

## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### **Darby Gilliland Joins ER Marketing's Account Team as an Account Coordinator**

**Kansas City, Mo.** – ER Marketing is pleased to announce Darby Gilliland joined the agency as an account coordinator.

Gilliland was most recently a master's student in communications and a Human Resources communications assistant at the University of Arkansas in Fayetteville. Within her various internships and assistantships at UA, Gilliland worked to hone her core competencies of project management, strategic planning, writing, editing and public speaking.

"After getting my master's, I am grateful to begin my career at an organization that values my unique skills and background," Gilliland said. "I am excited to have the opportunity to gain experience in multiple areas and to make a significant impact at ER Marketing."

Gilliland also holds a bachelor's degree in psychology from the University of Arkansas, as well as minors in communication and business management, all of which she will use at ER Marketing, said Elton Mayfield, ER Marketing's president and co-founder.

"Darby joins our account service team as the team grows to assist both legacy and new clients," Mayfield said. "Darby's knowledge of business, content management and experience in multiple assistantships brings a timely and broad marketing point of view to the agency."

Director of Account Service Tara Meyer said she welcomes Gilliland to account service.

"Our clients will benefit from Darby's fresh perspective and grounding in the communication field," Meyer said. "She has sales and marketing experience, as well as experience designing social media content. She adds creative and bright thinking to our already stellar account service team."

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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 unique 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.