

GLD Enterprises Communications, LLC celebrates 21 years with new services and additional staff

GLD Enterprises Communications, Ltd. of Jamestown, Ohio, has announced the expansion of their company with the addition advanced digital content marketing services and a new principal staffer, Julie Barth who assumes the role of Director of Digital Media Communication (Media Director). The firm's announcements come as it celebrates 21 years in business. More information at www.gldenterprises.net

April 4, 2019 (FPRC) -- GLD Enterprises Communications, Ltd. of Jamestown, Ohio, has announced the expansion of their company with the addition of a new principal staffer and additional services. The firm's announcements come as it celebrates 21 years in business.

Founded in March of 1998, GLD Enterprises Communications, Ltd., is a marketing communications agency specializing in strategic marketing, copywriting, public relations, and creative development. The company's CEO and founder is a lifelong entrepreneur, advertising award-winner and Pulitzer-nominated freelance journalist, Gery L. Deer.

To deepen the professional bench, Julie Barth has joined the agency as a partner in the role of Director of Digital Media Communication (Media Director). Her primary duties focus on audio and video development and production, media relations, digital content, and social media.

Originally from New Jersey, Barth earned a Bachelor's degree in Psychology from Heidelberg University and recently graduated from the International College of Broadcasting in Dayton with a degree in Audio and Video production. She also supports some of the firm's business development activities and represents them as a member of the leadership team of the Huber Heights chapter of the H7 Network business referral organization.

Because of the founder's background, GLD Enterprises Communications, Ltd. strengths have always been in the creation of marcom content for clients. Therefore, in addition to traditional communications and PR services, the agency's expansion includes audio-visual production, such as promotional videos and podcasting services, and a unique, highly successful audience-centric content marketing approach called, "HEO™," which stands for Human Engagement Optimization™.

"We are excited about this next chapter in the firm's evolution," said Deer. "Most advertisers are trying to reach people, not search engines. After all, who is it that buys their products or services? Google? No, it's people. We develop content for our clients to engage with the human being on the other side of the screen."

According to Deer, over the years, GLD Enterprises Communications, Ltd. has gone through many changes including name and focus. "We're always learning, always adjusting to the needs of our clients and the market," Deer said. "To stay stagnant is to go out of business, and how will that help the dozens of clients who depend on us? We will continue to evolve."

For more information, visit the company's website at www.gldenterprises.net, or connect on LinkedIn and Facebook.

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