

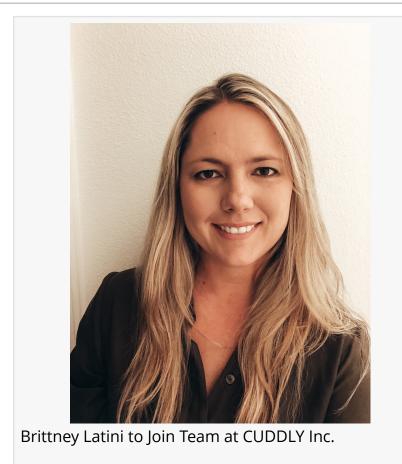
CUDDLY INC. NAMES BRITTNEY LATINI TO VICE PRESIDENT OF DIGITAL MARKETING AND eCOMMERCE

Brittney Latini was named to the newly created position of Vice President of Digital Marketing and eCommerce for CUDDLY INC.

SEAL BEACH, CA, UNITED STATES, August 18, 2020 /EINPresswire.com/ ---- Digital Transformation Leader Will Continue to Expand the Animal Welfare Fundraising and Wishlist Platform

Brittney Latini was named to the newly created position of Vice President of Digital Marketing and eCommerce for CUDDLY INC, it was announced today by John Hussey, CUDDLY Founder | CEO. In her new role, Latini will be responsible for leading donor acquisition marketing and supply chain partnerships.

As a digital transformation leader with a diverse background in agency, brand, digital and eCommerce, Latini has been helping brands grow online for over 12 years. She joins CUDDLY from CANIDAE Pet Foods where she served as Senior Manager of Digital Marketing &





eCommerce. During her tenure, she developed and scaled the company's multi-million dollar eCommerce channel with retail partnerships that included Amazon, Chewy, Petco and PetSmart.

"I'm honored to be joining such an amazing company, and I look forward to helping CUDDLY grow brand recognition and acquire new donors to help save the lives of countless animals worldwide," stated Latini.



I'm honored to be joining such an amazing company, and I look forward to helping CUDDLY grow brand recognition and acquire new donors to help save the lives of countless animals worldwide"

Brittney Latini

"We are thrilled to welcome Brittney to our executive team. With her leadership and expansive background, we are able to continue to improve and increase our donor marketing efforts, thereby helping our sheltering partners gain access to much needed funds and products as they work tirelessly to serve the animals in their care," commented Hussey.

About CUDDLY

CUDDLY is a fundraising and wishlist platform dedicated to helping animal organizations worldwide, while supporting

over 2,000 non-profit animal shelters across the United States. The for-good startup seeks to help all animals find a healthy life and a loving home. Through CUDDLY, animal lovers can purchase and give in a modern, transparent way, via online shops, gift registries and monetary donations. CUDDLY also provides fundraising and marketing support, as well as valuable community business tools, to help support the important initiatives of animal welfare organizations. For more information, please visit cuddly.com.

###

Follow CUDDLY on social media @WeLoveCUDDLY

Bridget Bowhay
CUDDLY
+1 562-430-8191
email us here
Visit us on social media:
Facebook
Twitter
LinkedIn

This press release can be viewed online at: https://www.einpresswire.com/article/524270233

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.