

# theMarcusGroup,inc.

## NEWS RELEASE

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### **THE MARCUS GROUP ADVANCES PATTI TO EVP**

SECAUCUS, NJ – Janel C. Patti has been named executive vice president and creative director at The Marcus Group, Inc., a Secaucus-based advertising, public relations and crisis management firm. Patti is responsible for managing the company's extensive design services department and overseeing all aspects of the firm's advertising and marketing work, including print, broadcast, outdoor and electronic media.

A resident of North Brunswick, NJ, Patti joined the firm's graphic design department in 1996. She was promoted to director of design services in 1997, vice president of design services in 2000 and senior vice president and creative director in 2005.

Prior to joining The Marcus Group, Patti had served as public relations and special events coordinator for New Brunswick City Market, Inc. where she developed advertising and other marketing and promotional programs for the downtown special improvement district.

During her tenure at The Marcus Group, Patti has received numerous awards for her design work on advertising, television productions, web sites, newsletters, annual reports and promotional materials.

Patti holds a B.A. in communications and journalism/mass media from Rutgers University and is a member of the Livingston College Alumnae Association.

Founded in 1970, The Marcus Group offers a full range of advertising, public relations and crisis management services to a broad cross-section of businesses, trade groups, professional associations and non-profit organizations. The company is headquartered in Little Falls.

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