



NEWS RELEASE

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Greenville Area Development Corporation Adds Brian Conner to Team

GREENVILLE, SC – **February 4, 2020** – The [Greenville Area Development Corporation](http://www.gadc.org), the county-chartered organization charged with promoting and enhancing the economic growth of Greenville County, has added Brian Conner as an intern for the spring of 2020.

He is tasked with supporting GADC's social media efforts, identifying innovative social media/marketing strategies and opportunities, and creating graphic design materials that tell convincing stories.



Brian joins the GADC team from Clemson University, where he is a master's student in the City and Regional Planning Program. At Clemson, he serves as the President of Clemson's Student Planning Organization and an Executive Committee Member for the South Carolina Chapter of American Planning Association (SCAPA).

Brian holds an undergraduate degree in Marketing with a focus in strategic advertising. Throughout his career, he has worked in diverse fields including transportation planning, marketing, and sales. Brian most recently worked for Toole Design Group, a bicycle and pedestrian planning firm that focuses on providing transportation options for all members of communities.

He has experience in graphic design, geographic information system (GIS) mapping, and community engagement skills, and his background in business economics and social media marketing will aid GADC efforts to increase exposure and support branding initiatives.

“We anticipate a revitalized marketing and social media initiative that will give us a competitive edge – our goal is always to be a leader,” said Kevin Landmesser, Senior Vice President of the Greenville Area Development Corporation. “We are excited to have Brian as part of the team. His diverse skillset should prove to be an asset for GADC.”

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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 29,000 new jobs and more than \$5.3 billion in capital investment in Greenville County, SC. To learn more, please visit www.goGADC.com or call (864) 235-2008. To learn more about workforce opportunities, visit www.jobsgreenvillesc.com.