

## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### **KC Rudolph and Caroline Taylor Bring Their Talents to ER Marketing as New Creative Director and Digital Marketing Specialist**

**Kansas City, Mo.** – ER Marketing is pleased to announce KC Rudolph joined the agency as Creative Director and Caroline Taylor has joined as a digital marketing specialist.

With a background that includes agency-side art and creative direction, in-house marketing, and freelance roles over the last 15 years, Rudolph has returned to ER Marketing as Creative Director. Rudolph spent the better part of a decade at ER Marketing before he went on to serve as chief operating officer of a lumber yard and an in-home sales professional, both of which expanded his knowledge of the residential building products industry.

“Being back at ER Marketing, where I started my career, is exciting,” Rudolph said. “I look forward to joining a talented team and being part of an agency that truly understands its clients and has the skills to make a real difference.”

Rudolph, from a family of entrepreneurs, said he strives to understand how businesses work from the inside out and is eager to dive deep into the details with every ER Marketing client.

“As a longtime employee and someone who helped create some great work for our clients, KC is welcome back at ER Marketing,” Elton Mayfield, ER Marketing’s president and co-founder, said. “There are exciting things happening this year and I look forward to having him as part of the leadership team, particularly as we look at the agency’s next phase.”

Rudolph is a graphic design graduate of Johnson County Community College and holds a bachelor’s degree in business from the University of Missouri, Kansas City.

Taylor was most recently a marketing manager with a Kansas City organization where she designed, developed, and implemented end-to-end marketing campaigns, complete with email databases and newly created newsletters. Taylor also built marketing

campaigns and oversaw the digital content strategy and development of daily social media posts with a detailed posting scheduling at another Kansas City agency. She's conducted quantitative and qualitative market research and analyzed trends to identify new marketing and sales opportunities in both her previous positions.

"As I grow in my career, I'm always actively seeking ways to expand upon my knowledge and skillset in marketing," Taylor said. "I'm excited to learn from like-minded professionals in the agency and provide real impact to our clients."

Taylor holds a bachelor's degree, with an emphasis in strategic communication, from the School of Journalism at the University of Kansas. She also holds a bachelor's degree in film and media studies from KU.

"Caroline joins our growing digital content team, bringing increased intricacy and integration to our SEO and PPC offerings that our clients have come to expect from us," Elton Mayfield, ER Marketing's president and co-founder, said. "Her strong understanding of current technologies and digital media trends, as well as project management experience, makes her a remarkable addition to the agency and digital team."

Director of Digital Jacob Frese said he welcomes Taylor and her expertise to the digital team.

"Our clients will really benefit from Caroline's talents and knowledge on all of our digital initiatives," Frese said. "She'll help us—and our clients—find the sweet spot between budget and results."

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## **About ER Marketing**

We're a B2B marketing agency with a special love for the building industry—quite possibly because we've been building clients ourselves. We understand the industry inside and out, and our distinct perspective helps us craft creative results and impressions for our clients that make a difference for their brands. For over 20 years, we've dedicated ourselves to improving the marketing channel for all things building. For more information, visit [www.ermarketing.net](http://www.ermarketing.net), or call (816) 471-1400.