



FOR IMMEDIATE RELEASE

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Contact: Larry Kacyon
LKacyon@L-Aadvertising.com

L-A Interactive Hires Austin Kaplan as Webmaster, part of the KACYON.com Group of Creative Services.

Lehigh Valley & Scranton / Wilkes-Barre, Pa. – L•A Interactive, part of the KACYON.com group of creative services hires Austin Kaplan as Webmaster, effective September 1, 2021.

Austin's primary responsibilities are to provide creative strategy, design, development, optimization, and maintenance to L•A's Web hosting customers with a secondary focus on 2D animation. Austin is a graduate of DeSales University with a Bachelor of Science degree in Computer Science – Digital Arts.

L•A Interactive launched its first online marketing campaign on AOL, America Online in 1993, developed Bethlehem Steel's first Website in 1995, and created an award-winning Website in 1997 for Penske Truck Leasing. L•A Interactive purchased Digital Zone in 2008, paving a road into the Pocono region of Northeastern Pennsylvania and the Scranton/Wilkes-Barre market, bolstering its Web hosting portfolio of accounts.

Encouraging brand participation through a rich media experience and user-generated content delivered across a variety of customer touch-points: sales presentations • website design • web hosting • search engine optimization (SEO) • search engine marketing (SEM) • social media networking • pay-per-click advertising • analytics.

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