

Wildfire Hires Marketing Director, Two Others in Quest for Growth

LOS ANGELES, Calif. – Oct. 4 (SEND2PRESS NEWSWIRE) – In its quest to increase sales, Wildfire, Inc. (www.wildfirefx.com), Los Angeles based manufacturer of VHO, DMX controllable UV lights and UV sensitive materials, hired a new marketing director recently, promoting Aaron Stanley, the former Accounting Manager, to Director of Marketing and Public Relations.

Aletha Hanson was hired as the new Accounting Manager, while Adriana Alvarez was hired as the shipping and receiving clerk.

Stanley has a diverse background, including business experience as a small business owner. He has always been fascinated with advertising and marketing, and recently began devoting himself to studying the direct mail industry in order to master the art of sales copy.

“I believe any industry can learn a lot about how the direct mailers do business,” commented Stanley. “These guys have marketing down to a science. They leave nothing to doubt. Everything is tracked and measured and constantly put to the test. Advertising must have an immediate and trackable ROI, but most businesses don’t do that successfully. My job will be to do that here at Wildfire.”

“I have full confidence in Aaron’s ability to create a new marketing campaign for us,” said John Berardi, VP of Wildfire, Inc. “Already, he’s come up with lots of great ideas that we’ll be implementing soon. For example, we’ll begin publishing our first newsletter starting at the beginning of the year. We’re going to be publishing lots of great information on how to create spectacular UV effects; the kind of effects we’ve been doing here for ages, but kept secret all this time. I believe it’s time for us to focus more on our product line and teach others how to do what we’ve been doing for 17 years.”

“We’re going through a lot of changes right now,” Berardi continued, “We’re working on expanding our product line, while continually improving our existing products. Having one person take over all the marketing duties is one more step to allowing us to focus more time on product development, while having someone on staff who can promote those products for us.”

Hanson, the new Accounting Manager, brings several years of bookkeeping and accounting experience and plans to become a CPA.

Alvarez has worked for UPS in assembling and shipping, and more recently at Honda as a warehouse clerk.

More information about Wildfire, Inc.: www.wildfirefx.com

All trademarks acknowledged.

News issued by: Wildfire, Inc.

#

Original Story ID: (2070) :: 2006-10-1004-006

Original Keywords: Aaron Stanley, Wildfire Inc. Director of Marketing and Public Relations, manufacturer of VHO, DMX controllable UV lights and UV sensitive materials, John Berardi, Aletha Hanson, Adriana Alvarez Wildfire, Inc.