

AKRON, OH, October 03, 2013 **/24-7PressRelease/** -- Marketing Resources & Results, Inc., a marketing firm that specializes in customized strategic marketing plans, promoted Scott Peskowitz to Marketing Assistant from Marketing Intern.

"Scott brings a fresh perspective to our market research and analysis," said Chris Brown, President of Marketing Resources and Results. "In his role as marketing assistant, he will apply his analytical skills to our strategic marketing planning processes."

Peskowitz's work will contribute to the high quality marketing services clients receive. He will provide in-depth market research and competitive analyses for various industries. As Marketing Assistant, some of his responsibilities consist of researching target markets, developing mailing lists, analyzing Google analytics, and assisting in PR strategy development.

Prior to Marketing Resources & Results, Peskowitz was the Marketing Director for Kent State Student Media and helped to promote awareness of student magazines, radio and TV to the university and local community. After serving as an intern with Marketing Resources & Results, he was promoted to Marketing Assistant. He developed additional marketing experience while shadowing the Manager of Group Sales and Promotion for the Cleveland Cavaliers and Lake Erie Monsters.

Peskowitz graduated from Kent State University with a Bachelor of Business Administration in Marketing. He graduated from Seneca Valley High School in Harmony, PA. Currently, he is working towards an MBA in Marketing from Cleveland State University and resides in Streetsboro, Ohio.

About Marketing Resources & ResultsMarketing Resources & Results, Inc. helps companies profitably promote new services, market their business and build brand identities. The firm serves companies nationwide in developing strategic marketing plans and by providing market research, sales presentations, graphic design, printing, press releases and direct mail programs. They also provide marketing seminars and workshops for associations, companies and other business organizations. For more information call 330-656-9793, or visit <http://www.resources-results.com>.