

Constant Contact Names Alex de Carvalho Regional Development Director for South Florida

Social Media Expert to Lead Local Marketing Education Program for Small Businesses and Nonprofits; Will Keynote Annual Hispanic Business Conference September 20th in Miami

MIAMI--([BUSINESS WIRE](#))--[Constant Contact®](#), Inc. (NASDAQ: CTCT) has named Alex de Carvalho the regional development director for South Florida. De Carvalho is an online marketing expert, with extensive experience in entrepreneurship, social media, email marketing, business planning and strategy. In his new role, de Carvalho will lead Constant Contact's South Florida team of local educators, which offers seminars and training workshops for small business and nonprofits on best practices in online marketing across the region.

"Marketing tools and technologies are evolving at an increasingly rapid pace, and it can be difficult to keep up, especially if 'marketer' is just one of many 'hats' worn by a small business owner or nonprofit leader," said Alex de Carvalho, regional development director, Constant Contact. "I'm looking forward to working with local businesses and nonprofits, and easing that challenge by helping them understand the tools, techniques, and strategies they can use most efficiently and effectively to maximize their online marketing efforts."

Based in Miami, Florida, de Carvalho has played a key role in uniting South Florida's tech community by organizing [Social Media Club South Florida](#), [BarCamp](#), [Ignite Miami](#), [Social Media Day](#), The Startup Forum, and Mobile Monday events for South Florida new media professionals. He is also a founding member of [RefreshMiami](#). These organizations have hosted events for thousands of technology and business professionals, leading to new business connections, employment opportunities, and startup ventures. As regional development director, de Carvalho will leverage these experiences to help small businesses understand how to use online tools to engage with their customers and build brand relationships with key constituents and the community. De Carvalho will serve as keynote speaker at the [Annual Hispanic Business Conference](#) on September 20th, and host a variety of other events, in both English and Spanish, focused on best practices in online marketing throughout South Florida moving forward.

Prior to joining Constant Contact, de Carvalho co-founded BuzzMed, a worldwide community for physicians, healthcare professionals, and pharmaceutical companies to exchange scientific information and research. In addition, he served as an adjunct professor at the University of Miami's School of Communications, where he taught a course on social media and co-authored "Securing The Clicks: Network Security in the Age of Social Media" from McGraw-Hill. Previously, de Carvalho directed business development efforts at online media and mobile content companies. He holds an MBA from Insead in Fontainebleau, France and is fluent in English, French, Portuguese, Spanish, and Finnish.

To learn more about Constant Contact's education program or to find a local seminar, please visit: <http://www.constantcontact.com/local>.

About Constant Contact, Inc.

[Constant Contact](#) wrote the book on Engagement Marketing™ – the new marketing success formula that helps small organizations create and grow customer relationships in today's socially connected world. More than half a million small businesses, nonprofits and associations worldwide use the company's online marketing tools to generate new customers, repeat business, and referrals through email marketing, social media marketing, event marketing, local deals, digital storefronts, and online surveys. Only Constant Contact offers the proven combination of affordable tools and free KnowHow®, including local seminars, personal coaching and award-winning product support. The company further supports small organizations through its extensive network of consultants/resellers, technology providers, franchises and national associations.

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