



**FOR IMMEDIATE RELEASE**

CONTACT:  
Paul Chaney  
337-216-4423 x130  
[pchaney@bizzuka.com](mailto:pchaney@bizzuka.com)  
<http://www.bizzuka.com>

## **Caroline Barry Joins Bizzuka as Business Development Specialist in Baton Rouge Market**

*Web site design, marketing and ecommerce veteran brings years of experience to Bizzuka*

January 22, 2009 – LAFAYETTE, LA – Bizzuka, Inc. ([www.bizzuka.com](http://www.bizzuka.com)), a provider of component-based Web and intranet-based solutions, today announced that Caroline Barry has joined the company as Business Development Specialist in the Baton Rouge market.

Barry has been an Internet Entrepreneur since 2002, getting her start on eBay. In her first year, she was an eBay Top 100 Seller, with a focus on B2B Business and Industrial sales. Barry later became an eBay Certified Consultant and introduced many existing businesses to ecommerce as well as the eBay platform.

Competing in the eBay marketplace taught Barry many valuable lessons on search engine marketing and using Web analytics as a tool to increase traffic. She has continued to study search engine marketing and the value of social media as an optimization tool. Barry has consulted for a variety of clients on Web design and development, SEO and social media. In fact, it was through the social networking site Twitter that she was first introduced to Bizzuka.

"Caroline has extensive Web marketing experience. She has built Web sites, managed projects and clients and is extremely well versed with social media," said Charles Lauller, SVP of Global Sales at Bizzuka. "Her depth of experience and background with the business end of the Internet, especially ecommerce, makes her a genuine asset to the company."

"The fact that we discovered one another through Twitter is a testament to how perfect a fit Caroline is to our organization," Lauller added. "We are laser focused on leveraging social media marketing to build value for both our company and the company's with whom we partner."

"I am thrilled to find that a company such as Bizzuka is located in South Louisiana," said Barry. "It is a privilege to work with such a diverse and talented team. I can't think of anything that a client could need to succeed on the Internet that Bizzuka does not offer."

Barry will serve the Baton Rouge market and surrounding areas.



**About Bizzuka**

Bizzuka provides custom Web site design and content management services and intranet development services for small and medium sized business throughout Louisiana and the United States.

Bizzuka's mission is to give small businesses access to the same technology that was previously only afforded by big businesses, and to do so at a price that yields to our clients a return on their investment in months rather than years.

For more information about Bizzuka, please visit the Website: [www.bizzuka.com](http://www.bizzuka.com), or call 337-216-4423.

###