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Jackson Sumner & Associates Welcomes Seasoned Marketing Pro, Mandy Marxen

Boone, NC - Jackson Sumner & Associates (JSA) is excited to have Mandy Marxen join their team as the Content & Communications Coordinator, a new position designed to implement the company's larger marketing strategy. Marxen comes to JSA with 25 years of experience as the VP of Marketing of Gardener Glass Products, Inc., located in North Wilkesboro, NC.

Danielle Wade, Chief Operating Officer of JSA, states, "Mandy's versatility as a visual designer, copywriter, and digital marketer makes her the ideal marketing professional of today." In her role, Marxen will administer innovative communications across a wide range of digital and print platforms that share JSA's 37 years of experience as the leading E&S Broker in the Southeast.

Wade explained that Marxen's position was a natural outcropping of the company's recalibration of its marketing strategy to better position JSA in the current digital adaptation of the insurance industry.

JSA's Director of Business Development, Trish Oxford notes, "The internet has changed the landscape of how people shop for insurance. B2B companies must position themselves as experts in their line of business, which requires extensive online resources to provide to its customers. Mandy will be the producer of this media, for example blogs, videos, and graphics, through which we can share our expertise."

About Jackson Sumner & Associates (JSA)

Jackson Sumner & Associates (JSA) is an Excess and Surplus Lines Managing General Agent (MGA) that began in 1981 in Boone, North Carolina. JSA offers a wide range of insurance products including property, casualty, automobile, garage, professional liability, and personal lines. We are licensed to do business in North Carolina, South Carolina, Virginia, Georgia, Tennessee, and Maryland. JSA is committed to quality service for our agents and strong underwriting for our companies. Learn more about the ease-of-doing business with JSA at www.jsausa.com.

To learn more about Mandy and her role with Jackson Sumner & Associates, email her at mandym@jsausa.com or give her a call at 800-342-5572.