

FOR IMMEDIATE RELEASE



**Media Contact:**

Louda Baca, Co-Founder  
DynaMedia San Francisco  
(415) 678-9049  
[louda@dynamediasf.com](mailto:louda@dynamediasf.com)

## **DynaMedia San Francisco Launches Growth Phase and Drives Sustainable Marketing Practices for Businesses of All Sizes**

SAN FRANCISCO, CA – (March 11, 2009) – DynaMedia San Francisco, a women-owned full-service online marketing agency, has announced the beginning of an aggressive growth phase. The company was officially launched in January 2009 by co-founders Louda Baca and Marcine Perry, who have already built an impressive and diverse client list. DynaMedia SF's main priority is to fill the growing niche of sustainable marketing for businesses and non-profit organizations of all sizes.

“DynaMedia SF is committed to bringing sustainable marketing to the masses,” said Louda. “We help businesses of all sizes to increase their visibility and revenue while leveraging best practices that are economically, environmentally, and socially responsible.”

Louda and Marcine are passionate about social responsibility and are committed to empowering their community through their work. “We love seeing our work make a positive, direct impact on our community,” said Marcine. “Contributing to the success of locally owned businesses means more dollars circulating within the San Francisco Bay Area, which in turn contributes to the area’s overall economic health.”

For more information, please visit [www.dynamediasf.com](http://www.dynamediasf.com).

### **About DynaMedia San Francisco**

DynaMedia San Francisco is a full-service online marketing agency that leverages the Internet to help businesses of all sizes identify and communicate with their target audiences. The core value of DynaMedia SF is to produce high quality work and drive measurable results for clients while advocating sustainable marketing. Clients include a non-profit organization and businesses in the retail, services, fitness, and arts sectors. The majority of DynaMedia SF's clients are locally owned and eco-friendly businesses. Visit <http://www.dynamediasf.com/clients.html> to learn more about DynaMedia SF's clients. Services include website design and development, email marketing, and corporate branding and identity (<http://www.dynamediasf.com/services.html>).

Co-founder Louda Baca joined the world of interactive marketing shortly after graduating from Mills College with a degree in Mathematics. She worked with Lot21 (now Carat Fusion), for clients such as eBay and Sega, then later worked at Modem Media as the chief marketing analyst for Intel Home Computing. Louda moved to Connecticut to study organic farming and sustainability on the historic Cobble Brook Farm. While there, she launched Deathray Design, a firm dedicated to supporting non-profits and local businesses. Louda headed home to San Francisco in 2005 to join the team at SustainLane, then ventured off on her own as a consultant, working with clients such as Cozybit and Wikipedia. It was Louda who suggested to Marcine in early 2008 that they join forces to build a marketing powerhouse. Visit <http://www.dynamediasf.com/louda.html> to learn more about Louda.

Co-founder Marcine Perry dove into the field of online marketing and technology shortly after graduating from Harvard College in 1999. She began her career in website development and later honed her skills in marketing at Digital Impact (now Acxiom Digital) and Euro RSCG 4D. Her clients included Microsoft, Apple, Target, Intel, and Hewlett-Packard. Marcine then worked at Papilia, an online fundraising company for non-profit organizations, where she implemented contact strategies for clients including Rainforest2Reef, the Family Violence Prevention Fund, Museum of the African Diaspora (MoAD), and Oberlin Dance Collective (ODC). Marcine was working as a consultant when Louda approached her with the brilliant idea to create DynaMedia SF. Visit <http://www.dynamediasf.com/marcine.html> to learn more about Marcine.

###