



BEM Interactive's Jeremy Shaffer Promoted to Digital Marketing Team Leader

GREENSBORO, N.C., January 11, 2010 – BEM Interactive, an industry leader in interactive design, development and marketing, announces that Jeremy Shaffer has been promoted to digital marketing team leader.

“Jeremy’s promotion is well deserved,” says Malinda Pengelly, founder and president of BEM Interactive. “His technical prowess, rapport with clients and colleagues, and strategic approach prepare him well for his new role.”

Shaffer is the featured expert and speaker for three upcoming [BEM Interactive Education Center](#) seminars: *Facebook Boot Camp* on January 29, 2010; *YouTube, Social Sharing & More Boot Camp* on February 5, 2010; and *Google Analytics March Madness* on March 19, 2010.

Previously as a BEM Interactive web marketing specialist, Shaffer focused on designing, implementing, and managing online marketing campaigns, including pay-per-click (PPC), search engine optimization (SEO), comparison shopping engines and link building programs; comprehensive promotional campaigns; social media networking; and mobile web and SMS (text) campaigns. He is proficient in general web analytics consulting, and is certified in Google Analytics and Google AdWords.

Prior to joining BEM Interactive in 2008, Shaffer worked with McKinney Management Services, a real estate management company, in client relations and leasing.

Shaffer holds a B.S. degree in marketing from Appalachian State University. He is a member of the American Marketing Association.