

NEWS RELEASE

BYFORD NAMED ACCOUNT EXECUTIVE AT FOSTER MARKETING

HOUSTON (March 23, 2011) – [Kimberly Byford](#) has been named Account Executive at Foster Marketing, President Tiffany Harris announced.

Byford's responsibilities will include developing strategic marketing plans for clients and guiding efforts to achieve results.

She comes to Foster from BrivicMedia where she was a media buyer managing new and existing accounts from proposal to campaign through analysis.

Byford served as an intern with Foster Marketing through the Business Marketing Association of Houston 2006 Summer Internship Program. She received a Bachelor of Arts degree in journalism and advertising with a double minor in marketing and business from the University of North Texas, where she was involved in the Tau Sigma National Academic Honor Society and the Advertising Club.

"We are thrilled to have Kim rejoining the Foster Marketing family," said Harris. "She proved her professionalism as an intern and her extensive media buying and campaign management experience will be an asset to clients."

Foster Marketing is a 30-year-old business-to-business [marketing](#), [advertising](#) and [public relations](#) firm. The firm serves clients internationally in the energy industry from offices in Lafayette and Houston. Visit www.fostermarketing.com.

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