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#### **FOR IMMEDIATE RELEASE**

#### **MW Associates Promotes Mickie Bourns, Strengthening Digital Marketing and Client Communications Services**

**NAPLES, FL — July 2026 —** MW Associates, a global all-electronics marketing and electronics assembly consultancy agency, is pleased to announce the promotion of Mickie Bourns to Digital Marketing & Communications Manager.

Since joining MW Associates in March 2019, Bourns has become an integral member of the agency, expanding her role from supporting digital marketing initiatives to leading a range of client-focused marketing and communications programs. Throughout her tenure, she has consistently demonstrated a strong commitment to client service, attention to detail, and the ability to execute effective digital marketing campaigns that strengthen client visibility and engagement.

In her new role, Bourns will oversee the development and execution of integrated digital marketing programs, including customized email campaigns, LinkedIn strategy and content development, website management, monthly media coverage reporting, and digital communications. She works directly with clients to develop personalized marketing and social media strategies that increase brand visibility, strengthen audience engagement, and support their business objectives.



“As MW Associates continues to grow, we’re committed to investing in talented people who help our clients succeed,” said Megan Wendling, President and Owner of MW Associates. “Mickie’s promotion reflects both her outstanding contributions and the increasing importance of integrated digital marketing in our clients’ communications strategies. She has become an invaluable resource for our clients, leading digital marketing initiatives that consistently deliver results, and I look forward to seeing her continue to grow in this expanded leadership role.”

During her seven years with MW Associates, Bourns has broadened her expertise well beyond digital campaign execution. She has become a key contributor to client communications, social media strategy, website management, and marketing content development while helping ensure that every campaign reflects each client’s unique brand and business goals.

"I've had the opportunity to grow professionally in so many ways during my time at MW Associates," said Bourns. "What began as a role focused primarily on email marketing has evolved into a position where I work directly with clients, develop integrated digital marketing programs, and contribute to numerous communications initiatives. I'm grateful for the trust the team has placed in me and excited to continue helping our clients build their brands and achieve their marketing goals."

"Mickie has grown tremendously since joining MW Associates," added Wendling. "She has evolved into a trusted advisor for our clients, leading digital marketing initiatives that span email marketing, social media strategy, website management, and content development. She combines creativity with exceptional organization and a genuine commitment to client success. Mickie consistently delivers thoughtful, strategic marketing programs that help our clients strengthen their brands and connect with their audiences."

As Digital Marketing & Communications Manager, Bourns will continue to support MW Associates' expanding client portfolio by delivering strategic digital marketing solutions, strengthening client relationships, and helping electronics manufacturers increase their visibility across industry media, digital platforms, and social channels.

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#### **About MW Associates**

MW Associates is the premier marketing and PR firm for the global electronics manufacturing industry. With a special focus on B2B marketing and over four decades of experience, the firm has the expertise and connections necessary to transform companies into leading brands. MW Associates is a women-owned and operated business committed to delivering exceptional results for its clients.