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Milestone Marketing Associates Hires First Full-Time Employee

SARASOTA, Florida (May 1, 2011) – Sarasota-based Milestone Marketing Associates, Inc. hired the first of six freelance associates on a full-time basis. Lee Gaines will serve as the firm's Interactive Media Director starting May 1st.

“Milestone has enjoyed rapid growth over the last year, with Internet-based marketing projects accounting for much of that growth,” said Milestone president and founder Matthew Anderson. “Given that, it made perfect sense to increase capacity to better meet client needs, and Lee was the obvious choice.”

Most recently, Gaines has been employed as a lead developer by Miles Media, a leading publisher in the destination marketing industry in Sarasota. He also plays an integral role in the development and growth of Sarasota History Alive! (www.SarasotaHistoryAlive.com), serving as its creative director and video narrator.

A native Floridian, Gaines has also worked as a project manager for Accrisoft, a local website software development company, and as an interactive media developer for Quest Solutions, a construction estimating software company that Anderson and partners sold to Maxwell Systems in 2007.

In his new position, Gaines will be responsible for all web marketing efforts, including website design, web development, email marketing and SEO. He will also assume a number of project management-related responsibilities. He is the first full-time employee hired by Milestone.

About Milestone Marketing Associates

Milestone Marketing Associates, Inc. is a virtual advertising agency based in Sarasota, Florida. Milestone provides a full range of traditional advertising, marketing and public relations services, digital solutions including website design, online marketing and video production, as well as trade show consulting and corporate event management. For more information about Milestone Marketing Associates, call (941) 306-3602, email info@milestone-marketing.com, or visit www.milestone-marketing.com.

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