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**MARIA MOFFITT JOINS IMAGES USA AS VICE-PRESIDENT  
VETERAN MARKETER WILL LEAD STRATEGIC DIRECTION FOR AGENCY CLIENTS**

**Atlanta, GA – July 9,** IMAGES USA has named seasoned marketing professional Maria Moffitt as vice president, director of client services. Moffitt joins the IMAGES team after years of honing her craft as both an entrepreneur and marketing executive at several marketing firms. IMAGES USA is the largest multicultural marketing agency in the Southeast.

“Maria is a highly respected marketing executive with a wealth of experience and expertise,” said Bob McNeil, President and CEO, IMAGES USA. “We are extremely fortunate to have her on our team and I am confident that our agency will continue to flourish under her guidance and leadership.”

“IMAGES USA is a well-established, ground-breaking agency in multicultural communications. I’ve long admired their work and am elated to be a driver in the agency’s continued success.”

Moffitt will be responsible for developing and implementing strategy, integrated marketing communication plans, building brand messaging platforms as well as leading the account services division. She will also serve on the IMAGES USA new business development team.

Formerly, Moffitt served as managing director, strategic planning and business development for LatttimmerMoffitt advertising agency located in Atlanta. To her credit, Moffitt was responsible for leading the long and short term strategic communications planning and implementation for national and regional clients including Burger King, Mrs. Winners, American Cancer Society, Georgia Power, Southern Company, to name a few. Prior to her agency tenure, Maria served on the brand side as marketing manager with Nabisco and Procter and Gamble.

IMAGES USA is a leading full-service multicultural marketing communications agency headquartered in Atlanta, Georgia. Founded in 1989 by Robert (Bob) McNeil, IMAGES offers marketing expertise to clients wanting to reach, motivate and influence African-American, Hispanic, Asian and LGBT consumers. The agency’s client roster includes, Amtrak, KFC, AARP, Nickelodeon, and Scientific Games. The agency currently ranks No. 4 on Advertising Age’s list of Top African American advertising agencies, No. 3 on Black Enterprise Magazine’s List of Top African American advertising agencies, No. 20 on Top Hispanic advertising agencies, and has won over 100 creative honors. For more information on IMAGES USA, including award-winning work and opportunities, visit [www.imagesusa.net](http://www.imagesusa.net) or follow our blog on [www.multiculturalmarketing.com](http://www.multiculturalmarketing.com).