

Industry Veteran Added by D S Simon Media As Firm Rolls Out New Service Offerings

Jamie Claudio has rejoined D S Simon Media as Executive Producer, Client Services. In her role, Claudio will help clients create campaigns that significantly increase media placements on television, radio and online. She will also play a key role in the firm's development of new service offerings for agencies, organizations, and non-profits.

"Jamie has a unique understanding of producing content, developing pitches and what it takes to generate media placements" says Doug Simon, President & CEO of D S Simon Media.

Claudio previously ran the D S Simon Satellite Media Tour Group, where she produced more than a thousand television news segments before exploring agency life where she generated significant national coverage for clients including placements on CNN and in USA Today and the NY Times. Most recently, she served as Director of Marketing for a lifestyle brand and was the main point of contact for more than 250 retailers.

"Being in the trenches with agencies and end clients and dealing with the media has provided me valuable insight into what elements go into creating an effective campaigns. I am thrilled to be bringing those lessons to back to D S Simon Media" says Claudio.