
MEDIA BREAKAWAY NAMES VICE PRESIDENT OF SPECIAL PROJECTS



Interactive marketing agency Media Breakaway LLC has promoted Jenny Frederick to vice president of special projects. In her new role, Frederick will oversee the operations of several of the company's departments and divisions, including DataOverdrive, Dynamic Dolphin, Lunatic Games and the graphic design department. She will also be responsible for managing the company's large domain portfolio. "Jenny has been a valued member of the Media Breakaway team for many years and this promotion recognizes her tremendous contributions to the company," said Steven Richter, president of Media Breakaway. "She has taken a leading role in developing many of the company's new business initiatives over the past few years and will continue to help with the company's continued success as we look to the future." Frederick joined Media Breakaway in 2006 as manager of special projects. She was promoted to director of special projects in 2007. In that time Frederick was involved in the launch office new business divisions. "I'm very excited about the opportunity to help the company continue to grow and develop new programs in 2010 and beyond," said Ms. Frederick. "We have a number of innovative initiatives planned for this year that will continue to enhance our position as a true leader in the online advertising industry."

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