

Proven Media Expands Agency with New Division

Cannabis Specialized firm adds content division as agency grows in 2021

PHOENIX, AZ, USA, May 4, 2021
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[Proven Media](#), the leading public relations and marketing agency for the cannabis industry is pleased to announce staffing changes driven by the agency's growth in 2021.

Dena Roché, Proven Media's Public Relations Director was promoted to Director of Content Marketing. In her new role she will be responsible for creating a new content division of Proven Media. Clients will now be able to turn to Proven Media for all their content needs including blogs, collateral, social, thought leadership articles, white papers and more. Roché has a journalism background with many published credits in national and international lifestyle publications.



Proven Media adds Dena Roché as Director of Content Marketing

"PR and content marketing have become so intertwined that it was imperative that we create a new content division to help our clients have an integrated approach to their brand promotion," said Kim Prince, owner of Proven Media. "Dena is one of the most talented, experienced writers I know and perfect to lead this new area of our agency."

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About Proven Media:

Proven Media was established in 2008 with headquarters in Scottsdale, Arizona with satellite offices in Providence, Rhode Island. The public relations firm provides a wide array of targeted marketing communications products to private and publicly traded companies with an emphasis

on corporate, investor and stakeholder communications. The company designs smart communication strategies, rooted in professionalism and integrity, for the brightest stars. For information, visit 748 Easy Street, Suite 12, in Carefree, Arizona, write PO Box 2662, Carefree, Arizona 85377, email info@provenmediaservices.com or click www.provenmediaservices.com.

Kimberly Prince
Proven Media Services
+1 401-484-4980
Kim@provenmediaservices.com

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