

Latitude Aero names new Marketing Coordinator

[Latitude Aero](#) recently announced the hiring of Emma Reno as Marketing Coordinator. In this role, she will be researching and analyzing the latest marketing trends and helping develop innovative marketing strategies.

Reno is a recent graduate of [Appalachian State University](#), where she earned a Bachelor of Science in Marketing. As an original member of Latitude Aero upon launch, she says re-joining the company after college is a natural fit.

“From working at Latitude part-time in 2015 to now, I have watched this company continue to grow and evolve, and I cannot wait to see where 2022 will take us,” said Reno, in last week’s announcement. “I am excited to be a part of such a progressive company, and I am confident that my skills and knowledge will be a great asset to Latitude’s Marketing Team.”

As Marketing Coordinator, Reno will coordinate with clients, draft marketing proposals, execute marketing strategies, analyze social media insights, and manage social media contests and campaigns. She will also play a significant role in creating, implementing, and analyzing email campaigns and launching new social media channels.

Kelvin Boyette, President & CEO, expressed enthusiasm about how the growth of the marketing team. “We are thrilled to have Emma officially join the Latitude family,” he said “She has come full circle from her beginning as a part-time seating technician when the company was founded to her new full-time position post-university. Her integrated marketing and graphic design experience will allow us to capitalize on the strength of the Latitude brand as we continue to innovate and grow.”

Latitude Aero moved into a new 100,000 square foot headquarters in 2021, roughly doubling the company’s size and capacity. Along with the new facility and new capabilities come new jobs. In addition to Reno, the company will be looking to hiring 15-20 positions in the next 120 days.

Latitude Aero is a global aircraft seating overhaul provider that specializes in the repair and refurbishment of aircraft seating components, to provide economically viable solutions for cabin upgrades.