

NEWS RELEASE

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Ad Agency, Designworks hires new team member

Who: Designworks : advertising+marketing
What: Announcing new hiring

Brief: October 22, 2007 – Grand Blanc, MI

Designworks : advertising+marketing has announced an addition to its Grand Blanc-based advertising agency.

Christine Kerns joins the agency to handle account services, marketing, and business development, effective immediately. "I am very excited by the possibilities Christine brings to the agency", said Chris McDonald, Designworks principal.

Kerns, holds a Masters of Communications & Multi-Media degree from Saginaw Valley State University, and has several years of experience in client services, media relations, print collateral, corporate identity and advertising. She comes to Designworks from Canadian American Corp. where she handled account services and marketing, and prior to that she spent five years as the marketing coordinator at the Sloan Museum in Flint's Cultural Center.

Founded in 1999, Designworks is a full service ad agency with a core expertise in the integration of marketing strategies with creative solutions. Designworks' primary philosophy is to 'Keep it simple and get it right'. Agency services include: print and broadcast advertising, brand development and management, strategic planning, integrated marketing solutions, media buying, and web development. Designworks delivers award-winning results for local and regional clients and is a member of the American Advertising Federation, the Flint Area Advertising Federation, and several other local professional organizations.

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