

For Immediate Release

Media Inquiries
Dara Gourley, 904-607-1138

Sales Inquiries
MediaMadeFresh.com, 904-595-7072



Red House Advertising Announces Acquisitions and Corporate Rebranding, Changes Name to Media Made Fresh

Jacksonville, FL – **Media Made Fresh**, formerly Red House Advertising and Internet Marketing, is announcing the acquisition of several companies and a comprehensive rebranding effort. These efforts are a result of the leadership’s interest in growing its global talent and customer base, while also disrupting the field of marketing with a formula that delivers a fresh approach with proven results for every client, project, and idea.

“Regardless of the industry, every business needs a customized and fresh approach to grow its brand and effectively reach its target audience,” said Dara Gourley, Chief Executive Officer and Co-Founder at **Media Made Fresh**. “Our team members collaborate with each client to help them understand what people will expect from their business in the future. We help clients create and implement marketing plans that deliver results in their territories for years to come.”

As a full-service global marketing company and leading internet marketing firm in Jacksonville, **Media Made Fresh’s** core practice areas include website design, internet marketing, video production, photography, search engine optimization, social media marketing, content writing, and website hosting. The recent acquisitions will allow **Media Made Fresh** to also provide highly skilled business intelligence analysis, UX/UI design, 2d/3d animation, artificial intelligence, and virtual reality services. These services help brands present their products in a creative way and allow for deeper connections with their customers.

“We are investing heavily in resources that will help brands create results driven customer experiences online and offline,” said Shawn Welk, Chief Technology Officer and Co-Founder at **Media Made Fresh**. “Our company has a talent pool that will allow us to serve more industries with even more innovative marketing strategies. We look to rebrand what it means to be a marketer by providing corporations and businesses the

most creative and innovative solutions for today's consumer. Not to mention the ability to offer real-time implementation by operating 24 hours a day, 6 days a week”

In support of the announcement, **Media Made Fresh** will rollout a national ad campaign that includes pumping educational content and marketing tips on Facebook, YouTube, Google+, LinkedIn, and targeted landing pages. **Media Made Fresh** will continue its community outreach initiatives, including Get Ranked, which will resume January 2018 with a live stream broadcast on the company's Facebook page, and Marketing Matters, hosted in partnership with the Jacksonville Women's Business Center, which will also resume January 2018.

About Media Made Fresh

Founded in 2013, two marketing experts, Dara Gourley and Shawn Welk, joined forces to create a marketing company that empowers entrepreneurs and delivers a customized approach with every project. **Media Made Fresh** works with corporations, small businesses, and startups in various industries including, automotive, professional services, food, financial services, fashion, healthcare, pet food and products, and sports. Dara is an 18-year marketing executive that specializes in creativity and growth strategies. Prior to starting Red House Advertising, Dara was an executive at the PGA TOUR for 10 years where she directed and managed \$30 million in annual marketing investments for corporate sponsors, and supported high profile business development projects. Shawn has been an entrepreneur, marketer, and technology consultant for 20 years. He has worked with Google since 1999 and Facebook since 2004. He has consulted with AT&T, Apple, Facebook, Lowes, Pandora, Sony, Spotify, and Tyco on technology solutions. **Media Made Fresh** is headquartered in Jacksonville, FL and has a corporate office in India. The company offers services and support 24 hours a day, 6 days a week. For more information visit MediaMadeFresh.com.