

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Rachel Baumann Joins ER Marketing as Director of Digital Strategy

Kansas City, Mo. – ER Marketing is excited to announce the hiring of Rachel Baumann as the agency’s new director of digital strategy.

Baumann joins the agency after serving as the director of digital marketing and e-commerce at DEMDACO, where she led an in-house team in the nationwide brand’s B2B and B2C digital marketing and e-commerce efforts. Prior to her time with DEMDACO, Baumann served as a social media and content manager at Payless ShoeSource and served as e-commerce marketing manager at Nebraska Furniture Mart.

“Coming from an in-house marketing background in the retail sphere, we think Rachel brings valuable and unique perspectives on how to differentiate in a crowded digital marketplace. Her knowledge will be instrumental in growing the digital efforts of our clients,” Elton Mayfield, ER Marketing co-founder, said.

“I’m excited to learn more about the building industry, which is so essential to the U.S. economy. I think there are rich opportunities to truly grow digital marketing within building materials. I think this industry is just getting started and I can’t wait to see how it will take shape in the digital space,” Baumann said.

When she isn’t creating winning strategies or taking the time to dive into learning new things within the art of marketing, you can find Baumann scouring local antique shops to find unique items to be used in her many home renovation and decorating projects.

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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).