

Long Island Ad Agency LoBo & Petrocine Hires Darlene Puntillo As Senior Account Executive

LoBo & Petrocine, an advertising agency located in Melville on Long Island, hires Darlene Puntillo as the newest addition to their Account Services team.

May 26, 2009 - [PRLog](#) -- Lobo & Petrocine, the Melville-based marketing communications firm, has hired Darlene Puntillo of Medford, NY, as a Senior Account Executive. As part of the agency's account team, she will be working on several of the agency's key pieces of business, including Bryant & Stratton College and Indxis Financial Services.

"In this economy, good strategic thinking as well as conscientious personal service are more important than ever," explained LoBo President, Russ Petrocine. "Darlene's extensive experience in account services and her strong professional ethic will add considerably to our capabilities, helping us become even more responsive to our clients' needs."

Before joining Lobo & Petrocine, Ms. Puntillo was an Account Executive for almost six years at KDJ Advertising where she worked on several accounts, including North Fork Bank, Sandler O'Neil, Restaurant Management Inc., Scimitar, Capital Advisors Group, and Lancer Insurance. Prior to that, she worked at Cameron Advertising and at Travel Agent Magazine where she managed the sales department and acted as liaison between the advertising and editorial staff.

Ms. Puntillo is a graduate of Long Island University - Southampton Campus, where she earned a BFA in Communications-Advertising/Public Relations in 1995.

Headquartered in Melville, NY, LoBo & Petrocine Marketing Communications was founded in 2003 by partners Russ Petrocine, Lou Lopriore and Rick Bodamer. With gross billings currently in excess of \$14 million, the agency does work for a wide range of clients in education, finance, healthcare, natural nutrition, hospitality, the automotive industry and more.

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