


Business Wire News



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Derek Mabie Rocks Moosylvania

ST. LOUIS--(BUSINESS WIRE)--[Moosylvania](#) has named [Derek Mabie](#) as Director of Search and Analytics. Mabie will be responsible for leading search engine optimization (SEO), analytics and social networking construct for the agency.

"Derek is an excellent addition to meet our growing demand for SEO and social networking," said [Rodney Mason](#), Moosylvania's CMO. "He is a win for our clients as he is charged with bringing forward proactive, value-added thoughts for their digital persona," said [Gus Hatrich](#), Moosylvania's president.

Prior to joining Moosylvania, Mabie was a senior interactive project manager at a global travel and hospitality agency. Before that he directed interactive strategy for Hilton/Embassy Suites, Omni Hotels, Pinnacle Entertainment, Cordish Company, Colorado Tourism, and Noble House Hotels and Resorts.

Mabie honed his social networking skills as founder of the musical group, The Cause. He built a powerful base of more than 60,000 fans and created a marketplace in 36 states where the band toured at shows and special events including the Warped Tour, the music and extreme sports festival.

About Moosylvania

Moosylvania is The Great State of Design, where insights are hatched in a globally-ranked research facility and nurtured by experts in the fields of Digital, Branding and Promotion. Great design is more than the extraordinary composition of creative elements; it is a process of originating and developing a concept from insights and a carefully constructed strategy designed to achieve measurable results. For more information, visit [moosylvania.com](#) or contact Rodney Mason, CMO, at 314-644-7987 or [rodney@moosylvania.com](#).

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