



**For Immediate Release**

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## **McDOUGALL & DUVAL EXPANDS SOCIAL MEDIA MARKETING CAPABILITIES**

### ***Carie Schelfhauadt Hired as Director of Social Media & New Business Development***

(AMESBURY, Mass., August 10, 2011) -- McDougall & Duval ([mcdougallduval.com](http://mcdougallduval.com)), an award-winning advertising, marketing, social media and public relations firm, has hired Carie Schelfhauadt to lead the company's growing social media marketing operations. As the agency's new Director of Social Media & New Business Development, she will play an integral role in meeting the online communication needs of the agency's growing list of clients, while helping them navigate the quickly changing practices and trends of social networking.

"The role of social media, particularly as a means for organizations to have a dialogue with their customers and stakeholders, continues to evolve," says Dan Duval, CEO of McDougall & Duval. "Carie is someone who has been at the forefront of social media marketing since the first such platform was launched, so her insights will be of tremendous value to our clients."

Prior to joining McDougall & Duval, she worked at several advertising and marketing firms located in Portland, ME, including Communicators International, CD&M Communications, and KG Partners.

A graduate of the University of New Hampshire, Schelfhauadt earned a bachelor's degree in English, with a minor in Business Administration. She lives in Cape Neddick, ME.

#### **About McDougall & Duval Advertising**

McDougall & Duval Advertising is an independent advertising, marketing, social media and public relations agency that serves as a strategic business partner to help clients gain market share. Known for the creativity of its concepts and the award-winning campaigns it delivers, the firm combines big ideas that challenge conventional wisdom with proven promotional strategies. One of the few remaining independent agencies in New England, McDougall & Duval has worked with companies in the banking and finance, tourism, education, manufacturing, technology and entertainment industries. For more information, visit [mcdougallduval.com](http://mcdougallduval.com).

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