

Veteran PR Specialist Launches International Media Company

By Ugly Dog Media

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Ugly Dog Media Delivers PR, Marketing, and Copywriting Services to Global Corporate Clients

SOUTH BEND, IND. January 26, 2011 – Ugly Dog Media today announced its formal launch. After 20 years in the business, founder Dan Blacharski is transforming the small group into a formal corporate media, marketing and public relations company, headquartered in South Bend, Indiana.

Blacharski is joined at Ugly Dog Media headquarters by his wife and co-founder, veteran journalist Charoenkwan Prakthong Blacharski, who continues to write for prominent Asian dailies and feature magazines and earned a Masters Degree at Thammasat University, and has written and published seven books. She is currently developing a Thai language translation of John Steinbeck's classic novel, "Tortilla Flat." The company is staffed both locally and remotely with highly qualified writers, including veteran journalists with years of experience. A virtual office in India holds an additional staff of four highly qualified individuals with advanced degrees, and plans for a London-based virtual sales office are scheduled for the first quarter of 2011.

Mr. Blacharski, a University of California graduate, has been a media professional for 20 years and has penned several successful books on business and corporate psychology, both as primary author and as ghost. During the dotcom boom of the late '90s, he worked with a boutique PR agency in San Francisco that specialized in serving venture-funded dotcom startups, and since that time he has provided copywriting services to some of the most forward-thinking and innovative tech companies and Internet marketers in the industry.

"Over the years, I've had the privilege of being on the inside of some of the world's most fascinating companies, and I've seen what works, what doesn't, and what shouldn't work but still does," said Blacharski. "I've put together a great team, and look forward to continuing to serve existing and new clients throughout the world."

Ugly Dog Media personnel has over 100 years of collective experience across several industries. Over the past 20 years as an independent, Mr. Blacharski has served companies across the U.S., Asia and Europe, delivering impactful public relations and marketing copy, press release creation, and offering counsel on marketing, launch strategy and search engine optimization.

Ugly Dog Media currently serves clients throughout the world in technology, construction, aesthetic medicine, law, manufacturing, and global research think tanks, as well as several Internet marketing clients. For more information, please visit <http://www.uglydogmedia.com>.

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About Ugly Dog Media:

Ugly Dog Media is a full-service commercial copywriting, marketing and public relations firm with clients in the US, Asia and Europe. Ugly Dog Media specializes in creation of high-impact content, article marketing and press release campaigns, white papers and specialized newsletters. For more information, visit <http://www.uglydogmedia.com>.

Category Advertising, Business, Marketing

Tags Public Relations, press release writer, article marketing, copywriter, commercial copywriting, search engine marketing
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Phone 574-307-3061
City/Town South Bend
State/Province Indiana
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