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## NEWS RELEASE

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FOR MORE INFORMATION  
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### ***Sydney Suttles and Madeline Maloney Join ER Marketing***

**Kansas City, Mo.** – ER Marketing is pleased to announce two additions to our growing agency: Sydney Suttles and Madeline Maloney.

Sydney Suttles joins our Marketing Technology team as a digital marketing strategist. She will be focused on implementing search engine optimization (SEO), paid media, and social media strategies and solutions for our client partners. Sydney graduated with a Bachelor of Science degree in Marketing from the University of Nebraska-Lincoln, where she was very active in the Delta Sigma Pi business fraternity.

During her college years, she completed internships in the marketing departments at Nelnet and Kidwell, both in Lincoln. Sydney managed Google AdWords accounts for multiple clients, as well as cross-channel content marketing and ongoing optimization strategies. She focused her marketing efforts on brand identity, creating original content, and managing social media campaigns. Outside of the office she enjoys baking, volunteering at animal charities, and taking care of her German Shepherd mix, Oliver.

Allana Pettigrew, who leads the Marketing Technology team as director of digital strategy, said, "I'm so pleased to welcome Sydney to the agency. She has already impressed me with her initiative and ideas. Her internships afforded her a high level of responsibility, so she comes to ER Marketing with almost unprecedented experience as a recent graduate."

Madeline Maloney has also joined ER Marketing as an account coordinator, after graduating from the University of Kansas with a Bachelor of Science degree in Strategic Communications and minors in Business and Women, Gender, & Sexuality Studies. Madeline interned for ER during her last year of college, after previous internships with Sprint in the OmniChannel Operations group, where she helped migrate the company intranet to a new platform and managed internal communications for the department. Before Sprint, she also interned with Victorian Trading Company in the Marketing Department.

"We love interns who are curious, energetic, hard-working, and willing to jump in wherever needed, and that's exactly what Madeline did throughout her last year of school. We are happy to have her full-time now and look forward to seeing her grow into the incredible account service professional we know she can be," 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](http://www.ermarketing.net), or call [816-471-1400](tel:816-471-1400).*