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**BLD Marketing Generates Additional Growth in   
First Quarter of 2021, Adds Four New Team Members**

*Latest Additions Augment Account Management, Creative, Digital Teams*

**PITTSBURGH, PA…** [BLD Marketing](http://www.bld-marketing.com/), a results-based, digital-first, full-service strategic marketing agency serving the building materials category exclusively throughout North America and abroad, is responding to another period of substantial growth in the first quarter of 2021. Since the beginning of the year, the agency has added three sizable accounts to its roster after securing a total of twelve new accounts during 2020. To manage the sustained growth trajectory, BLD Marketing has added four experienced practitioners to its ranks:

* **Craig Carlin** joins the agency as senior account manager. He comes from PNC Financial Services Group, where he served as a senior marketing specialist. His background includes both in-house and agency roles at employers that include GNC and Zoltun Design in greater Pittsburgh. In this expansion role at the agency, Carlin will serve as lead contact and the agency’s liaison to several of BLD’s new accounts.

* **Susie Pisarcik** joins BLD Marketing as the agency’s new copywriter. Pisarcik most recently served as a copywriter for Quaker City Mercantile, creator of world-famous spirit-, beer-, and wine-based libations. Her professional background also includes experience at other agencies. In this expansion position, Pisarcik’s portfolio at BLD includes the full array of copywriting for clients – from websites and sales collateral to e-marketing, ad copy, and more.

* **Andrew Schmit** is the latest addition to BLD Marketing’s digital team as SEO specialist/web developer. Most recently, Schmit served as an SEO consultant for RailDecals.com. Prior to his digital work, Schmit was a professional hockey player and competed on teams that hailed from Wheeling, WV; and Florida, Indiana, and Sweden. Schmit will focus on developing and executing SEO strategies for BLD clients along with the development of websites and other digital assets.

* **Jeff St. Mars** is BLD Marketing’s newest art director. Most recently, St. Mars served as senior designer for St. Barnabas Health System. His background includes previous agency work at This is Red and Brunner in greater Pittsburgh. St. Mars will oversee creative ideation, design, and layout for a number of clients as part of the agency’s broader production team.

“Adding 15 accounts to our roster in a matter of about 15 months is quite an accomplishment, particularly in the midst of a global pandemic. We’re excited at everything Craig, Susie, Andrew and Jeff bring to the table as we grow, and we know that they’ll quickly become assets to our clients,” said David Sladack, president of BLD Marketing. “Our growth is a testament to BLD Marketing’s well-earned reputation as a go-to agency for building materials brands seeking to transform their marketing strategies from traditional to digital. The marketplace has shifted, and we have the expertise and experience to help clients truly grow their business with targeted programs for the audiences that are important to them.”

“The shift to digital marketing has been under way for years, and it has gained momentum in the building materials space with the advent of COVID-19,” added Kevin Mayer, CEO of BLD Marketing. “Like many other professionals, architects, designers, specifiers, commercial and residential builders, and other key industry stakeholders are working remotely and more readily searching for products online and on their own terms. That requires the development of a digital marketing ecosystem for our clients that guides these professionals on their journey toward smart solutions for their projects.”

BLD Marketing’s latest clients include category leaders in both the residential and commercial building and construction sectors.

For more information on BLD Marketing, visit [www.bld-marketing.com](http://www.bld-marketing.com).

**About BLD Marketing:**

BLD Marketing is a results-based, digital-first, full-service strategic marketing agency serving the building materials category exclusively throughout North America and abroad. BLD offers a comprehensive portfolio of strategic marketing services and implementation capabilities to help client companies achieve growth, efficiency, and profitability.

Visit: [www.bld-marketing.com](http://www.bld-marketing.com)

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