

# CHRISTINE CARRIER ARTS

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## CHRISTINE CARRIER ARTS ANNOUNCES MARKETING AND PUBLIC RELATIONS EXECUTIVE LIZ SAMUROVICH

**September 6, 2016 New York, NY** - Christine Carrier Arts is delighted to welcome Liz Samurovich to the CCA team as the Marketing and Public Relations Director. From 1990 to 1999 Liz held the position of Media Director and Global Strategic Liaison at multiple world-class advertising agencies including Ogilvy & Mather, DDB Needham and McCann Erickson. During her tenure she worked for various Fortune 500 clients which allowed her to showcase innovative ideas for her clients

Liz successfully launched a thriving marketing and communication consulting company, Sable 6 Marketing, shortly after working for many prestigious advertising agencies. She provided her business acumen and marketing prowess to clientele in the arts, entertainment, tourism, fashion and publishing arenas. Her inventive and creative services were utilized by notable, high profile companies including The New Yorker magazine, the New York Palace Hotel, Ric Kallaher Photography, McCann Erickson and Orama Arts Consulting. Ben Hartley, owner of Orama Arts Consulting, says, "Liz is a smart, creative and highly organized marketing professional. I can thoroughly recommend her to anyone."

Liz's ardent passion for designing original, novel and creative marketing and PR plans help build her clients' brands. Recently, Liz served as Marketing Director for the renowned performing arts center, Symphony Space, the highly regarded Museum of Arts and Design and the National Multiple Sclerosis Society. "Liz's presence on the team is integral, and will greatly benefit all of the CCA clientele," says Christine Carrier.

Christine Carrier Arts is an art world concierge management company with experience producing Art Fairs and Pop Up events in NYC and Miami, as well as consulting with galleries on market strategies to increase their visibility and brand recognition.

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