

Lissa Duty, Expert Social Media Strategist and Organizer of the DFW Rocks Social Media Day Conference, Named as V.P. Community Management of Advice Interactive

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MCKINNEY, Texas--Advice Interactive announced today the key acquisition of Lissa Duty to their corporate team as V.P. Community Management. Lissa comes to Advice Interactive after managing her own successful social media consultancy since 2009. She discovered her natural talent for understanding and using social media while working for another company, and immediately began providing social media services and teaching these strategies to businesses worldwide.

“Just imagine what I can accomplish at DFW Rocks Social Media Day with an entire team behind me. Watch out world!”

“We are very happy to have Lissa join our team as V.P. Community Management,” says Bernadette Coleman, Chief Executive Officer of Advice Interactive. “Lissa brings a wealth of knowledge and experience in social strategy that has shown great results for businesses around the world. She doesn’t follow the industry trends, she sets them. Her passion, experience and knowledge will play a monumental role as [Advice Interactive](#) continues to grow as a national digital agency and brand.”

Duty’s years of experience as a Social Media Strategist and Specialist led her to organize “DFW Rocks Social Media Day,” an annual digital marketing conference that brings together industry leaders from around the United States to speak, teach and collaborate in this Dallas/Fort Worth conference.

“I am very excited to be joining Advice Interactive as a part of the team,” says Duty. “As a full service interactive agency with a core expertise in search, Advice is a perfect match to my social skillset and experience. I look forward to adding my expertise in digital and social media practices to the Advice toolset.”

With the June 29 & June 30 [DFW Rocks Social Media Day Conference](#) less than 30 days away, we at Advice Interactive look forward to supporting her with any last minute details. Lissa responded to our offer of help with this “Just imagine what I can

accomplish at DFW Rocks Social Media Day with an entire team behind me. Watch out world!”

Over the previous twelve months, Advice Interactive Group has enjoyed nearly triple growth through strategic acquisitions and enterprise client expansion. For the second year in a row, Advice Interactive Group has been listed as an Inc. 500 company – quickly climbing the much sought after ranks from #155 to #131.

About Advice Interactive Group

Advice Interactive Group is an award-winning digital agency focused on improving visibility across the digital universe through search, design, and development. Recognized as one of the fastest growing interactive agencies in the U.S. by Inc. 500, Advice Interactive built its reputation through successful partnerships with top brands. The agency excels with proprietary technologies and strategies delivered by a handpicked team of experienced digital professionals. Those strategies and solutions have pioneered the way successful brands execute and view digital marketing. For more information, visit www.adviceinteractivegroup.com.

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