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## PRESS RELEASE

### Hypify Accelerates Growth with Opening a New Office in Southern California

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**MIAMI BEACH, FL**-Hypify Media, a leading global social media marketing company, announced the opening of a new office in Newport Beach, California which will strengthen the company's partnerships with its existing clients and further accelerate its growth in the Southern California market. This regional expansion positions Hypify as the premier social media marketing company in Orange County and as the only firm in the area with a specialized focus on Instagram. The expansion office is branded as "Hypify OC".



The company also announced that Drake Coffelt is joining the Hypify team and will lead the Orange County branch. Mr. Coffelt is a resident of Newport Beach where he has worked as an IT Business Analyst for a major automotive manufacturer. Mr. Coffelt graduated from Baylor University in 2014 with Bachelor's degrees in Supply Chain Management and Management Information Systems and is a Master's degree candidate of Analytics at Columbia University. Mr. Coffelt will also be responsible for leading Hypify Analytics ([www.hypify.app](http://www.hypify.app)), a data analytics platform that allows anyone to track the progress of any Instagram account.

"We are so excited to expand our presence with a hyper focus in Southern California," said Zach Carrier, Founder and CEO of Hypify Media. "This decision to establish a formal presence in OC was a no-brainer for us as it allows us to not only better serve our existing clients in the area but also gives us more opportunities to collaborate with an incredible amount of creative, innovative, and vibrant brands which Southern California is known all over the world for."

For more information, visit [www.hypifymedia.com](http://www.hypifymedia.com).

#### About Hypify

Based in Miami Beach, FL, Hypify is a leading social media marketing company with a specialized focus on Instagram with dozens of types of industries of B2C clients across 4 continents. Our mission is to help businesses and influencers become social media superstars. We help brands navigate the changing landscape of social media, save time, and get real results.

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