



NEWS

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PHOTO: http://www.perryballard.com/images/pressrelease/salimbourget_print.jpg

SALIM BOURGET JOINS PERRY BALLARD INCORPORATED AS DIGITAL DESIGNER

ST. JOSEPH, Mich. — Perry Ballard Incorporated (PBI) President Gary Tipton recently announced Salim Bourget has joined the company's interactive design and production department as a digital designer. Bourget is responsible for Web design and for helping to keep PBI clients current in digital communications technology and innovations.

"Salim offers two skills sets not often found in one person," said Dave Holt, director, interactive services. "He can make the jump between graphic arts and programming and that is a huge asset to PBI. He is enhancing our ability to provide clients with visually engaging, highly functional Web interfaces that drive conversions."

Prior to joining PBI, Bourget served four-and-half years as the Webmaster and graphic designer for Garden Homes, South Bend, Ind. In 2004 he earned his bachelor's degree in technology from Andrews University, Berrien Springs, Mich., with a major in digital multimedia technology. Bourget, a native of the Dominican Republic, is also fluent in Spanish.

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: Salim Bourget

Caption: Salim Bourget, digital designer, Perry Ballard Incorporated, St. Joseph, Mich.