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Willow Creative Group Adds Creative, Account Talent

In preparation for new accounts ramping up this summer, local advertising agency, Willow Creative Group, hired two new team members – Cary Rohrer and Megan Hensley.

Rohrer, a seasoned designer, was hired as a senior art director. Throughout her 14 years in the industry, she has designed everything from garments to print to Web sites. In her new role at Willow, she creates print and online designs for several professional service clients.

Previously, Rohrer worked with other local advertising agencies, and most recently operated her own freelance design business. Past clients include Lands' End, Old Navy, P&G and Newport Aquarium. Rohrer graduated with a BFA in design from Miami University at Oxford in 1993. She currently lives in Cincinnati with her husband and three children.

Hensley was hired as an account coordinator following her graduation, with honors, from The Ohio State University. There, she earned degrees in marketing and psychology.

Her marketing skills were developed through an internship at Ethicon Endo-Surgery, where she worked with product directors and field sales representatives to implement medical marketing solutions. Hensley is a Cincinnati native and currently lives in West Chester. She enjoys spending time with her fiancé, Bob, and their new puppy.

“Cary brings care and maturity to every brand with which she works. She is the go-to artist for detailed, sophisticated designs.” said Debbie Dent, president of Willow Creative Group. “Meanwhile, Megan’s background in psychology adds a new dimension of insight to Willow’s work. She is detail-oriented, and will work with the account service team to exceed client expectations.”

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Award-winning Willow Creative Group is celebrating 19 years of outstanding client marketing solutions, leveraging creativity for measurable business successes. Willow’s capabilities include branding, strategy development, product launches, print marketing materials, public relations, trade shows, promotions and multimedia/Web design. Willow specializes in B2B, medical, professional services and financial marketing. For more information about Willow, contact Debbie Dent at (513) 665-9559, or visit us online at www.willowcreativegroup.com.