

Zadro Agency adds new faces to cover growing portfolio of clients

Zadro's 2020 team brings new expertise and a diverse skillset in integrated communications, as part of a fresh strategic focus on delivering the agency's promise to help their clients achieve impactful and measurable results. Managing Director Felicity Zadro continues to lead the team along with established Account Directors Marlise Beasley, Elizabeth Williams and Debbie Bradley, who have been joined by new recruit Simone Gur who started with Zadro in September, recently from Blaze Advertising. Simone has over 15 years account management experience working in both creative and media agencies including McCann Worldgroup. With strong skills in media, creative and communication strategy; Simone has worked across multiple categories ranging from commercial and residential property to entertainment. She has strong B2B and branding experience across digital, print, press, outdoor and activation platforms.

Senior Account Managers Julie Donovan and Jessica McLean have been joined by two new Account Managers: Yvette Schlegelmilch who began her role with Zadro in July 2019, and Gabrielle Dixon who started with Zadro in October. Yvette joins Zadro from Blackie McDonald, where she worked on a number of technology-focused clients. She has also worked in-house and held agency PR and Marketing roles in both the UK and in Australia across a variety of sectors including fashion, finance and not-for-profit. Gabrielle brings over five years' experience working within corporate environments in both the United States and Australia. During this time, she has worked across a multitude of industries including customer experience, design thinking, HR, finance, defence, automotive and real estate. Supporting the whole team is new Account Coordinator Oakley Grioli, a recent graduate of Public Communications at UTS. During her studies, she participated in a semester abroad in New York City, where she gained first-hand experience in a different global market. In her final year of study, she began working in the PR industry where her passion for communications grew, leading her to join Zadro in May 2019. Felicity Zadro, Managing Director of Zadro Agency said: "The addition of the new members to the team means we now have the strongest and most cohesive group of communicators with the most diverse skillset since I started the business." "We are thrilled with these new additions and excited to use their skills to help all of our clients reach their communications goals," said Ms Zadro. For more on Zadro visit: www.zadroagency.com.au

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About Zadro

Zadro is a recognised and award-winning integrated strategic communications agency.

Services include strategic communications including our own strategy development process COMM*BAT™, public relations, marketing, digital and social media, design, internal communications and customer insights programs.

Zadro works across meetings and events, tourism and hospitality, associations, government and health sectors and technology.

Zadro currently works with the Australasian Society of Association Executives, Australian Traditional-Medicine Society, Parkview Group, NW Group, Opmetrix, Staging Connections, Staging Rentals & Construction and many more.

Zadro was founded in 2007, is a team of 12, based in Surry Hills, NSW and works with clients across the Asia-Pacific region.

Zadro is part of the WIN PR Group www.winprgroup.com

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