



## Margulies Perruzzi Architects Congratulates Barbara Hicks on Promotion to Associate

*New director of marketing and media wins graphic design awards for the firm*



**BOSTON, Mass. – August 25, 2011 – [Margulies Perruzzi Architects](#)**, one of Boston’s most innovative architectural and interior design firms, today announced the promotion of Barbara Hicks to Associate and Director of Marketing and Media. In her new role, Barbara will continue to manage all the marketing, graphic design, and social media initiatives for Margulies Perruzzi Architects (MPA).

Barbara’s impressive body of work at MPA includes designing all graphics related to a complete rebranding effort in 2008, an in-house initiative that included MPA’s firm name change, relocation, and celebration of firm’s 20th anniversary. Barbara redesigned MPA’s website that launched in March 2011, and instituted the firm’s comprehensive social media program, including the launch of a brand-new blog at [www.mp-architects.com/blog](http://www.mp-architects.com/blog).

Barbara has won numerous graphic design awards for MPA from the Society for Marketing Professional Services (SMPS) Boston Recognizing Outstanding Communications (ROC) Awards, most recently winning first place and the best in show award for a target marketing piece in June 2011. Barbara’s graphic design work for MPA also won second place in the holiday category in 2008, and first place in the alternative media category in 2007.

“With her enthusiasm, dedication, and fun sense of humor, Barbara is one of those people who makes MPA so special,” said Marc Margulies, AIA, LEED AP, principal at Margulies Perruzzi Architects. “Barbara has taken on a long list of initiatives that have been wildly successful, from a recently awarded target marketing piece to her work to improve MPA’s presentation techniques to the firm’s redesigned website and new blog. Barbara is an invaluable member of the MPA team, and we are so appreciative and proud of her achievements.”

A member of the MPA marketing department since 2004, Barbara has grown into her new role while wearing many hats at the firm. She joined MPA as a marketing and graphics coordinator responsible for proposal development and visual presentation, and then transitioned to focusing solely on graphic design upon earning her certificate in 2006. In recent years, she has returned to a marketing role while still maintaining her graphic design responsibilities. Barbara’s new title as Director of Marketing and Media reflects her focus on all aspects of MPA’s marketing outreach.

Barbara earned a Bachelor of Arts degree in Communication from Stonehill College, and a graphic design certificate from Massachusetts College of Art. She is a member of the American Institute of Graphic Arts (AIGA) and SMPS Boston, where she also served on the Board of Directors in charge of the membership committee.

***About Margulies Perruzzi Architects***

Consistently ranked as one of Boston's top architectural and interior design firms, Margulies Perruzzi Architects creates buildings and corporate interiors for clients who value design. The firm services the corporate, professional services, healthcare, research/lab, and real estate communities with a focus on sustainable design. Clients include Manulife/John Hancock, Nuvera Fuel Cells, Fallon Clinic, Sapient, Hobbs Brook Management and Forrester Research. For more information, please visit <http://www.mp-architects.com>.

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