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AKA NYC REINFORCES DIGITAL FOCUS WITH TOP TALENT IN SOCIAL MEDIA, PARTNERSHIPS, AND INFLUENCE MARKETING

NEW YORK – December 5, 2023 – [AKA](#), the award-winning, fully integrated creative advertising agency, is excited to announce the addition of new senior leadership at the agency, overseeing the rapidly growing areas of Social Media, Partnerships, and Influence Marketing.

Allison Peters, Head of Digital Strategy and Social Media, joins the agency after building and running miss allison media for the last 12 years. There, she led digital and social strategy for clients, including Kerry Washington, Connie Britton, Melissa McCarthy, Piper Perabo, and was part of the team for the US Open, amongst others. She is perhaps best known in the social sphere for her **Scandal** celebrity live tweeting campaign, which is often credited for the show's seven seasons and over 100-episode run.

Sarah Jane Arnegger, new **Head of Partnerships and Community Engagement**, is well known in the theatrical industry as the Director of iHeartRadio Broadway. SJ oversaw the launch of iHeartRadio Broadway and ran the platform for 5 years, overseeing a 24/7 streaming radio station, iHeartRadioBroadway.com, social media channels, video platform, and live events. During her tenure, SJ forged strategic partnerships with prominent brands like Hulu, Mercedes-Benz, NBC, Netflix, and established connections with esteemed organizations such as BC/EFA, the Educational Theatre Association, and BroadwayNews. Before her role at iHeartRadio, SJ served eight years at Playbill as the Director of Education and Community Engagement, where she was pivotal in developing Playbill's educational brand, platform, and commercial extensions.

Allison and SJ will seamlessly collaborate across social media, partnerships, content distribution, and promotions teams, reinforcing AKA's commitment to integrated excellence. The social media team, under Allison's leadership, has recently welcomed **Taylor Stovall Young** as **Associate Director of Social Media**, bringing her experience from Town Hall Agency, where she oversaw social for organizations such as Sesame Workshop, The Ad Council (Love has No Labels), No Kid Hungry and many more. Additionally, **Jake Lebowitz** has been promoted to **Associate Director of Social Media**. Jake joined the agency in July of 2022 from digital marketing roles at Second Stage Theater and New York City Center and has proven to be an innovative and passionate social media marketer and team leader.

On the Partnerships team, **Jenna Rich** steps into the role of **Senior Partnerships Manager**. In her previous role at Super Awesome Friends, Jenna orchestrated the launch of the influencer & brand partnerships department working on a variety of Broadway and live entertainment clients. Working alongside her is **Grace Aki**, now in the role of **Associate Director of Influence Marketing**. During her time at AKA, Grace has grown the agency's influencer offering delivering best-in-class influencer-based campaigns that achieve direct sales results for agency clients. An

influencer, podcaster and writer/performer herself, Grace has deep relationships across Macro, Micro, and Nano influencers across all verticals and is passionate about creating and distributing content that engages existing fans and new audiences alike.

In their new positions, Allison, SJ, Taylor, Jake, Jenna and Grace will contribute to the driving force behind AKA's relentless pursuit of innovation for its clients, ensuring the company always lives up to its dynamic mantra: "Always Moving."

About AKA NYC:

[AKA](#) is a global, full-cycle advertising agency with offices in the [US](#) and [UK](#). The AKA Group, including [DMS](#) and the film advertising agency [The Creative Partnership](#), delivers creative, strategic, and insightful campaigns to entertainment and cultural destinations worldwide. The New York office, led by Elizabeth Furze, has a proven record for delivering creative cross-platform campaigns that get people to go places.

Current clients include **Theater:** *Second Stage, & Juliet, A Beautiful Noise, Back to the Future, Cabaret, Harmony, Water for Elephants, Purlie Victorious, The Wiz, Harry Potter and the Cursed Child*, and Wallis Annenberg Center for the Performing Arts. **Destinations & Attractions:** Asian Art Museum, Edge at Hudson Yards, New York Botanical Gardens, The Frick, The Friends Experience, The Metropolitan Museum of Art, The Morgan Museum and Library, New-York Historical Society, and the YMCAs of Greater New York.

For more information, visit <https://aka.nyc>.

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