

Boston Marketing and Consulting Agency Grows with New Office and Employees

Traktek Partners Expands Marketing and Consulting Agency

NEWTON, MA, USA, March 13, 2014 /EINPresswire.com/ -- TrakTek Partners, Boston-based consulting and [marketing agency](#), is pleased to announce it is expanding their workforce and offices within the Boston area.

TrakTek Partners has seen tremendous growth this and last year with the addition of new clients, including the Jimmy Fund, Dana-Farber Cancer Institute, University of Colorado – Boulder, F1 Boston Group IST, Variety Cruises and Sonesta Hotels and Resorts. Amid this growth, the company has added seven employees to their workforce including the addition of three new developers specializing in Ektron and Drupal. With this expansion, the company opened a new office in Riverside Center in Newton, MA.

The company established several new partnerships with leading marketing automation and software solutions - Acquia, Ektron, Exact Target and Hubspot.

“Our focus is on creating digital user experiences that drive measurable results,” comments Cyril Lemaire, Managing Partner, TrakTek Partners. “I believe our growth is a testament to our employees, our work in [digital marketing](#) and the results we provide to our clients. We look forward to continuing to diversifying our client base across our focus industries.”

TrakTek recently announced that they have been chosen to redesign and develop the intranet site for Dana-Farber Cancer Institute and announced the launch of the University of Colorado-Boulder Engineering Anywhere website (www.engineeringanywhere.colorado.edu). The company, located in both the South Shore and Boston area, has been working with a variety of clients since 2008. TrakTek’s core competence is in digital marketing ([website design and development](#), social media, search engine optimization, search engine marketing and email marketing) within the travel, education, technology and non-profit industries.

For more information, contact TrakTek Partners at 617-855-5148. Visit www.traktekpartners.com.



About Traktek Partners

TrakTek Partners (www.traktekpartners.com) is a consulting and marketing agency that specializes in revenue and lead generation for the travel and leisure, higher education, and technology sectors. We provide business and digital marketing strategies, creative design, website development, video production, search marketing and social media campaign management services to domestic and international clients seeking to build brand reputation, generate new revenue streams, and build customer loyalty.

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