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PRIMUM MARKETING COMMUNICATIONS ANNOUNCES CONTINUED GROWTH AND EXPANSION

MILWAUKEE (April 17, 2013) - [Primum Marketing Communications](#) is pleased to announce the promotion of Kristen Davis to Director of Client Services and the hiring of Dustin Vrab as PR Account Executive. Primum has doubled its revenue since 2010, which has given Primum the opportunity to expand and further enhance its marketing and public relations capabilities.

Prior to her promotion to Director of Client Services, Davis filled the role of Account Supervisor for Primum. In her new role, Davis will continue the company's focus on providing superior service to Primum's clients by supervising all client projects, maintaining an effective flow of communication between clients and team members and empowering Primum's staff to provide world class marketing and public relations services.

"Primum is a strong marketing communications company and we pride ourselves on the exceptional work we create for our clients," Davis said. "Along with great work, our clients can count on outstanding service and phenomenal ideas. I'm excited to expand my role and look forward to building upon the strategies we have in place for our clients and helping them drive measurable results through innovated integrated marketing programs."

As the newest addition to Primum's growing PR team, Vrab has extensive social media experience from his role at Kohl's Department Stores. His responsibilities will include the creation, implementation and management of strategic public relations plans for clients as well as providing written communications and marketing support.

"I am thrilled to join an agency of Primum's caliber," said Vrab. "Primum has a rich history of providing world class public relations to its clients. I am looking forward to using my skills and experiences to continue that tradition of excellence as we expand our capabilities and accept new challenges."



Prior to working at Kohl's, Vrab garnered nearly a decade of experience in local television news. He is a graduate of Marquette University and is an avid Marquette basketball fan. He enjoys baseball, traveling and going to concerts.

Primum Marketing Communications specializes in strategic planning, integrated services, public relations, brand editorial content, advertising, graphic design, social media and websites. For more information on Primum, please visit www.primumagency.com or call 414-765-2311.

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