

FOR IMMEDIATE RELEASE

Oct. 17, 2024

Contact: Melissa Parrish

Phone: 517.333.2048

Email: melissa@kingmedianow.com

Website: KingMediaNow.com

King Media 2.0 – A New Era of Creating Change

EAST LANSING, MI: King Media is pleased to announce the launch of King Media 2.0, a transformative initiative designed to deepen the agency's commitment to creating meaningful and measurable change for clients and communities throughout Michigan.

"We've been fortunate to attract seasoned professionals from a diversity of industries," shares agency president and founder Coleen King. "As we've grown, so too has our depth. These four exceptionally talented women collectively bring more than 80 years of experience. They join King's top-tier creative team for a powerful combination creativity, business savvy and connectivity."

Leading the charge is Jen Sturdy, King's vice president of marketing and communications. Sturdy's remarkable career includes communications, marketing, and economic development work in the financial services sector.

Prior to joining the King Media team, Jen was vice president of client and community relations at PNC Financial Services Group for 17 years.

A passionate advocate for education and small businesses, Sturdy actively participates on several local civic boards that foster education including Lansing Promise. Other civic boards have included supporting the Greater Lansing Regional Chamber of Commerce.

"I am excited to join the dynamic team at King Media and build on the incredible work already being done. I believe that great marketing starts with understanding our clients and their audiences, and I look forward to expanding our team and collaborating to create innovative strategies that drive success and elevate the brands we serve," said Sturdy.

Now leading digital and social media marketing, Jennifer Middlin is King's new Digital Marketing Manager. With over 20 years of experience, Middlin spearheads transformative digital and social media campaigns for King's clients. Previously, she managed marketing for Lansing-based Munters Corporation, a global supplier of industrial climate control solutions. Jennifer's career spans the manufacturing and technology sectors, where she has

successfully led data-driven and strategic campaigns across a wide array of industries. Her expertise encompasses industry-leading social, digital media, and website content management platforms.

“The most rewarding work I’ve done has been with organizations deeply rooted in local communities and committed to making a positive impact, which makes King Media a natural fit for me,” shared Middlin.

Julanne Williams joins King Media as an account director. Williams oversees client accounts, nurtures relationships and ensures effective campaign execution. Williams is a knowledgeable marketing strategist and communications expert. Most recently she directed business development for the Greater Brighton Area Chamber of Commerce where she helped drive record growth. She created and implemented professional development programs, led the Women’s Business Network of Michigan, and assisted chamber members with their marketing strategies.

“It’s exciting to be a part of such an incredibly talented and knowledgeable team. We’re making a difference every day right here in Michigan.

We’re working with clients who are equally committed to promoting safer, healthier, happier and more connected communities,” says Williams.

Misty McGillen is a proficient and results-oriented problem solver. Her professional success in business, customer service and team leadership, is an asset to her position as King Media’s office manager. Misty keeps operations humming, and her sharply honed communication and organization skills are invaluable assets in our fast-paced agency environment.

“Working at King Media has been a complete pleasure. It’s a great feeling to come to work knowing that everyone on the team has the same mission and goals. Helping our clients is TOP priority and it shows. The level of professionalism and pristine customer service demonstrated by every member of the agency exceeds five-star standards. I’m honored to be working here,” says McGillen.

“We’re thrilled to welcome these remarkable professionals to the King team. They’ve already been instrumental in steering our growth and innovation efforts. While their individual experiences and skillsets are markedly unique, they share a solid commitment to nurturing meaningful partnerships with our clients, and effecting positive change throughout Michigan,” says King.

Celebrating 25 years of creating change, King Media is a full-service marketing and advertising agency that provides research-based solutions in response to client needs. Founded by Coleen King in 1999, the agency’s core competencies include market and community research and analysis, brand development, creative and message development, strategic planning, graphic design, media planning and buying, and web design and development. King Media’s corporate office is centrally located in East Lansing, MI, with additional offices in Ada and St. Joseph, MI. For more information and to view recent work, visit KingMediaNow.com.

###

For more information, please contact King Media at 517.333.2048