



THE PLAID AGENCY
580 E. Carmel Drive., Suite 200
Carmel, IN 46032

FOR IMMEDIATE RELEASE

Contact:
Gretchen Lee
glee@theplaidagency.com
317.370.5035

PLAID EXPANDS ACCOUNT TEAM WITH TWO EXPERIENCED HIRES

November 1, 2018 (Carmel, Ind.) – THE PLAID AGENCY, a full-service marketing, advertising and public relations firm, welcomes Sara Strothmann as Senior Account Executive and Lily Michal as Account Associate. Strothmann will coordinate and manage key stakeholders and team members to deliver client deliverables and Michal will manage daily projects and support the account team.

Strothmann comes to PLAID with eight years of experience managing accounts at Avant Healthcare. She most recently served as Account Director, where she managed a multimillion-dollar pharmaceutical account. Strothmann studied Tourism Management and Event Planning at Indiana University. She will serve as liaison between clients and the agency team, developing and maintaining client relationships and leading projects to ensure tactical and strategic goals are met. Strothmann says, “With the extensive list of diverse clients with which the PLAID team partners, I am looking forward to each day being different and a new challenge.”

Michal joins PLAID with over two years of experience in account services, project management and new business development at Element Three and Mortenson Kim—both full-service marketing and advertising agencies in Indianapolis. She studied Strategic Communication at Butler University. Michal will oversee project teams and manage multiple projects, ensuring deliverables meet the clients’ strategic objectives. “I’ve been following THE PLAID AGENCY for the past few years and am thrilled for the opportunity to work with such a tenacious and energetic team,” Michal said.

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About THE PLAID AGENCY

THE PLAID AGENCY was founded in 2015 as a full-service marketing, advertising and public relations agency headquartered in Carmel, Indiana. THE PLAID AGENCY provides strategic consulting, marketing plan development and oversight, cross-channel management, digital strategy and tactical project implementation, brand creation, multi-channel content creation, social media composing, and more. For more information, visit www.theplaidagency.com.