

For: Carolyn Frith Marketing

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WITH NEW “BACK-UP MARKETER” SERVICE, CHESTER COUNTY, PENNSYLVANIA BUSINESS WOMAN TAPS INTO CURRENT PREFERENCE FOR TEMPORARY AND CONTRACT-WORKERS OVER FULL-TIME HIRES

Valley Forge, PA, March 8, 2010—Hiring of temporary and contract workers may no longer be a forerunner of new full-time jobs. Companies have added temps for four months straight but full-time hiring has not kept pace. At the same time, lean staffing means more is demanded of full-time employees. Carolyn Frith, a business woman with over 25-years marketing experience, sees this trend as an opportunity to play into the demand for short-term workers, and help out full-time marketing and business managers burned out by increased responsibilities. She founded Carolyn Frith Marketing in February and offers a service as a back-up marketer who can jump in during busy seasons and break through the bottleneck of work.

“I was downsized in late 2009 from a marketing position at Kohler Company. I realized immediately I was dealing with a new economic reality,” says Carolyn Frith. “I could swim upstream and send out thousands of resumes or I could go with the flow and where I knew there was a need. Having been part of corporate America, I recognize there is a dearth of highly experienced, temporary-marketing help. With over 25 years of marketing experience that includes market research, marketing planning, new product development and implementation of marketing programs, I can jump in and help out overloaded business people during any phase of the marketing cycle.”

Carolyn Frith Marketing helps with anything from marketing planning, market research and new product development to brochures, ads, newsletters, direct mail campaigns, web site content, white papers, press releases, case studies, and more. By partnering with a network of graphic artists, Carolyn Frith Marketing offers a one-stop marketing solution without the high agency fees.

More information is available from Carolyn Frith at 610-933-4123, 307 Jug Hollow Road, Phoenixville, PA 19460; carolynfrith@verizon.net. Or, visit Carolyn Frith Marketing at www.carolynfrith.com.