



## **DXAGENCY EXPANDS OFFICES TO CATER TO THE MIAMI AND LATIN AMERICAN MARKETS**

### **FORMER 1800FLOWERS.COM EXECUTIVE, CHRIS ADAMO, TO SERVE AS DIRECTOR FOR AGENCY'S NEW LOCATION**

**Edgewater, NJ, February 17, 2015** – [DXagency](#), a full-service strategy and engagement firm, announced today the opening of its new Miami office to help support its growing client base. Located on the historic Biscayne Blvd, and in the growing Miami tech hub, the new office will focus on providing current and new U.S. clients with the same, best-in-class services, as well as opening the doors to Spanish-speaking clients both domestically and in Latin America.

With over 10 years of experience in client services and developing business solutions, Chris Adamo, a former 1-800-Flowers executive, will be bringing a unique background of both a creative mindset when it comes to all things digital, as well as a deep analytical methodology to DXagency and assisting CEO, Sandy Rubinstein, with the new expansion. Adamo will be responsible for new business development, along with helping the agency recruit and manage talent in both the Miami market and abroad.

“The expansion is an example of DXagency’s commitment to providing clients with the best possible service and value,” said Sandy Rubinstein, CEO of DXagency. “This opportunity allows our company to establish itself as an international agency and build upon our existing client roster in both the U.S. and Latin America. As a Miami native and a Chilean-American, I’m excited to bring DXagency to a thriving and innovative tech market as well as engage with Latin American clients and customers who call this great city home.”

Throughout 2015, DXagency will be expanding the agency in terms of both services and clients. The company continues to gain big client wins and will be offering additional services spanning all areas of marketing & advertising, from the traditional to digital, to best fit the needs of all clients. The company also has sights on adding an in-house production studio to offer a full-service, 360-degree experience for new and existing clients.

“I’m honored to be a part of DXagency and thrilled to shepherd its formal introduction to the Miami market,” said Chris Adamo. “The firm currently works with an A-List client roster and I am excited to lead the charge in expanding our footprint.”

DXagency delivers a variety of marketing, advertising and creative services to a notable roster including: HBO, Kmart, DIRECTV, Welch’s Fruit Snacks, Viacom, Dr. Schar, Nat Geo Books, Madison Square Garden and more.

### **About DXagency**

DXagency is a full-service engagement agency that specializes in creating marketing opportunities for its clients that resonate with target consumers. The agency has clients in all business verticals and provides a focused approach to its clients’ businesses that provide strong return on investment. The independently owned agency was founded in 2004 and has 40 team members at its Edgewater, NJ headquarters.

### **Media Contact:**

Austin Rotter

5W Public Relations

[arotter@5wpr.com](mailto:arotter@5wpr.com)