



FOR IMMEDIATE RELEASE

Contact: Lesley Waldsmith
RMD Advertising
614-794-2008

Waldsmith@RMDadvertising.com

Agency Holds Virtual Recruitment Event via Twitter

RMD Advertising Conducts 140 Character Interviews with Potential Intern Candidates

COLUMBUS, Ohio (March 14, 2011) – [RMD Advertising](http://RMDadvertising.com), a fully integrated advertising, public relations and brand strategy agency is widening the candidate pool and inviting future interns or special project coordinators to their upcoming Twitter virtual recruitment event on April 1, 2011. Potential candidates can participate in the initial interview process by using the hashtag #PickMeRMD to follow the discussion and answer traditional interview questions in 140 characters or less over the course of 20-30 minutes.

As in a traditional interview, candidates will answer questions about their knowledge, experience, and familiarity with advertising, marketing, public relations and social media. Virtual candidates are encouraged to interact with the RMD moderator and their fellow interviewees during the Twitter chat. Following the virtual recruitment event, responses will be used to evaluate capabilities. All interested candidates are asked to RSVP by March 30 to waldsmith@RMDAdvertising.com.

"We are looking for creative and enthusiastic individuals who are passionate about advertising, public relations and social media," said Sue Reninger, Managing Partner Client Brand Strategy, RMD Advertising. "We've conducted interviews using Skype video chat, and we continue to moderate weekly chats on Twitter about pertinent social media, strategic marketing and media relations issues. So, using Twitter as a tool to get to know potential candidates, while also widening our pool to find the best and brightest people out there is a natural next step for RMD Advertising."

RMD is a fully integrated brand strategy, advertising, public relations, marketing and social media agency in Central Ohio, rooted in creative logic. As a regional agency specializing in growing and emerging food brands, RMD serves a variety of clients including Panera Bread, T.G.I. Friday's, Allens, Inc., Rudolph Foods, Klosterman Baking Company, Bil-Jac Foods, Tandoor Chef, Dei Fratelli and Henny Penny. RMD is bold about the fact that a sharp focus on creativity, smart solutions and a passion for building brand business sets it apart as the strongest regional agency in the Midwest.

RMDadvertising.com
Facebook.com/RMDAdvertising
Twitter.com/RMDAdvertising