



**FOR IMMEDIATE RELEASE**

**MRM WORLDWIDE STRATEGIST LIZ LONEY HONORED AS SOCIAL MEDIA STAR  
The Social Media Society Celebrates Shining Stars at DMA: 2011 Conference**

**NEW YORK – (October 3, 2011)** – Liz Loney, Strategist at the Princeton office of MRM Worldwide — a top-five digital and direct agency, was honored last night as a Social Media Star during a soiree in Boston at the DMA: 2011, the annual global conference and exhibition for integrated marketing. Hosted by the Social Media Society, the awards are presented to the best and brightest individuals and rising stars in the industry to celebrate the people behind the leading social media profiles and campaigns across the country.

“This is well-deserved recognition for Liz, and we are inspired by the spirit she brings to our team,” said Dave Boede, President, Americas Region, MRM Worldwide. “MRM is only as good as the people that work here, and Liz’s approach to user experience through social media shows her dedication to our relentless pursuit of combining creativity and technology to solve our clients’ greatest challenges.”

Liz has been integral to the success seen by MRM Princeton clients through social media campaigns. She contributed to the inception, strategy, execution and launch of [ETS \(Educational Testing Service\) TOEFL Facebook Brand page](#) in India creating a real-time process to moderate, manage and respond to the community. As a young talent, she has also been a driver for the development of emerging uses for pharmaceutical products and services on a social platform, creating and launching three pharmaceutical Facebook Pages in the last year, including a flagship execution for [Lunesta](#).

Understanding that the exam, and preparation, impacts total student/work lifestyle, Liz took her ETS client emersion one step further by preparing for and taking the ETS GRE revised General Test and became the Brand Ambassador to the students on the [ETS GRE revised General Test Brand Facebook Page](#), which launched specifically for student support services. She continuously monitored the Page and worked with the ETS Customer Service Center to address concerns and gave personal advice. Serving as a trusted advisor Liz used her social media skills to connect directly with the ETS community and guided students through all dimensions of the exam and preparation process.

**About MRM Worldwide**

MRM Worldwide is a global top-five digital and direct agency. We design, create, execute, manage and measure interactions between consumers and brands, which accelerate sales and ROI while igniting passion and loyalty for brands. MRM’s suite of offerings includes brand leadership, strategic services, relationship marketing, design, measurement and analytics, platforms/applications, mobile, SEO/SEM, DTC (direct to consumer) and offshore production asset and distribution. The agency has 33 offices in 31 countries and counts Bristol-Myers Squibb, General Mills, General Motors, Intel, Johnson & Johnson, Kraft, Nestlé, U.S. ARMY, Verizon, Wells Fargo, and among its clients. For more information, please visit [www.mrmworldwide.com](http://www.mrmworldwide.com).

###



**Contact:**

Erin Hughes

MRM Worldwide

646-865-3308

[erin.hughes@mrmworldwide.com](mailto:erin.hughes@mrmworldwide.com)

Meaghan Jones

Weber Shandwick

212-445-8398

[meaghan.jones@webershandwick.com](mailto:meaghan.jones@webershandwick.com)