



HERALD PR

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**New York City public relations firm partners with New Orleans digital marketing agency in joint venture, Emerald Digital**

NEW YORK, NY -- New York City-based public relations firm HeraldPR and New Orleans-based digital marketing agency Ember Networks announced a collaborative partnership known as Emerald Digital. The union will hone in on each agency's specific skills and abilities to create a comprehensive full-service digital marketing agency to expertly cater to a variety of client needs.

Emerald Digital, with offices in New York City and New Orleans, will develop digital solutions and service clients across the globe. The aim is to build connectivity with brands, consumers and distribution channels through a data-driven, creative, market service and analytic approach. The company will leverage decades of brand experience, unparalleled access to media relationships and proven creative capabilities.

"This partnership is the result of intuitive and innovative digital solutions that can provide clients the benefit of established international distribution platforms, media partners and technology services," stated Matthew Berman, CEO of Ember Networks.

HeraldPR, founded in 2012 by Warren H. Cohn, focuses on providing expert services to its clients, specializing in traditional public relations, social media and digital advertising, company and personal branding, website development and crisis management. Its experienced team members value one-on-one interaction with each client, placing focus on increasing their brand's awareness through various platforms and print, broadcast and digital media outlets, to create a lasting impression on their customers and target audience. With a consistently growing client list, professional team and office space, HeraldPR has demonstrated a skillful dedication to its industry and clients.

HeraldPR will join forces with Ember Networks, a digital marketing agency that specializes in services tailored to deliver targeted traffic, generate qualified leads and grow business with measurable results. Operating since 2011, Ember Networks provides a strategic approach to

building business with 360 degrees solutions from strategy to design, development and digital marketing services. Ember's integrated and coordinated marketing campaigns include SEO, PPC, event marketing, influencer outreach, and more suited for local, national and global branding needs.

Cohn will serve as CEO of Emerald Digital and Berman will serve as President.

"Matt and I have been best friends since college," Cohn said. "We have been working together seamlessly for years, it only made sense to create Emerald Digital as a bridge between our two companies in order to offer public and media relations and digital marketing services to our clients."

Emerald Digital is already helping businesses reach their full digital potential and is providing greater resources for long standing clients. The new agency is managing digital campaigns for recognized brands in a variety of industries, including consumer goods, retail and fashion, air travel, and luxury goods and services to high-net-worth markets.

"As a friend and a business owner, I am thrilled with this decision," Cohn said. "I look forward to servicing clients large and small for many years to come."

#### About HeraldPR

HeraldPR is a full-service public relations and digital marketing agency. Our firm, with over 20 years experience, combines talents to deliver supercharged marketing results. Our offices are located in New York City, in the heart of Midtown Manhattan. We specialize in public and media relations, overall communications strategy, web design, social media marketing, web development, content creation, audience research and analytics, marketing strategy, influencer relations, and other internet marketing and communications services. We pride ourselves on providing the very best personalized solutions for clients to achieve their goals.

[www.heraldpr.com](http://www.heraldpr.com)

#### About Ember Networks

Ember Networks provides digital marketing services tailored to deliver targeted traffic, generate qualified leads, and grow your business with measurable results. As a full service digital marketing agency we provide a strategic approach to build your business. We provide 360 degree solutions from strategy to design to development and digital marketing services. Integrated and coordinated marketing campaigns include SEO, PPC, event marketing, influencer outreach, and more suited for your brand's local, national, or global needs.

[www.getwithember.com](http://www.getwithember.com)

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