



## Cardinal Web Solutions Names Lee Berg as New Media Director

*Lee Berg named as new Media Director at Cardinal Web Solutions, the #1 fastest growing agency in the Southeast.*

ATLANTA, GA, March 07, 2014 **/24-7PressRelease/** -- Cardinal Web Solutions, a premier, turn-key [Atlanta Internet marketing agency](#), is pleased to announce the appointment of Lee Berg as Media Director. Berg will oversee all digital media and pay-per-click marketing programs for both local and national brands. He will work on a strategic and tactical level to oversee all aspects of search marketing including keyword management, creation of campaign messaging, bidding strategies, creative testing, and analytics.

Prior to joining [Cardinal Web Solutions](#), Mr. Berg was the Media supervisor at 360i. At 360i he managed teams and drove strategy across search, mobile, and social marketing campaigns exceeding \$40 million annually. National brands he has worked with include Apple, Ancestry.com, and Equifax. Berg is a graduate of Loyola University New Orleans where he earned a Bachelors of Science.

"We're pleased to welcome Lee to the Cardinal team," shares Alex Membrillo, CEO of Cardinal Web Solutions.

"Lee's extensive experience in the search marketing industry, when combined with his innovative media solutions, makes him the perfect choice to capitalize on the momentum we've already achieved and to help take Cardinal's service offerings to the next level," says Mr. Membrillo.

"I'm very excited to become a member of the Cardinal family, and I'm eager to build upon the great foundation that this agency has already built!" said Berg. "Cardinal Web Solutions utilizes a variety of techniques for managing clients' online presences. I look forward to working with businesses to identify the best and most cost effective solution for allocating their marketing budget to maximize return-on-investment," he says.

Founded in 2009, Cardinal Web Solutions' custom [Internet marketing services](#) include search engine optimization (SEO), pay per click advertising (PPC), web design, mobile marketing, and social media management. Cardinal Web Solutions was ranked as the #1 fastest growing agency in the southeast on the 2013 Agency 100 (The Agency Post). They have been featured in national publications including Mashable, Entrepreneur, and The Wall Street Journal.

### About Cardinal Web Solutions

Cardinal Web Solutions is an Internet Marketing agency that is comprised of marketers that use technology to deliver results, not technicians implementing software or stale formulas. They approach every situation with the client's customer in mind and measure success not by increased traffic or impressions, but instead higher client profits. CWS keeps pace with rapidly shifting trends in Interactive Marketing, and develops engagement strategies that are not defined by a platform or a category, but leverage the best marketing vehicle to solve every unique challenge. They offer Search Engine Optimization, Pay Per Click Advertising, Social Media Management, Web Design & Development, Mobile Marketing, Online Reputation Management, Web Analytics, and more.

For more information call 404-585-2096 or visit <http://www.CardinalWebSolutions.com>

For all media inquiries, please contact:

Allison Reinert  
ALR Marketing Solutions  
<http://www.ALRMarketingSolutions.com>

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### Contact Information:

Allison Reinert  
ALR Marketing Solutions  
Norcross, GA  
USA  
Voice: 4048905817  
E-Mail: [Email Us Here](#)  
Website: <http://www.CardinalWebSolutions.com>

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