Digital Marketing Agency Search Influence Selected as Honoree in New Orleans CityBusiness 2025 Empowering Women Awards

September 04, 2025

NEW ORLEANS, LA - September 04, 2025 -
Search Influence, a woman-owned digital marketing agency headquartered in New Orleans, has been named an honoree in the New Orleans CityBusiness 2025 Empowering Women Awards, a program that highlights 50 companies and organizations driving meaningful progress for women in the workplace and community.

The Empowering Women Awards program evaluates honorees on their efforts to recruit, mentor, and promote women; create inclusive workplaces; combat inequality; and support women through philanthropic and community engagement. This year?s recognition is particularly notable for Search Influence, which was selected despite not submitting a nomination.

?This recognition is especially meaningful because it reflects how our peers and community see us,? said Angie Scott, Co-founder and COO of Search Influence. ?We?ve always believed that creating opportunities for women isn?t just good for our company ? it strengthens our industry and our city. To be honored alongside other outstanding organizations in New Orleans is a privilege.?

Search Influence was founded in 2006 by Angie and CEO Will Scott, and from its earliest days has prioritized equity and opportunity. Women make up nearly 80% of the agency?s workforce and 75% of its leadership team. Leaders such as Paula French, Director of Sales & Marketing; Alison Zeringue, Director of Account Management; and Jeanne Lobman, Director of Operations exemplify how women shape the company?s culture and strategic direction.

French, who has been with the agency for 15 years, has grown from an account associate to a nationally recognized speaker and executive. Zeringue has advanced through several leadership roles and now oversees client experience and strategy. Lobman directs the operations of multiple teams, ensuring collaboration and growth. Together with Angie Scott, these leaders represent a culture where women have long been empowered to build careers and take on critical leadership roles.

The agency?s commitment to women extends into the broader community. Through a long-standing partnership with YouthForce NOLA, Search Influence has hosted nearly two dozen interns, many of them young women, pairing each with mentors to provide guidance and professional development. In 2020, employees created the IDEA (Inclusivity, Diversity, Equity, and Awareness) Committee, which continues to lead initiatives around workplace inclusivity and cultural awareness.

These efforts complement the company?s structural supports: flexible schedules, generous paid parental leave, moveable holidays, mentorship programs, and continuing education stipends. Search Influence also revised its hiring practices to screen job descriptions for gender bias and implemented panel interviews to ensure diverse perspectives in hiring decisions.

The Empowering Women Awards celebrate a broad spectrum of businesses and organizations across New Orleans. By recognizing 50 honorees each year, CityBusiness highlights examples of what?s possible when equity and empowerment become business priorities.

?Search Influence is proud to be part of this year?s class of honorees,? said Jeanne Lobman, Director of Operations. ?It?s inspiring to see so many companies in our city taking meaningful steps to support women. We look forward to continuing to learn from and celebrate alongside them.?

Search Influence views this recognition as both an honor and a call to action. The company?s leadership team remains committed to evolving its practices to meet the changing needs of employees. Future priorities include expanding mentorship opportunities, refining flexible work policies, and continuing to strengthen partnerships that promote equity in the New Orleans community.

About Search Influence:

Search Influence is a woman-owned, ROI-focused digital marketing agency that helps drive prospects into and through the marketing funnel with analytics-backed search engine optimization and paid digital advertising. Founded in 2006, Search Influence?s core purpose is to optimize potential. The agency collaborates with well-regarded brands and institutions both nationally and locally in New Orleans. Clients include the Tulane School of Professional Advancement, Tufts University College, Associated Hearing Professionals, New Orleans & Company, and Audubon Nature Institute.

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Search Influence

Search Influence, a national SEO and digital advertising agency since 2006, delivers demonstrable ROI for clients. Specialties include SEO, Paid Advertising, and Analytics. In-house experts collaborate with clients for results. Also an informative blog.

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