

# CMG acquires Marketing Agency and Multi-Family Executive to Lead Client Services and Product

*Justin Vasilievas brings 20 years of multi-family housing experience to student- and parent-focused marketing agency.*

BOULDER, COLORADO, USA, April 14, 2023 /EINPresswire.com/ -- A marketing executive with

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*Chris Anderle, CMG President*

more than 20 years of experience in the multi-family housing industry is the new Vice President of Client Services and Product at College Marketing Group (CMG).

CMG has hired Justin Vasilievas to identify solutions-based opportunities, systems, and technologies to support client needs. He will also lead CMG’s client services team, brand ambassadors, and opinion leaders.

“We are excited to have Justin join our leadership team”, says Chris Anderle, CMG President. “He brings significant experience in the housing vertical along with marketing

and product skills. Justin will help College Marketing Group improve existing solutions and create additional offerings for our clients.”

Vasilievas has risen through the ranks of housing companies in the Chicago and Denver metro areas before developing a third-party multi-family marketing platform called UPCLIK. Upon hiring Vasilievas, CMG also acquired UPCLIK to provide a pre-built template for CMG’s student housing clients.

“I immediately saw a unique opportunity at College Marketing Group to add to an already dynamic team,” said Vasilievas. “I’m looking forward to connecting with our partners and continuing to build our brand and client satisfaction.”

About College Marketing Group

CMG provides print, digital, and experiential marketing solutions to clients seeking to reach

college students and their parents.  
CMG solutions include:

- Custom content production
- Creative services
- Email marketing
- Influencer campaigns
- Landing page campaigns
- Location campaigns using physical media and brand ambassadors
- Programmatic advertising, including behavioral targeting, retargeting, and geofencing
- Strategic planning

Companies and organizations who wish to learn more about how CMG can help focus and amplify their message can contact CMG through the company's website.



Justin Vasilievas, Vice President of Client Services and Product

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