



NEWS RELEASE

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Greenville Area Development Corporation Adds Jordan Kersse To Team

GREENVILLE COUNTY, SC – January 30, 2012 – The Greenville Area Development Corporation, the county-chartered organization tasked with promoting and enhancing the economic growth of Greenville County, has added Jordan Kersse as an intern for the Spring of 2012. In her internship, she will support GADC’s social media efforts.

Kersse joins the GADC team from Clemson University, where she is currently a senior and majoring in French and International Trade with a minor in Economics. Throughout her college career, Kersse has held several internships and participated in a research study regarding social media marketing. She currently works for Passport Health International as a social media networking associate. Her social media research, conducted by Joel Goobich with Big Picture Advisors LLC., allowed for an in-depth study of how social media marketing can drastically improve brand awareness and brand loyalty.

“Jordan brings to us business-related knowledge and experience with social media that will allow the GADC to better position the organization and Greenville with its target audiences,” said Kevin Landmesser, Vice President. “We are lucky to have her and are very pleased that she is joining us.”

For additional information on the Greenville Area Development Corporation, visit them on the web at www.GoGADC.com or call 864.235.2008.

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