

KING MEDIA

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NEWS RELEASE

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King Media Hires Jennifer Chiang As Brand Management/Public Relations Intern

EAST LANSING, Mich., June 1, 2014 – King Media is pleased to announce that Jennifer Chiang has recently joined King Media as Brand Management/Public Relations Intern. She will directly report to Jim Buckley, Senior Account Director, and will be responsible for growing and maintaining the King Media brand, as well as assisting with public relations efforts for King Media and its diverse portfolio of clients.

“I feel very lucky to work for King Media right after graduating from MSU with my master's degree. King Media has so many specialties and experiences that will enhance what I learned in school. I especially appreciate that King Media embraces the diversity of employee backgrounds. As an international student, it is hard to find a job in the United States. It has always been a dream of mine to work for a company that goes beyond profits and values the customer relations, community relations, as well as employee relations. I hope I can contribute all my skills to support such a great company,” Jennifer said.

“I am very excited to be bringing new talent on to the King Media team. These hand-picked professionals will complement our expanding list of clients, bringing enthusiasm and fresh perspectives to the agency. Jennifer is the perfect addition to our team with her multicultural experience and background in public relations. She is a dedicated and upbeat personality that we are truly lucky to have with us,” said the president and founder of King Media, Coleen King.

Most recently, Jennifer received her master's degree in public relations at Michigan State University. She was the Event Planning Intern for Michigan Children's Trust Fund, the CEO and Executive Communication Intern at Royal Philips Healthcare, and the Marketing Communication Assistant in the healthcare sector at Philips Taiwan. With her diversified background, language abilities, as well as professional knowledge, Jennifer brings many new perspectives to King Media.

Founded in 1999 by Coleen King, King Media is a full-service marketing, advertising, public relations and digital media firm that has been committed to the East Lansing, Mich. area for more than 15 years. King Media specializes in media planning and buying, strategic brand development, graphic design, website development, digital marketing, event marketing, public/media relations, multimedia advertising, and production support services such as print management, copywriting, photography and radio and TV production. Current and past clients include Michigan State University, Jackson National Life, Lansing Urgent Care, GreenStone Farm Credit Services, WLNS-TV6, Williams AutoWorld, March of Dimes, and the Michigan Department of Natural Resources. With the slogan of “speak the language of success,” the mission of King Media is to create bold marketing plans that produce results and develop long-term brand equity. For more information, visit: www.kingmedianow.com.

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