



PUBLIC RELATIONS / ADVERTISING

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**CONTINUED GROWTH FOR REGION'S LARGEST AGENCY**

(April 30, 2010) SAN ANTONIO – KGBTexas, leader in strategic communications, today announced the addition of two new team members along with several promotions that reflect the agency's growing strength in providing interactive and digital communication and marketing solutions.

Christy Gonzalez recently joined KGBTexas as part of the agency's growing public affairs practice and brings a solid mix of political and communications experience. Born and raised in San Antonio, Gonzalez earned her undergraduate degree in journalism from Texas A&M University, and her J.D. from the University of Texas School of Law. She was previously with the Texas Senate Committee on Transportation and Homeland Security where she advised State Sen. John Carona (R-Dallas) on issues relating to transportation infrastructure and finance.

Melody Adams joined KGBTexas after running her own marketing firm. The Arkansas native worked for several marketing and advertising companies directing campaigns from start to completion. Adams has extensive knowledge of interactive marketing and helped several clients integrate social media campaigns into their overall promotional strategy. She also served as president of the Northeast Arkansas chapter of the American Advertising Federation.

"We provide our clients the best and most experienced people in the business," said Katie Harvey, founder, president and CEO of KGBTexas. "The business climate is constantly shifting making it imperative to bring in experts who can provide stellar service and strategic advice. Our new team members offer an array of specialized skills that help support our mission and goals and those of our clients."

KGBTexas also made several promotions in its public relations practice. Melanie Thompson was promoted to account supervisor while Chloe Ochse and Jessica Young were made associate account executives.

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"All three have had outstanding years making significant contributions to our clients and the success of the agency," Harvey said. "They are more than deserving of their new titles and new responsibilities."

Thompson joined the agency three years ago. She is publications manager for Zachry Holdings Inc. and Zachry Corporation's employee publications. Thompson has taken on a new task that plays a vital role in the agency's growth. She is directing the firm's response to numerous requests for proposals and aiding in new business presentations, helping the agency secure several new contracts, including Texas State University, the City of San Marcos, the San Antonio Youth Centers, NAWBO San Antonio and Jubilee Academic Center..

Young joined the agency in March 2009 as an intern. Upon her graduation from Texas State University she became an account coordinator working for numerous clients including McDonald's, Fogo de Chão and the J.W. Marriott San Antonio Hill Country Resort and Spa. Young provided critical support for the opening of the new resort, coordinating press coverage, outreach to VIPs and setting up social media tours of the property. Her clients as assistant account executive include Texas State University, Paloma Blanca Mexican Cuisine and Vela Wine Bar.

Ochse joined the agency in July 2009 after graduating from Texas Christian University in Fort Worth. She started as an account coordinator working with PurinaCare Pet Health Insurance, Inc., IAS Claim Services and Purple Sage Ranch. She has helped to increase the reach of PurinaCare blogging on behalf of the client. She has also helped to develop a social media program for Purple Sage Ranch, a corporate retreat in Bandera, Texas. Ochse's expanded duties include these accounts along with, Zachry Holdings Inc. and Zachry Corporation, The National Association of Women Business Owners San Antonio Chapter and the Stone Werks restaurants.

#### **ABOUT KGBTexas PUBLIC RELATIONS / ADVERTISING**

KGBTexas ([www.kgbtexas.com](http://www.kgbtexas.com)) is an award-winning full-service strategic communications agency. In 2010 it was named the largest public relations agency in San Antonio for the fifth consecutive year by the *San Antonio Business Journal*. KGBTexas offers a full range of marketing services including public relations, advertising, new / social media, and digital marketing. Katie Gardner Harvey founded the firm in 1994 and it has grown into a multi-million dollar company with 60 national and regional clients in fields ranging from banking and health care to food service and retail merchandising. Follow KGBTexas on Twitter (<http://twitter.com/kgbtexas>) and on Facebook ([www.facebook.com/kgbtexas](http://www.facebook.com/kgbtexas)) or visit [www.kgbtexas.com](http://www.kgbtexas.com).

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