



FOR IMMEDIATE RELEASE

LAPIDO + CO'S NEW PARTNER AND MAJOR GROWTH

CHATTANOOGA, TN - December 9, 2025 - Lapido + Co, a growing creative studio and marketing agency from Chattanooga, is excited to announce an expanded ownership structure and major growth across both its service offerings and team.

The new family partnership unites co-founders Ashley and Nick Lapido with Amanda Morehead — Ashley's sister and Nick's sister-in-law. All three are graduates of Southern Adventist University and now form a three-way partnership. This evolution formalizes years of collaboration and strengthens the company's ability to deliver elevated creative and strategic services across the Southeast.

Since joining Lapido + Co one year ago as Chief Design Officer, Amanda has brought extensive expertise in branding, graphic design, and creative direction. She has built a successful portfolio in web and graphic design and now leads the agency's entire design division. Under her leadership, Lapido + Co has grown its design-driven accounts and now manages nearly half of the agency's client portfolio.

"Anyone who knows us knows Amanda has always been a core part of Lapido + Co. Making her an official partner feels less like a change and more like acknowledging what's been true all along. We're building this studio with intention — the right people, the right clients, the right pace. And this partnership strengthens everything we're working toward: meaningful work, creative integrity, and a team that feels like family." — **Ashley Lapido, CEO**

GROWTH IN TEAM + SERVICES

Over the last year, Lapido + Co has added two Social Media Coordinators and a Director of Digital Marketing, expanding both capacity and strategic depth.

The Director of Digital Marketing functions as a high-level guide for clients — offering big-picture planning, milestone development, performance reporting, and an integrated approach that connects organic social media with paid digital advertising. This role ensures clients receive

clear, simplified insights without needing to decipher dense analytics, creating a seamless experience across every part of their digital strategy.

With these additions, the agency continues to grow intentionally — adding support when needed while ensuring each coordinator maintains a manageable number of accounts. This protects creative quality, prevents burnout, and allows the team to stay deeply aligned with every brand they serve.

GROWTH IN SECTORS + REGIONAL REACH

Lapido + Co has seen significant expansion into hospitality, restaurants, construction, architecture, and interior design — high-visual, premium industries that rely heavily on standout photography, brand consistency, and strong digital presence.

In 2025, Lapido + Co joined the Chattanooga Chamber of Commerce and will sponsor the American Institute of Architects (AIA) Chattanooga in 2026, further strengthening its local engagement and positioning the agency at the center of the region's creative and professional community.

“What sets us apart is the way we work: small, intentional, and deeply integrated. Our clients choose us because we don’t operate like a typical agency. We embed ourselves into their processes so we’re not another task to manage — we’re the team that helps things get done. At the end of the day, our goal is to take things off their plates, not add to them. That’s what allows us to support them through every stage of growth — from ongoing social strategy to branding, design, and full web projects.” — **Amanda Morehead, Chief Design Officer**

LOOKING AHEAD

With a strengthened family-led leadership team, expanded creative capabilities, and strategic partnerships with regional organizations, Lapido + Co is poised for continued growth in 2026. New initiatives are already underway, including elevated brand experience packages, expanded content photography services, and deeper collaboration with industry partners across the Southeast.

To learn more about Lapido + Co and its creative offerings, **visit lapido.co**.

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