda Davis
Media E-mail: amanda@miraldiandmacleod.com
Media Phone: (646) 502-7357
Media Web Address: www.miraldiandmacleod.com

About the author:

M2 Marketing Group is a marketing agency based in the NYC metro. We specialize in media, entertainment, consumer products and health care.

This is a link to our client in this release.

http://www.bestdrugrehabilitation.com

Filed Under: BREAKING NEWS, BUSINESS NEWS, MARKETING, ADVERTISING, PR, PRESS RELEASE

RUSH PR NEWS newswire and press release services at rushprnews.com / Anne Howard
annehowardpublicist.com

Content- Legal Responsibility - All material is copyrighted - You may repost but you MUST link back to the original post on your page and acknowledge Rush PR News as the news source. Rush PR News is not legally and/or morally responsible for content of press releases, opinions expressed or fact-checking.

Rush PR News cannot be held legally responsible for material published and distributed through its newswire service or published in its press-room and therefore cannot be sued for published material. Third-party must be contacted directly to dispute content.

Rush PR News is not the contact for material published.