



## NEWS RELEASE

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### Greenville Area Development Corporation Adds Taylor Capps to Team as Marketing Intern

GREENVILLE, SC – September 10, 2014 – The Greenville Area Development Corporation, the county-chartered organization tasked with promoting and enhancing the economic growth of Greenville County, has added Taylor Capps as an intern for the Fall of 2014. During her internship, she will focus primarily on the GADC’s social media marketing efforts.



Capps, a native of the area, joins the GADC team from Clemson University, where she is currently a senior majoring in Marketing. Throughout her college career, Capps has held a number of positions and internships that have dealt with marketing, public relations and social media. During the spring of 2014, Capps worked as an intern at the Clemson University Athletic Department, where she helped to drive attendance and awareness of spring sports through new media and on/off campus marketing strategies. As a member of the Student Alumni Council and a Balfour Ring Ambassador, Capps assists in publicizing important dates and events throughout the year in order to increase ring sales.

“As we look to further build awareness of both Greenville and the GADC, an active social media effort is paramount to our continued success,” said Kevin Landmesser, Interim President & CEO. “Taylor, with her education and work-related experience, will play a key role in our efforts. We’re thrilled to have her join us.”

For additional information on the Greenville Area Development Corporation, visit them on the web at [www.GoGADC.com](http://www.GoGADC.com) or call 864.235.2008.

*The Greenville Area Development Corporation is a non-profit organization established by Greenville County Council to promote and enhance the economic growth and development of Greenville County. Since its founding in 2001, GADC efforts have resulted in the creation of more than 17,500 new jobs and more than \$3 billion in capital investment in Greenville County, SC. To learn more, visit [www.goGADC.com](http://www.goGADC.com) or call (864) 235-2008.*