

Press Contact: Debbie Friez
dfriez@toprankmarketing.com
952.400.0350(o)

TopRank® Marketing Expands Digital Marketing Footprint with New Clients, Staff and Offices in Minneapolis

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TopRank® Marketing, an integrated digital marketing agency, has achieved a number of business milestones including the addition of new clients and top marketing talent, newly promoted executives and a move to a larger, custom-designed office in Minneapolis.

Founded in 2001, TopRank Marketing has achieved international recognition for delivering intelligent marketing strategies and programs for mid-market to Fortune 500 brands. With a dedication to smart, creative and results focused marketing programs, 2015 has been a successful year for the agency resulting in the addition of new clients, renewals, an influx of talent and a growing leadership team.

TopRank Marketing Welcomes Banking & Telecom Brands to Their Client Roster

TopRank Marketing's reputation for delivering industry leading digital marketing services and achieving results has recently attracted multiple new clients including a leading fraud protection firm and banking services company with engagements focused on online advertising services and analytics. Additionally, a well-known IT and telecom company recently engaged the agency for content marketing services.

"I find TopRank Marketing to consistently outperform every partner we have in expertise, execution and advice."

– Adam Price, Dell

TopRank Marketing Boosts SEO, Content and Management Talent

Kevin Cotch expands TopRank Marketing's search engine optimization (SEO) team as a SEO Analyst. Cotch was previously at a large educational brand as a SEO specialist. The SEO team also added **Julia Ramos** as a SEO Copywriter. Ramos comes to the agency from a well-known scientific technology company where she was a SEO project lead.

Knute Sands brings a wealth of content marketing knowledge and experience to the TopRank Marketing team and has joined the agency as an Account Manager.

Joining the Content Marketing team is **Caitlin Burgess** as Content Marketing Lead. Burgess is a former journalist and digital marketing specialist.

"Joining the team at TopRank Marketing was the best career choice I've ever made," said Director of Agency Marketing, Ashley Zeckman. "The level of talent and creativity contained

within these four walls is incredibly inspiring for me as a marketer. The bar is constantly being raised which means there's always some new and exciting way to innovate.”

Executive Promotions

Jolina Pettice has been promoted from Director of Operations to the company's Vice President. With 10 years of experience at TopRank Marketing, Pettice has performed a number of essential duties including managing Fortune 500 search, content and social media marketing programs for companies ranging from Dell to LinkedIn.

Alexis Hall moves from Senior Account Manager to Director of Client Accounts where she leads the account management team. Hall began her career at TopRank Marketing as an Account Coordinator and she recently celebrated 5 years at the agency and oversees client programs for companies like McKesson and BondUS.

From the Shores of Lake Minnetonka to Minneapolis - TopRank Marketing's New Office Location

After 9 years at its current location, TopRank Marketing is making the move to 55 West Financial Center, 10405 6th Ave. N., Suite 250, Minneapolis, MN 55441. The new office location allows for a more open floor plan, substantially greater meeting space, room for nearly doubling staff and proximity to the city of Minneapolis.

“My co-founder Susan Misukanis and I are proud of the success our team has accomplished with an amazing roster of clients,” said TopRank Marketing CEO, Lee Odden. “The addition of new talent, recognizing our new leadership and a new office space all set the stage for an exciting new chapter of growth for our company in 2016 and beyond.”

While TopRank Marketing has already doubled its staff since 2013, they are always on the hunt for talented digital marketers. Open positions can be found on the [career page](#) of the website.

For more information on TopRank Marketing strategy and consulting services, visit www.toprankmarketing.com.

About TopRank® Marketing:

TopRank Marketing is a digital marketing agency that helps Fortune 1000 companies improve brand visibility, grow communities and increase sales online. They've been in the online marketing business since 2001 serving companies like LinkedIn, HP, McKesson, Dell, General Mills, Staples and many more market leaders.

Their team of smart, creative and results focused marketing professionals are masters at planning, implementing and optimizing integrated online marketing programs, especially those that focus on content and influencer marketing, social media and search engine optimization.

TopRank Marketing has been named by Onlaytica as one of the most influential content marketing brands, won industry awards for our content marketing programs and have been

trusted to provide influencer content marketing services to the top marketing thought leaders in the industry including Content Marketing Institute, MarketingProfs and Copyblogger Media.