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True Native Media Agency

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TRUE NATIVE MEDIA CONTINUES EXPANSIVE TEAM GROWTH.

Sarasota, FL: True Native Media today announced the addition of three new employees across divisions.

"I anticipate 2021 being a year of exciting opportunities." Says Heather Osgood, True Native Media Founder. "We are primed for building stronger, deeper relationships with industry professionals, advertisers, and podcasters. I am looking forward to expanding our authority in the podcast space."

Cami Abouleinein joins True Native Media as Account Manager, effective March 2021. With her previous experience at Westwood One, she brings her strong customer relations and organizational skills to True Native Media.

Abouleinein is responsible for overseeing strategic campaign creation for direct advertisers. Cami works with advertisers to make sure their campaigns run as smoothly and productively as possible.

"Success is the sum of small efforts repeated day in and day out. I am looking forward to bringing this systematic approach to True Native Media to build long-lasting advertiser relationships," says Abouleinein.

AJ Archibald and Ame Fuhlbruck joined True Native Media as Account Executives, effective March 2021.

Archibald brings over 30 years of experience in sales to True Native Media. Previously, he was VP of Business Development for Dubtrack.FM, negotiating content licensing deals and securing sponsorships and advertising relationships.

"Podcasting is still in its early stages, and I'm looking forward to working with a team that is leading the charge when it comes to the most responsive forms of advertising in the medium - host read ads," says Archibald.

With 8 years of podcast sales experience, Fuhlbruck came to True Native Media from Growing Bolder. As the Director Of Business Development, she drove revenue through traditional advertising and native partnerships across all platforms, including print, digital, podcast, radio, and social media.

"True Native Media takes an individualized approach to each advertising partner to help them connect with untapped, engaged audiences, and I am excited to be part of the experience," says Fuhlbruck

They will both work diligently to match brands, advertisers, and agencies with True Native Media's roster of podcasts, facilitating successful podcast advertising campaigns.

About the company: True Native Media, a podcast representation agency that specializes in podcast advertising. Representing over 70 high-quality podcasts with engaged audiences in various genres. Visit truenativemedia.com for a full podcast roster.

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