



FOR IMMEDIATE RELEASE

June 1, 2017

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L-A Advertising Hires Matthew Kacyon to Lead New Creative Services Group, L•A VideoProduction

Lehigh Valley, Pa. – L•A Advertising, a full-service, advertising and marketing communications agency hires Matthew Kacyon, effective April 1, 2017 to lead L•A's newly formed creative services group, L•A VideoProduction. Matt's primary responsibilities are videography and editing with a secondary focus on Web development.

Matthew is a graduate of Temple University with a BFA in Film, a minor in Digital Media Technology, and a Certificate in Entrepreneurship from the Temple University & Fox School of Business. Matt was a Scholar Athlete as a Temple Owl, ranked nationally competing as a steeplechase and long distance runner in both Track & Field and Cross Country.

Enhance your marketing efforts through memorable storytelling by creating richer and more dynamic forms of both written and visual communication designed to engage your audience and elicit a quicker response: storyboarding • videography • editing • graphic animation • photography • distribution.

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