



Starr Tincup bolsters creative services with key hire

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Michele Roth joins marketing firm to extend creative services for HR software and services clients

PR9.NET April 03, 2007 - FT. WORTH, Texas – Starr Tincup, an integrated marketing firm for business-to-business software and services companies, today announced that Michele Roth has joined the firm's creative services team.

Prior to her hire at Starr Tincup, Michele designed collateral, newspaper and magazine advertisements, brochures and displays for XS Electronics Inc. Michele was also a graphic design intern at Blattner Brunner and Giant Ideas, two advertising agencies in Pittsburgh, Pa.

"Building a great marketing firm is all about hiring the best people," said Bret Starr, principal and co-founder of Starr Tincup. "Starr Tincup has the luxury of recruiting all over the country to find the very best creative talent. Michele is great example of our commitment to hiring the very best. We look forward to her ongoing contribution to our firm, and to our clients, following her relocation from Pittsburgh."

Michele recently moved to Fort Worth, Texas, from Pennsylvania where she attended Robert Morris University and received a Bachelor of Fine Arts degree for media arts in graphic design.

"Michele has a great portfolio, and she is sure to be an excellent addition to our creative design team," said J. William Tincup, principal and co-founder of Starr Tincup. "As our firm's first female designer, we are positive that she will bring another dimension and a different perspective to our design capabilities."

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About Starr Tincup

Starr Tincup is an integrated marketing firm for business-to-business software and services companies. We help clients market smarter so they drive more revenue with better marketing ROI. Our scope of services includes consulting and planning, market research, sales and marketing infrastructure implementation and marketing program execution.

For more about Starr Tincup, visit their website at www.starrtincup.com or read their blog at <http://starrtincup.blogspot.com>.

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