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A. Bright Idea expands management team and government affairs

BEL AIR, Md. – A. Bright Idea, LLC, announces the promotions of Vincent Novak, director of graphic services; Cobey Dietrich, director of advertising and public relations; and Sarah West government public affairs specialist.

The promotions come on the heel of the advertising and public relations agency expanding their team to 12 members.

As the new director of graphic services at A. Bright Idea, Novak brings more than ten years experience in the graphic design and interactive media field, a strong understanding of multi-media design and technology and an equal amount of print design expertise. Novak honed his unique skills creating Web sites and e-learning courseware for Fortune 500 companies and developing award winning brand identities and ad campaigns for sportswear, technology clients and government agencies.

"I've worked with Vince for many years," says Anita Brightman, founder and President of A. Bright Idea. "He has never ceased to impress me with his outstanding work. We are excited and proud to have him on our team."

Prior to joining A. Bright Idea, Novak led a team of designers recognized by several professional organizations for their outstanding work in service of a multi-million dollar government contract. He holds a bachelor's degree in graphic design from the Maryland Institute, College of Art and will lead A. Bright Idea's team of five designers, fulfilling the agency's client's creative, design and interactive needs.

In the new position as director of advertising and public relations, Dietrich will lead the agency's comprehensive communications initiatives. A natural transition for the former senior communications specialist, Dietrich is an organized leader earning the firm several accolades since joining three years ago.

"Cobey works with the majority of our clients to realize their goals through firm communication strategies and steadfast results," says Brightman. "She is a huge asset to our team and responsible for much of our success to date."

Prior to joining A. Bright Idea, Dietrich worked as the news bureau editor at York College of Pennsylvania. Dietrich also served as a communication specialist at URS Coleman in support of a large U.S. Army public affairs contract. Dietrich also worked in the public affairs department at Glatfelter, a specialty paper manufacturer in York, Pa., as she pursued her Bachelor of Arts in public relations at York College of Pennsylvania.

Since joining A. Bright Idea more than two years ago, West has focused her skill on the agency's government public affairs contracts. Her promotion to government public affairs specialist identifies her niche in this distinctive field. West built her experience in government public affairs by partnering with large contractors such as URS Coleman, EAI and the Science Applications International Corporation.



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Prior to joining A. Bright Idea, West worked as a press intern for Congressman Bartlett on Capitol Hill, while earning her Bachelor of Arts in political science and public relations at Towson University.

An award-winning advertising and public relations agency based in Bel Air, Md., A. Bright idea excels at identifying opportunities, generating ideas and executing customized solutions that deliver results for government, commercial and non-profit clients including Science Applications International Corporation, Baltimore County Savings Bank, HillSide Lawn Service, Bel Air Center for Addictions, Slavia Federal Savings Bank, Mary Kraft and Associates, Susquehanna Workforce Network and Continental Search and Outplacement. With a team of dedicated professionals boasting strong and diverse backgrounds, A. Bright Idea provides communication services including advertising, public relations, marketing, graphic design, sponsorship and event planning. For more information, visit www.abrightideaonline.com.

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