



**FOR IMMEDIATE RELEASE**

**Friday, Sept. 23, 2011**

## **TOP WEB FIRM XYNERGY ANNOUNCES NEW HIRES**

*Albuquerque and Santa Fe, N.M.* —Xynergy, a leading web design and online marketing firm, has recently hired two new staff members; Jeff Norris as Director of Online Marketing and John Corry as Software Engineer. Xynergy’s continued growth and expansion takes the firm’s total headcount in their Albuquerque and Santa Fe offices to 10.

“We are pleased to add these professionals to our talented team,” says Jennifer Martin, CEO of Xynergy. “We are continuously seeking to improve and to better serve our clients. Both Jeff and John have extensive experience in our industry. I know Xynergy and all of our clients will hugely benefit from their contributions to the company.”

Norris was the Technology Director at The Santa Fe New Mexican from 2002 to 2010. He is an expert in online marketing and ad management. He has led numerous successful Facebook and AdWords campaigns and has directly managed display ad campaigns via the 24/7 RealMedia ad management system for the Santa Fe New Mexican.

Xynergy’s clients will benefit from Norris’s copy writing and editing expertise. He recently attended The Writer’s Institute, a graduate fiction program at the City University of New York. He holds a BA in Journalism from Georgia State University. He worked at The Morning News, Springdale, Ark. as creative services director from 1996 to 2002.



Professional website developer John Corry has just been hired as Software Engineer at Xynergy. He handles web application design, development, maintenance and redesign.

Corry is an expert in scripting languages designed for web development to produce dynamic web pages such in PHP, MySQL, PgSQL and XML. He has years of experience using various APIs, application program interfaces, the building blocks for software applications. Corry is also well-versed in HTML and CSS development.

Corry is no stranger to pressure and deadlines; he is a commercial pilot rated in both airplanes and gliders and flew Delta Connection jets as a first officer before joining Xynergy.

Xynergy, Inc. has been building websites and creating online marketing solutions for companies, universities, hospitals, organizations, and state and local government agencies design studio since 1994. They opened an office in Albuquerque in 2005 to meet growing customer demand.

Each member of their highly skilled staff specializes in a specific area of online and print marketing including e-commerce, logo development and corporate identity, content management systems, SEO (search engine optimization) and internet marketing, membership sites and website design.

Xynergy is celebrating their third consecutive year ranked as the #1 web development firm in New Mexico in the New Mexico Business Weekly's Book of Lists. The company which was founded in 1994 boasts a creative and talented team. That passion is reflected in their websites they design and maintain which includes Santa Fe Wine and Chile Fiesta, Con Alma Health Foundation, Accion, Railyard Santa Fe, UNM Continuing Education, Ten Thousand Waves and New Mexico River Adventures.

[www.xynergy.com](http://www.xynergy.com)

**INTERVIEWS AND IMAGES ARE AVAILABLE UPON REQUEST**

Contact:

MARSHALL PLAN

Jennifer Marshall

505-231-1776

[jennifer@jmarshallplan.com](mailto:jennifer@jmarshallplan.com)

[www.jmarshallplan.com](http://www.jmarshallplan.com)

