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**BLD Marketing Appoints New Senior Vice President of PR and Content Marketing***Agency Veteran, Former Broadcast News Reporter Joins Firm’s Senior Leadership Team*

**PITTSBURGH, PA…** [BLD Marketing](http://www.bld-marketing.com/), an ROI-based, full-service strategic marketing agency serving building materials manufacturers exclusively throughout North America and abroad, has added to its senior management team with the appointment of Jeff Donaldson as the agency’s senior vice president of PR and content marketing.

A communications and marketing professional with nearly 30 years of experience, Donaldson now oversees the combined discipline for the agency and a team of multidisciplinary professionals that delivers a comprehensive array of services – from strategic planning and core messaging to comprehensive media and influencer relations, content development, thought leadership, reputation management, media training, crisis communications and social media. He will also be involved in business development and overall strategic planning and marketing for the agency.

“Jeff’s deep and varied experience – as an award-winning journalist and as a seasoned PR and communications professional – brings a new standard of excellence to our PR and content offerings, which represents a strong value proposition to BLD Marketing’s clients,” said David Sladack, president of BLD Marketing.

“BLD’s clients will benefit greatly from Jeff’s ability to identify and cultivate a brand’s voice and then transform that into impactful storytelling that generates ROI and credibility,” added Kevin Mayer, CEO.

Most recently, Donaldson served on the senior leadership team at another Pittsburgh-based full-service agency. He has held senior-level communications and marketing positions for nearly 20 years. This includes stints at a global PR agency, a global engineering firm and a private college. He has planned and executed multi-faceted programs for a number of brands in the building and construction space, and his work has won numerous industry awards. Before his time in PR and marketing, Donaldson spent more than a decade as a TV and radio news anchor and reporter and won six Associated Press awards for outstanding reporting.

“BLD Marketing’s results-oriented approach with a focus on a singular industry enables us to apply the agency’s deep knowledge and expertise across the client spectrum, which means we can deliver customized solutions to our clients that translate into business results,” added Donaldson. “I’m thrilled with the opportunity to join this growing organization filled with passionate professionals who are making it happen for our clients.”

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**BLD Marketing Appoints New Senior Vice President of PR and Content Marketing (cont.)***Agency Veteran, Former Broadcast News Reporter Joins Firm’s Senior Management Team*

A graduate of the S.I. Newhouse School of Public Communications at Syracuse University and a Pittsburgh native, Donaldson lives in Cranberry Township, PA, with his wife and two children.

**About BLD Marketing:**

BLD is an ROI-based, full-service strategic marketing agency serving building materials manufacturers 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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