

**FOR IMMEDIATE RELEASE**

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## **Walker Brands Expands Its Team**

*Hall Promoted and Owings Hired*

**TAMPA, Fla.** (May 8, 2014) – Walker Brands, a Tampa-based destination and corporate branding firm, is excited to announce the promotion of Heather Hall and the addition of Whitney Owings.



**Heather Hall**, who joined Walker in 2012 as Office Manager, has been promoted to Senior Brand Coordinator. In her new role, Hall will support the Brand Service Department in serving clients, processing projects for assigned accounts and managing production schedules. Additionally, she will serve as the lead coordinator of marketing efforts and social media content for Walker Brands.

Prior to joining Walker, Heather was a junior account manager at Cotton & Co., a real estate advertising agency supporting accounts such as Ocean Reef Club, Kolter Homes and The Ronto Group.

Heather earned a bachelor's degree in Marketing from Florida State University where she was also an active member of Alpha Kappa Psi Professional Business Fraternity.



**Whitney Owings** has joined the team as Walker's new Office Manager. In addition to orchestrating various branded touch points to create a memorable experience for visiting guests, Whitney will coordinate the firm's monthly billing and resource management. She will also support the Brand Service team with special projects and administrative tasks, as well as maintain resources for the company's new business efforts.

Prior to her new role with Walker, Whitney worked as a production assistant for Fox News Channel and executive assistant for WTBY-TV station, both in New York City. In these roles, she oversaw billing and payment of vendors as well as managing the scheduling and crewing for each show at the station. Her

experience also includes advertising and marketing assistance for Steelehouse Productions, a creative production studio in Tulsa, OK. Whitney received a bachelor's degree in Media from Oral Roberts University in Tulsa, OK.

### **About Walker Brands**

Founded in 1992, Walker Brands is an award-winning branding firm that “connects people to places” by creating distinctive brand strategies that inspire memorable experiences to attract more customers, build loyalty and drive revenue. The firm’s strategic brand programs combine marketing, public relations, social media, placemaking and customer experiences – ensuring distinct, compelling and consistent expansion of the brand throughout all customer touchpoints. [www.walkerbrands.com](http://www.walkerbrands.com)

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