

Press Release

Contact

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SunStar Strategic Expands Digital Staff

Ben Gerow joins SunStar Strategic

January 10, 2018 Alexandria, VA – [SunStar Strategic](#) announced today that Ben Gerow joined the firm as an associate account executive. He will work with mutual fund managers and other clients as well as work toward further developing the firm’s digital services.

Gerow has a background in content marketing. He previously worked as a social media consultant for an ecommerce website and is the author of a personal blog.

SunStar Strategic is a niche PR and marketing firm located near Washington, DC primarily serving the financial services industry.

Gerow is dedicated to supporting the firm’s innovative ways of thinking and serving their clients.

“I am excited to begin my public relations career with SunStar Strategic and learn from the great team already in place,” Commented Gerow.

“Ben’s digital marketing experience and industry certifications are a welcome addition to the SunStar family,” added Kathryn Morrison, CEO & president of the firm.

About SunStar Strategic

Since 1990, SunStar Strategic has designed and executed media relations and marketing communications strategies focused on delivering their clients’ timely messages to the right audiences. SunStar Strategic is an expert at articulating their clients’ unique stories and proactively presenting them to the financial and business media as well as the investment community. Their services are designed to integrate with existing media and marketing strategies to attract and retain customers and investors, and build brands through structured news generation programs and smart marketing.

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