

Salem Gazette



COURTESY PHOTO

Heather Baker.

Baker joins Margulies & Associates

Margulies & Associates, a Boston-based architectural and interior design firm, announced Tuesday the addition of Heather Baker as director of marketing.

Baker, a Salem resident, will be reporting directly to principal Marc Margulies, AIA, and will be responsible for managing all aspects of marketing the firm, including proposals, presentations, advertising, events and collateral materials.

“Bringing just the right combination of energy, experience and enthusiasm to the Margulies team, Heather will play an integral role in the firm’s marketing strategy as we continue to build our healthcare design practice and portfolio of large-scale new buildings,” said Margulies.

Prior to joining Margulies, Baker served as a copywriter for the Timberland Company, senior marketing coordinator for an architectural firm in Boston and assistant account executive at Schwartz Communications.

Baker holds a bachelor’s degree advertising copywriting from Syracuse University. As a member of the Society for Marketing Professional Services (SMPS), Baker served as communications coordinator on the Awards Committee for the Boston Chapter of SMPS. She is currently a contributing writer and columnist for the *Salem Gazette* and she served as editor of the 2004 “Leadership for Change,” a publication of the Women in Design Network of the Boston Society of Architects (BSA).

For information about Margulies & Associates, visit www.margulies.com.