



For Immediate Release
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Contact:
Michelle Conrad, Paragon
Social + Mobile + Digital Consultant
michelle@yoorekasocial.com
(303) 619-8610

Mike Henry, Paragon CEO
mhenry@paragonmediastrategies.com, (303) 810-6453



Michelle Conrad Joins Paragon as Social + Mobile + Digital Consultant

Denver, CO – Entertainment consulting firm [Paragon](#) announces the addition of Michelle Conrad as Social + Mobile + Digital Consultant. In her new position, Conrad will advise Paragon’s consulting clients on all social, mobile and digital platforms.

Prior to joining Paragon, Conrad was in the field of social media analytics for Oracle, Senior Social Media Account Manager for Friend2Friend, and Social Media Associate for Gunshot Digital, all based in San Francisco. Conrad operates [Yooreka Social](#) in Denver and is a 2011 graduate of Colorado State University with a degree in Graphic Design and Media Studies.

Paragon CEO Mike Henry said, “It’s great to add a true Millennial to Paragon’s consulting ranks. Michelle Conrad is a native digital user and lifelong social media explorer. Michelle brings hands-on experience working with entertainment brands, including ABC, Nickelodeon and GoPro. She is uniquely suited to ensure that the social, mobile and digital experience is completely in synch with the overall brand experience.”



Direction



Creation



Interactive



Intelligence



Conrad joins long-time Paragon marketing consultant Michele Tharp in working directly with Paragon's growing client base of radio stations, digital media and entertainment outlets.

Conrad commented, "I'm very excited to be expanding and sharing my knowledge in the entertainment field with Paragon clients. I've already had great project interactions with several Paragon clients, and I'm really looking forward to helping others in this field create successful strategies that are current with the ongoing evolution that is digital media."

About Paragon and Mike Henry

[Paragon](#) is a consulting and research firm specializing in traditional media, emerging media and entertainment. Paragon's specialties include growing media market share, media start-ups, creating new content and media business models, social and mobile media, public media, and maximizing ROI on media properties.

Founder and CEO Mike Henry is a media consultant with 30+ years direct experience with radio, record labels, TV, cable, satellite radio, digital media, emerging technology, media lenders and buyers. Henry is a long-time music and format specialist for Indie Rock, Alternative, Triple A and News/Talk/Sports radio stations and networks. Henry is also co-founder and CEO of [WeedStream](#) and co-founder and Brand Manager of [VuHaus](#). Henry won a 2012 Peabody Award as executive producer of the public radio series "Inside the National Recording Registry."