



**FOR IMMEDIATE RELEASE**

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## **PACIFIC NORTHWEST AGENCY EXCITED TO LAUNCH NEW FULL-SERVICE ADVERTISING VENTURE**

NationAd Strategic Advertising and Marketing has announced today the formation of a new company, launching MaJoR Creative Marketing, a full-service advertising agency based in the Pacific Northwest. MaJoR Creative Marketing strategically blends Traditional, Digital and Social Media to build creative, efficient campaigns that deliver conversions for our clients.

Anchored by an experienced team with over 80 years of experience, MaJoR Creative Marketing will be led by its founders – Mechell Smith, Jerry Nash and Russ Cimber.

Nash and Cimber join Smith, currently the President of NationAd Strategic Advertising and Marketing. “Blending our unique skill sets and complementary approaches to client service, the collaboration and chemistry of our team is incomparable. MaJoR Creative Marketing has an exceptionally strong foundation from which to deliver outstanding results for our clients,” said Smith.

Jerry Nash joins MaJoR Creative Marketing after 16 years at Bonneville Seattle. “I am so thankful to everyone at Bonneville Seattle who played a role in my success. Partnering with Mechell Smith and Russ Cimber to create MaJoR Creative Marketing is one of the biggest blessings of my life. The passion our team has to go all in for our clients will be the foundation of our agency. I’m excited to get to work.”

Russ Cimber, who was previously the Creative Director for over 20 years at Bonneville Seattle and also served as a Creative Consultant for NationAd for over 25 years says, “An opportunity such as this has been a dream of mine for a long time; being part of an agency whose mission is to focus on our clients’ message, use full creative strategies, and implement it across multiple platforms. The chance to partner with both Jerry and Mechell to make that dream a reality was truly the stars aligning. I couldn’t be more excited.”

“Jerry brings a passion and positivity that will make him a dynamic leader at our agency. His depth of experience and track record of success complements our already seasoned team,” says Smith. “Russ’s exceptional reputation in the market and his multi award-winning creative talents, is an incredible asset for our clients.”

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