

**CONTACT INFORMATION:**

RedShift  
Attn: Abigail Mundell, Vice President  
609.602.6237  
abby@redshiftdm.com



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-- FOR IMMEDIATE RELEASE --

**ANNOUNCING REDSHIFT'S NEW DIVISION — MIRAGE MAR·COM**

(Pittsburgh, PA) - RedShift has exciting news! We are thrilled to announce that Mirage Marcom is now a division of RedShift.

RedShift, a full-service agency headquartered in downtown Pittsburgh, provides core services for all things Digital Marketing. We specialize in enhancing our clients' digital presence through a proprietary process known as Digital Marketing Essentialism, dramatically increasing their site traffic and driving revenue for their business. Formerly headquartered in Monroeville, PA, Mirage Marcom is an award-winning agency with core capabilities in Video, Web & Print. Bringing together our two powerful agencies will allow us to broaden our services and skill sets in order to best serve our most important asset - our clients.

"I'm really excited about the combined strength and capabilities of Mirage MarCom and RedShift! I am most impressed with the integrity of Jeff and his company; the way he cares about his employees and clients fits in perfectly with the philosophies I have always held and that have guided me since day one of opening Mirage Marcom. I look forward to working closely with Jeff to build the future of RedShift." *Curt Brooks, President/CEO, Mirage Marcom*

While all of the Mirage and RedShift team members have been working remotely these past few months, the future will see the Mirage Marcom team joining RedShift in our downtown Pittsburgh offices where we will collectively serve our growing client base.

"After meeting Curt for the first time, I knew that we had a great fit for the Mirage team within the RedShift organization. The experience Curt and his team bring to the table will be an invaluable asset to RedShift as we scale the business over the next few years. Curt's longevity in this space speaks for itself and I am excited to welcome the Mirage team." *Jeff Lizik, President, RedShift*

Together, Mirage Marcom and RedShift will continue to provide the same values RedShift has always lived by: Clear Communication, Relentless Accountability and Unwavering Customer Service.

We can't wait to start this next chapter together.

For more information, visit our website at [www.RedShiftDM.com](http://www.RedShiftDM.com) or call 412.697.2800.

**SHIFT**®

436 SEVENTH AVENUE  
SUITE 200  
PITTSBURGH PA 15219  
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redshiftdm.com

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**About RedShift:**

Jeff Lizik, a Pittsburgh native and well-known entrepreneur with 15+ years of experience in marketing and the digital arena, acquired a successful Pittsburgh Marketing firm in 2017. After working with a number of agencies, firms and businesses throughout his career, Jeff recognized the inherent difficulties so predominant in most marketing firms, and knew there had to be a better way. His goal in owning an agency was to create that 'better way', focusing on clear communication, transparent pricing, ROI, and going above and beyond what you would expect from your typical Marketing & Advertising agency. Since rebranding the agency as RedShift, Jeff and his team have grown the business exponentially in just a few short years through his proprietary system known as Digital Marketing Essentialism, which centers around the fundamental components of digital marketing that all businesses need in order to find success online. Learn more at [www.RedShiftDM.com](http://www.RedShiftDM.com).

**About Mirage MarCom:**

Mirage Mar-Com is an award-winning Creative agency with core capabilities in Video, Web, & Print. Started in 1988 by Curt Brooks, Mirage Marcom evolved into a full-service resource for corporate clients large and small, as well as varying size industrial accounts. Their overall capabilities span virtually the entire marketing and communications gamut, from strategy to final delivery.