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Moxyxy expands teams on East and West coasts

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[Moxyxy Marketing](#) announced the addition of several key employees in California and Florida: Ralf Bennett, account director; Candy Rauber, art director; Olga Gavrilenko, business and accounting director; and Janelle Mollgaard, project coordinator.



Ralf Bennett

"As our clients adapt to their changing business environments — whether due to supply chain issues or other challenges and opportunities resulting from the pandemic—their needs for marketing support have increased. We've expanded our teams, and continue to actively recruit and hire in Florida and California, so we can keep providing the top-quality work and service we've built our reputation on,"

said Karen Nardozza, president and CEO at Moxxy.

Geographically, while Moxxy had always been serving clients nationwide, in recent years growth increased substantially from companies on the East Coast, especially in Georgia and Florida. To assure top service and attention, and engage in the communities where clients are based, Nardozza moved to Miami and established a team in Florida to augment the agency's strong West Coast presence.



Candy Rauber

Bennett joined Moxxy, bringing his extensive background in branding, strategy, content development and creative implementation in support of Moxxy's West Coast clients from his base in Sacramento, CA. "I'm excited to bring my experience from large and boutique agencies, and at in-house marketing departments for some of the most recognized global brands, to Moxxy and our food and beverage clients," Bennett said. "This role is perfect for me, and I'm excited to reconnect with friends from Salinas, where I lived as a kid, as well as foster new relationships with clients and industry peers in the fresh food space."

After first working with Moxxy on a contract basis, Rauber, based in Orlando, joined the Florida team full time. She is an award-winning creative problem solver and designer with a proven track record of executing results-driven strategies and breakthrough design. "I had been freelancing for Moxxy, enjoying the work and the team; I realized they're my kind of people, and I'd like to work at Moxxy full time," said Rauber.



Olga Gavrilenko

Gavrilenko, Moxxy's new Fort Lauderdale, FL-based business and accounting director, brings her significant accounting and operations experience to ensure the rest of the Moxxy team has all they need to successfully do their jobs, providing them with everything from business intelligence to IT equipment to employee benefits management. "I've joined an amazing company," Gavrilenko said. "It's impressive that Moxxy — a small, remotely-based business — has such robust and organized operations and employee programs."

Also recently added to Moxxy's West Coast team is Janelle Mollgaard. Her attention to detail makes her the perfect project coordinator to provide support to the rest of the team and Moxxy's clients.



Janelle Mollgaard

"We recently asked all the Moxxers 'What makes Moxxy special?'" Nardozza said. "Everybody started by talking about their teammates, the camaraderie, focus and experience, and how that enables us to do great work for our clients. I'm so proud to add Ralf, Candy, Olga and Janelle to our

team. They fit right in!"

Founded in 2007 in Salinas, CA, where Moxxy established itself as a full-service, premier provider of marketing strategy, brand development, packaging design, website design, PR, advertising, and other marketing services for the grower-shipper community, the past five years brought Moxxy opportunities to expand its client base to include more food and beverage processors, along with ag services and ag tech companies.

In the fall of 2019, when Moxxy converted to a virtual environment to better serve its clients across the United States, nobody could have predicted what the next two years would bring. From COVID-19 to supply chain disruptions to the great resignation, every month brought a new challenge.

"We were fortunate our remote systems were already in place when the government started shutting down offices and business," said Nardozza. "As our clients scrambled to respond to changing circumstances, such as the immediate loss of foodservice business, we were nimble and well-positioned to help them respond to new challenges and opportunities."

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