

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Kerry Benson Joins ER Marketing as Sr. Copywriter

Kansas City, Mo. – ER Marketing is excited to announce the hiring of Kerry Benson as the agency's new sr. copywriter.

Benson joins the agency from UMKC where she was the Associate Director of the Center for Excellence in Developmental Disabilities. Prior to that, Benson spent several years as the Strategic Communication Chair for the School of Journalism at the University of Kansas. In addition to time at KU, Benson has extensive agency experience having worked on global accounts at McCormick Group in Kansas City, McClatchy in Sacramento and Lowe and Partners in New York City. Benson has degrees from Columbia University in New York and Cal State Fresno.

"Having Kerry join the agency is a tremendous opportunity for our clients as well as our team. Rarely does the opportunity to work with someone of her reputation and experience come along, so I'm thrilled to have her join the ER Marketing team," Elton Mayfield, ER Marketing President, said.

"So pleased to be working with ER Marketing, the Thomas Hart Benton of B2B: Smart, creative and successful - right here in Kansas City. It's a role that takes me back to my strongest roots." Benson said.

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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 been dedicated to improving the marketing channel for all things building. For more information visit www.ermarketing.net or call 816-471-1400.