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Contact:

Jana Holdcroft
ProofreadNOW.com, Inc.
978.887.6675 (phone)
978.887.3680 (fax)
Jana@ProofreadNOW.com

Economy Encourages ProofreadNOW.com, Inc. to Hire Its First Director of Marketing

Topsfield, Mass. (April 6, 2009) – With its expectations rising because of the lucrative opportunities created by the down economy, ProofreadNOW.com, Inc. has hired its first director of sales ever in its 10-year history.

Phil Jamieson, president of the Massachusetts-based firm that offers business-to-business proofreading worldwide in less than an hour, announced that Constance Eversull has joined the company to head its up-and-coming marketing organization, now in its formative stages. “This is the perfect time to build up a marketing and sales effort, especially if you are in the outsourcing business as we are,” said Jamieson. “Our clients are pushing us to take on more and more of their quality control work as they downsize and shed their in-house capabilities. We’re only too happy to accommodate. I see the economy delivering even more prospects as layoffs become the norm. Conni Eversull is our top pick to build the aggressive sales department that can reach and convert those prospects in need of our service.”

ProofreadNOW’s sales pitch is based on the premise that quality matters. “Clients send us ads, white papers, newsletters, announcements and proposals. As competition increases, they know that the quality of these image-bearing documents matters even more,” said Eversull. “Our clients see us as their critical edge that enables them to reach those higher levels of quality. I will build our sales appeal on the assumption that mistakes cost money in terms of excessive reprints, damaged reputation and unimpressed customers. The sales team we are now hiring will move forward swiftly with that assumption.”

Eversull brings more than 25 years of sales and marketing experience to the growing firm. Previous roles have included VP of sales and marketing at several technology firms, business development manager for a telesales outsource company, account management at a customer relationship software developer and a sales training company, as well as business recruitment for a public economic development office.

ABOUT PROOFREADNOW.COM, INC. – ProofreadNOW.com, Inc. was founded in 1999 to offer proofreading and copy editing services to ad agencies, law firms, PR firms, marketing departments, publishers, and newsletter producers. The firm operates a secure server at the hub of its operations. Customers submit documents 24/7 with no advance notice. Two expert editors process every customer document. The secure server returns the document to the customer, with all changes and suggestions built in for customer approval. Turnaround can range from one hour to two weeks depending on need, document size, and service level desired. Customers pay as they go, so expensive office overhead is eliminated. Quick response, guaranteed satisfaction, and 24/7 availability form the basis of the company’s business proposition. Information is available at www.ProofreadNOW.com or by calling 978-887-6675.

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