

DIGIBLE

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DIGIBLE WELCOMES JENNIFER LABAC AS DIRECTOR OF ORGANIC MEDIA AND MARKETING

[March 9, 2020 | Denver, CO] Digital marketing and ad-tech company Dignible, Inc. recently announced the hiring of Jennifer Labac as Director of Organic Media and Marketing. Labac joins Dignible with over a decade of experience in digital communications strategy, innovation, and execution. She will oversee both Dignible's marketing and organic media teams, leading the expansion of all SEO and organic social services, as well as providing marketing support for the agency and their flagship technology, Fiona.

According to Labac, her mission is clear:

I want to continue to provide a high level of expertise and measurable results for our SEO and organic social clients. I'm also eager to spread the word about Fiona – that this innovative product can help marketers make strategic marketing and budgeting decisions – in creative new ways. Basically, I look forward to building upon what Dignible's great teams have already established.

Previously the Director of Digital Communications Strategy at Children's Hospital Colorado, Labac has extensive experience using data-backed digital strategies to support both business and marketing objectives. In fact, she has seen tremendous success in using customer insights, organizational goals, and industry best practices to drive enhanced awareness and engagement for overall brand campaigns, as well as campaigns designed for specific lines of business. In addition to digital strategy, Labac was also responsible for campaign distribution, using her experience and background in content and project management to support team operations.

Prior to her role as Director of Digital Communications Strategy, Labac spent several years as the Web Marketing Manager at Children's Hospital Colorado, where she successfully managed numerous large-scale projects, including several brand and website redesigns. She also occupied a similar role at the Seattle Children's Hospital before moving to Colorado.

As for her new position, Labac was drawn to the overarching mission and vision of Digible, as well as the opportunity to lead and support teams on both the client and agency side.

After working solely on the client side for several years, I decided it was time to mix it up a bit. This new role provides the perfect opportunity to do that. Digible is both an agency and product company with near limitless opportunities. They are doing innovative and forward-thinking work in their industry.

Reid Wicoff, CEO of Digible, sees the hiring of Labac as an exciting next step for the agency.

We are ecstatic to add Jennifer Labac to the Digible leadership team. Her proficiency in website and social content, range and versatility within digital marketing, and absolute alignment with our core values made the decision easy for us.

Digible is a Denver based agency providing a full spectrum of digital marketing solutions for the apartment industry. With progressive research, cutting-edge technology, and world-class customer service, Digible is designed to accelerate the world of multi-family marketing.

For more information, please contact Reid Wicoff at (720) 456-9644 or email hello@digible.com.