



CLIENT: The James Agency

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The James Agency ‘Levels Up’ With Seven New Clients, Five Hires *Q1 2021 Starts Strong for Scottsdale Full-Service Integrated Marketing Agency*

SCOTTSDALE, ARIZ. (March 16, 2021) – The James Agency (TJA), a woman-led full-service integrated marketing agency, has “leveled up” in 2021 by signing seven new clients and adding five new employees, signaling strong first quarter growth for the Scottsdale-based firm.

TJA, celebrating its 16th anniversary in March, is proud to announce it has added ProKure, Scott Communities, Pine and Poppy Event Rentals, Optima Dermatology, Peak Care Living, Adobe Road Winery and Arizona Biltmore to its client roster. Additional ongoing TJA clients include Hotel Valley Ho, Travel Costa Mesa, National Harbor, Octane Raceway, Mavrix and Medieval Times Dinner & Tournament Scottsdale.

Like many businesses, TJA was forced to pivot at the start of the COVID-19 pandemic in 2020. After some initial struggles as the pandemic affected all industries, CEO Veronique James is confident that TJA will continue its steady growth throughout 2021.

“More than ever, businesses need to successfully convey their messages via creative, media, web and public relations, even during a pandemic,” James said. “We strategically added to our dream team to guide clients in all areas of our full-service firm so they can bounce back from tough times.”

Christina Caldwell, a 13-year media and public relations professional, joins TJA as public relations account supervisor. With a foundation in reporting and editing, Caldwell has insider knowledge of what makes a journalist bite on a story. She has extensive experience with PR accounts in a multitude of industries, including nonprofits, hospitality, professional sports, commercial real estate, entertainment and more.

As organic social media coordinator, Savanna Metzger is responsible for executing results-driven social media strategies by developing and curating engaging content for TJA’s clients. Metzger brings more than 10 years of experience managing high-performing social platforms, plus photography and videography talent to the TJA team.

In addition to bringing her UX/UI design expertise to the TJA family, Emily Zitney shares her passion for the user experience with students at the University of Arizona as a teaching assistant. Zitney creates eye-catching designs for TJA clients while making sure the end user’s needs are met.

Hannah Evans joins the TJA team as media coordinator. A recent graduate of University of Arizona, Evans brings agency experience in reporting and managing paid media campaigns. At TJA, Evans will use her analytical mind and quick problem solving skills to build successful PPC campaigns for



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clients.

Alyse Eyssautier, an addition to TJA's client services team, works closely with clients and internal teams to ensure the partnership is a positive one. With six years of account management experience, Eyssautier understands the impact of a strong client-agency relationship and strives to ensure her clients feel that impact. In her role, Eyssautier manages all client communications, collaborates across departments to develop strategic alignment and ensures clients receive their deliverables on time.

To learn more about The James Agency's marketing services and team, visit www.thejamesagency.com.

About The James Agency

An integrated agency specializing in consumer advertising, public relations and digital, The James Agency (TJA) custom fits a comprehensive, insights-driven marketing strategy for each client. Founded in 2005 by Veronique James, TJA represents travel, tourism, hospitality and lifestyle brands. For more information, visit www.thejamesagency.com.