

EGO Factory News
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FOR IMMEDIATE RELEASE

EGO Factory is pleased to announce the arrival of Kim Hooper – Senior Copywriter.

Irvine, CA (November 10, 2009) – Irvine-based online marketing agency EGO Factory welcomes Senior Copywriter Kim Hooper.

Kim comes to us with over eight years of experience in healthcare advertising, specializing in both traditional print materials and Web properties that promote the unique benefits of pharmaceutical products, medical devices and diagnostic tools. She holds a Bachelor of Arts degree in Communication from the University of California at San Diego, and a Master of Arts degree in Professional Writing from the University of Southern California.

In addition to her experience in healthcare, Kim has created brochures, ads, tradeshow booth collateral, full websites, e-mail blasts, banner and PPC ads, and interactive tools for companies in the education, business and finance industries. With any project, Kim focuses on translating marketing strategy, goals and initiatives to impactful, clear messaging.

“I’m delighted to bring such new talent and expertise to the EGO Factory creative team,” stated Chief Creative Officer, Brent Bolton. “Kim is welcomed with open arms by team members and clients alike!”

With Kim on board, EGO Factory is looking forward to offering even more in the way of creative development. Her skills will be put to use for everything from developing intuitive information architecture to writing complete site copy, Web modules and targeted, online advertising campaigns.

Contact EGO Factory today to learn more at info@egofactory.com.

About EGO Factory

EGO Factory is a full-service interactive agency that offers Website development, Web maintenance, business-class hosting, consulting and online marketing. EGO Factory was formed in April 2003 with a commitment to developing high-quality online and offline solutions to meet client needs, provide results and surpass expectations. Like with any business, in the world of interactive media, there is a constantly evolving set of rules and standards. EGO Factory takes pride in being on the leading edge of those interactive media standards, in order to keep clients' businesses on top of the marketplace. Working with EGO Factory, clients enjoy an unsurpassed level of quality, consistency and efficiency, while fulfilling their interactive and traditional marketing needs.