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Dorsey & Company Adds Digital and Social Media Marketing Expertise *Newest Associate brings deep higher education marketing background*

Cleveland, OH (July 8, 2019) – [Dorsey & Company](#) can now add to its strategic counsel proven digital and social media marketing strategy with the addition of its newest Associate, Mike Richwalsky.

Richwalsky has 20 years of experience in traditional, digital and web marketing, primarily working in higher education. Most recently, he served as Executive Director of Marketing and Creative Services at John Carroll University in Cleveland. His work has focused on enrollment, fundraising, alumni outreach and creative strategy.

As a Dorsey & Company Associate, Richwalsky will bring unique skills and capabilities to the firm's work in higher education and all other industries served. Added capabilities include:

- Integrated Marketing Management
- Digital marketing (including, marketing automation, SEO/SEM/PPC, social advertising campaigns)
- Creative direction for print and digital
- Web and application strategy, development, and support
- Video strategy, production, and creative oversight

"No marketing advisors can claim expertise in the discipline without full knowledge of all marketing and sales channels – which now include digital," said Dorsey & Company President Julius C. Dorsey Jr. "Mike's track record, knowledge and expertise in the very discreet space of digital marketing and all that come with it made him an obvious choice to add to our team of competitive and marketing strategy consultants."

Richwalsky's skills will complement existing web strategy and graphic design capabilities present among the firm's Associates.

A graduate of Duquesne University, Richwalsky also completed the Higher Education Emerging IT Leadership training program held by Educause and NERCOMP (Northeast Regional Computing Program). His work has been recognized with many Graphic Design USA and CASE (Council for Advancement and Support of Education) awards, and he was named a Creative Spark Award Winner by the Advertising Federation of Northwest Pennsylvania for excellence in electronic communications and marketing.

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Founded in 1987, Dorsey & Company Strategic Consultants to Management is a carefully assembled group of more than 50 associates who offer a wide range of marketing expertise to thoughtfully approach every engagement according to its unique competitive and marketing challenges and requirements. The Dorsey & Company approach has consistently yielded favorable results for leading clients in automotive, energy, utility, branded and consumer goods, retail, higher education, telecommunication, government and nonprofit, financial and professional services, health and pharmaceutical, and other industries. Visit <http://www.dorsey-co.com> to learn more about Dorsey & Company.