

Paul Miraldi And Don MacLeod Team Up To Launch Marketing Agency

June 4, 2012

**miraldi &
macleod**

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AGENCY

New York, NY ([rushPRnews](#))
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.”

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