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Envirosight Hires Digital Marketing Manager.

PORTLAND, OR. Envirosight's marketing team is growing. In June of 2015, Venay Sehgal Bhatia accepted the newly created position of Digital Marketing Manager. Venay will be responsible for coordinating and executing various aspects of Envirosight's digital marketing program: website, blog, email marketing, online advertising, social media, public relations and content marketing. She will also lead the implementation of the newly implemented HubSpot inbound marketing platform, which coordinates these activities and delivers metrics that will help the marketing department boost ROI and improve internal reporting.

"At Envirosight, serving the market has always meant offering the most innovative, capable and ROI-positive pipe inspection equipment," said Jake Wells, Director of Marketing. "With the hire of Venay as our new Digital Marketing Manager, we're expanding that definition of service to include communication and content that will help all professionals in our industry understand how technology, regulations and best practices are evolving."

"I look forward to helping position Envirosight as a thought leader in the video pipeline inspection solutions market," said Venay Sehgal Bhatia. "There is so much knowledge within the organization that the market can benefit from, and my goal is to recognize and disseminate that to the market as quickly as possible."

Venay comes from a similar position at CRU-Inc, which sells professional-grade solutions for digital media storage and security. Venay holds an MBA in Marketing from the Keller Graduate School of Management, B.S from University of California, Riverside (UCR), and a certificate in Social Media Marketing and Web Analytics from the University of California, Los Angeles (UCLA). She will work out of Envirosight's Portland, Oregon office.

About Envirosight LLC

Randolph, New Jersey-based Envirosight, LLC provides video pipeline inspection solutions to municipalities, contractors, departments of transportation, and civil/environmental engineers. Envirosight is committed to ongoing innovation, delivering products that enhance user productivity and inspection detail. Envirosight serves customers through a trained network of regional sales partners who deliver localized support and expertise with rapid turnaround. All Envirosight technical employees hold NASSCO PACP certification. Visit Envirosight online at www.envirosight.com

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