

**FOR IMMEDIATE RELEASE**  
**October 21, 2019**

## **Pinckney Hugo Group Welcomes New Team Members**

**SYRACUSE, N.Y. – Pinckney Hugo Group**, a full-service marketing communications firm, has hired **Olivia Rickenbacher**, of Syracuse, New York, as an account manager, and **Jessica Caron**, of Manlius, New York, and **Joe Petrin**, of Cicero, New York, as assistant account managers.

Prior to joining Pinckney Hugo Group, Rickenbacher worked as director of communications at the Alliance of New York State YMCAs. She also gained experience in communications and marketing at other organizations in Albany, New York. She has a master's degree in integrated marketing communications from Marist College and a bachelor's degree in communications with a minor in public relations from the College of Saint Rose.

Caron previously gained experience in marketing and communications at various organizations in New Hampshire, Connecticut and New Jersey. She has a master's degree from Fairleigh Dickinson University and a bachelor's degree from Central Connecticut State University.

Petrin is a Google Qualified Individual with a certification in Google Ads. He has a bachelor's degree in marketing with a minor in business administration from the Madden School of Business at Le Moyne College.

**About Pinckney Hugo Group:** Pinckney Hugo Group is a full-service integrated marketing communications firm providing strategic solutions for clients in a broad range of industries. The firm is a member of the American Association of Advertising Agencies (4A's) and is a Google Premier Partner. Pinckney Hugo Group was named one of the Best Companies to Work For in New York State four times and has been included on Inc. magazine's list of the 5,000 fastest-growing private companies in America eight times. For more information, call 315-478-6700 or visit [www.pinckneyhugo.com](http://www.pinckneyhugo.com).

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Syracuse.com/P-S

CNYBJ

Marist / Saint Rose (Olivia)

Fairleigh Dickinson / CCSU (Jess)

Le Moyne (Joe)

## **Copy for PHG.com**

### **Welcome Olivia**

Olivia Rickenbacher, of Syracuse, New York, joins us as an account manager. Olivia previously worked as director of communications at the Alliance of New York State YMCAs. She also gained experience in communications and marketing at other organizations in Albany. She has a master's degree in integrated marketing communications from Marist College and a bachelor's degree in communications with a minor in public relations from the College of Saint Rose.

### **Welcome Jessica**

Jessica Caron, of Manlius, New York, joins our team as an assistant account manager. Prior to PHG, Jessica gained experience in marketing and communications at various organizations in New Hampshire, Connecticut and New Jersey. She has a master's degree from Fairleigh Dickinson University and a bachelor's degree from Central Connecticut State University.

### **Welcome Joe**

Joe Petrin, of Cicero, New York, joins PHG as an assistant account manager. He is a Google Qualified Individual with a certification in Google Ads. Joe has a bachelor's degree in marketing with a minor in business administration from the Madden School of Business at Le Moyne College.

## **Copy for LinkedIn**

Meet Olivia Rickenbacher: our newest account manager! Olivia previously worked as director of communications at the Alliance of New York State YMCAs. She also gained experience in communications and marketing at other organizations in Albany. Olivia has a master's degree in integrated marketing communications from Marist College and a bachelor's degree in communications with a minor in public relations from the College of Saint Rose. Welcome!

We're excited to welcome Jess Caron to PHG! Jess joins our account services team as an assistant account manager. Previously she gained experience in marketing and communications at various organizations in New Hampshire, Connecticut and New Jersey. She has a master's degree from Fairleigh Dickinson University and a bachelor's degree from Central Connecticut State University. Welcome!

Join us in welcoming Joe Petrin to the PHG team! Joe joins us as an assistant account manager. He is a Google Qualified Individual with a certification in Google Ads. Joe has a bachelor's degree in marketing with a minor in business administration from the Madden School of Business at Le Moyne College. Welcome!