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FOR IMMEDIATE RELEASE

MAI Names Melanie Thorne As New Media & Public Relations Specialist

Chesterfield, MO, December 14, 2015 -- Marketing Alternatives Inc. (MAI) is pleased to announce that Melanie Thorne will join the MAI team as Public Relations and Media Specialist, effective Monday, December 14.

Melanie is a graduate from UMSL with experience in Public Relations and media management. In her previous position, she accumulated extensive experience performing research and managing communications for staffing aerospace/manufacturing positions.

“We are excited to welcome Melanie to the MAI team. She has the core skills to be successful in aviation public relations and takes an analytical but creative approach to PR.” says Ted McDermott, Vice President, MAI.

Melanie will be responsible for maintaining and increasing client visibility through public relations efforts, fostering media relationships with the agency and identifying ongoing PR opportunities within the industry. Melanie can be reached at 636-530-0088 or via email mthorne@mai-stl.com.

MAI is a full service marketing and communications firm that has been providing award-winning strategies and creative design to the aviation industry since 1992. Located in St. Louis, Missouri, MAI is one of the few agencies having an established aviation focus, and serves clients from every segment of the industry. Services include branding, design, public relations, web development, tradeshow and event management and much more. For more information please visit www.mai-stl.com or call 636-530-0088.

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