



NEWS

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PERRY BALLARD INCORPORATED PROMOTES DAVID HOLT TO DIRECTOR, INTERACTIVE SERVICES

ST. JOSEPH, Mich. — Perry Ballard Incorporated (PBI) President Gary Tipton recently announced the promotion of David Holt to director, interactive services. Holt will manage the company's full-service interactive design and production department, providing clients with high-end digital services in Web site analytics, search engine optimization, e-marketing, Web site design and production.

"The focus of our clients' marketing efforts has migrated from print and broadcast to the Web," said Tipton. "Dave's digital marketing and Web design expertise is leading us through the transition. He's helping PBI analyze the value of the Web in our clients' marketing mix and showing them how to achieve a higher ROI from their sites."

Holt joined PBI in 2001 as a production artist and advanced to digital designer. In 2003 he earned a silver Addy award from the Michiana Ad Club for interactive work. Holt also served as former editor of the Open Directory Project, the largest human-edited directory for the Web.

Prior to joining PBI, Holt served as a newspaper sports copy editor for the Herald & Review, Decatur, Ill. The Illinois Associated Press awarded him second place for illustration and in 2001 his department was named one of the top 10 sports sections in the country. Holt also worked as a copy editor/sports writer for the Herald-Palladium, St. Joseph, Mich. The Michigan Associated Press awarded him an honorable mention for his coverage of high school sports.

Holt holds a bachelor's degree in English, with a minor in philosophy, from Western Michigan University, Kalamazoo, and an associate's degree in liberal arts from Lake Michigan College, Benton Harbor, Mich.

Perry Ballard Incorporated provides strategic marketing and communication services and is a member of the American Association of Advertising Agencies. For information about Web site analytics, optimization, design or production services, call PBI at 1-800-800-9547 or visit www.perryballard.com.

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Photo: David Holt

Caption: David Holt, Director, Interactive Services, Perry Ballard Incorporated, St. Joseph, Mich.