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NEWS RELEASE

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Vandeven Joins ER Marketing as Creative Director

Meg Talbott also joins account service team

Kansas City, Mo. – ER Marketing is excited to announce the hire of Jeff Vandeven as the agency’s new creative director.

Vandeven joins the agency after serving as global creative director for Payless Shoesource since 2005. At Payless, Vandeven managed a team of over 30 creatives producing work in all channels for Payless stores in over 20 countries. Prior to his time with Payless, Vandeven ran his own design firm and worked for multiple other agencies. He’s a graduate of Kansas State University where he studied design.

“Jeff is someone we’ve known for almost 20 years and his reputation as a leader, designer and versatile creative professional precedes itself,” Renae Krause, ER Marketing co-founder, said. “We’re thrilled to bring him on board to lead our creative department and help drive results for our clients.”

“ER Marketing has always been on my radar as a place I wanted to be. I’ve worked with Renae and Elton several times over the years and always enjoyed the process and the type of clients they have. I’m excited to join this team. We’re going to do some great work,” Vandeven said.

In addition, ER Marketing has hired Meg Talbott as an account executive. Talbott is a 2017 graduate of the University of Kansas’ School of Journalism with a minor in business. She comes to the agency from Quest Diagnostics Employer Solutions, where she was responsible for managing over 100 client accounts.

“Meg’s education and the work she’s done outside the agency world are a great combination and just what we were looking for in an account executive. She’ll be working on one of the agency’s most important accounts immediately and we’re glad to have her on board,” Kyle Rohde, director of account service, said.

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About ER Marketing

ER Marketing is a B2B marketing agency that builds brands, strategies, relationships, and opportunities. Day in and day out, ER Marketing puts in a hard day’s work so our clients can grow businesses to their full potential. When we say we understand how to help clients in the agriculture and building products and materials industries, we mean it. For more information visit www.ermarketing.net, or call [816-471-1400](tel:816-471-1400).