



Keenan·Nagle Advertising

*Since 1954*

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## Press Release

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### FOR IMMEDIATE RELEASE

*Photo Accompanied*

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## Keenan-Nagle appoints new Director of Marketing and Media Services

**Allentown, PA — Keenan-Nagle Advertising (K-N)** is pleased to share the news of the latest addition to their advertising team. On Monday, March 21, Brynn Levine joined K-N as the Director of Marketing and Media Services.

Brynn comes to Keenan-Nagle from the Historic Hotel Bethlehem where she served for more than a decade, most recently as Marketing Manager. Brynn's considerable proficiencies include strategic development, campaign implementation, planning and placement of all media (traditional, digital and social), web content and SEO management, multi-departmental budgeting, ROI analysis and community partnerships.

During her tenure, the Historic Hotel Bethlehem was named the #1 Best Historic Hotel in the Nation by USA Today for the 10Best Readers' Choice Award in 2021. Brynn also played a role in the campaign resulting in Historic Moravian Bethlehem being named a UNESCO World Heritage Destination.

Brynn is a Lehigh Valley native and holds a Bachelor of Science degree in Marketing and Management from DeSales University. She has served the community as a valued member of multiple boards and committees, including the marketing board for the Downtown Bethlehem Association, the hospitality board for Northampton Community College, and the marketing committee for Discover Lehigh Valley.

Looking ahead, Keenan-Nagle is very excited about the energy and expertise Brynn will bring to K-N's client service.

**About Keenan-Nagle Advertising:** In continuous service since 1954, K-N is the Lehigh Valley's longest serving marketing/communications/advertising agency. The firm provides businesses and institutions with a full spectrum of services including creative communication concepts and content, website development and management, graphic design, copywriting, cross-platform media strategies and ROI analysis. K-N is located at 1301 South 12<sup>th</sup> St. in Allentown, PA and online at [www.keenannagle.com](http://www.keenannagle.com).