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Zion & Zion adds clients, staff

Chris Casacchia

Zion & Zion continues to excel in the recession, landing four new accounts and hiring three new employees.

The Tempe full-service advertising, PR and interactive firm signed clients Premier Pools of Arizona, Arizona Blinds, San Diego-based Bradley Wealth Management, and Conference Pros of Germany.

The three staff additions are Ana Tackett, formerly a senior member of the Microsoft PR account team at Waggener Edstrom Worldwide in Seattle; Michal Mathers, who will focus on market research and media strategy; and Ana Salazar, who joins the design and interactive group.

"We're now up to about two dozen people, and we've pulled many of those people from top firms that simply don't have the energy and appeal that they used to," said CEO Aric Zion.

The company also has openings for a senior internet strategist, an experienced programmer and a senior social media strategist.

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