

NEWS RELEASE

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Emily Magyar Joins King Media As Marketing Coordinator

EAST LANSING, Mich., June 17, 2014 – King Media is pleased to announce that Emily Magyar has recently joined the agency as Marketing Coordinator. Emily brings 2 years of marketing and social media management experience to King Media.

“I wanted to work with an agency that values my current skill set and challenges me in all the right ways. I found that at King Media. I'm already enjoying how well everyone works together like a true team, and it's exciting to be immersed in the industry I've grown to love,” Emily 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. Emily has the energy and know-how that is just right for our team. She will bring relevant social media and strategic insight to our agency while she pursues her master's degree in advertising at Michigan State,” said the president and founder of King Media, Coleen King.

Most recently, Emily was both the Brand Ambassador for Cat Footwear, a Wolverine World Wide lifestyle brand, and the Director of Social Media at The Odyssey, a Michigan State University campus publication. Emily will be pursuing her master's degree in advertising at Michigan State University beginning this fall.

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 a 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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