



Tug Appoints New Account Director To Head Up Client Planning Division

Faye Farman, former business development manager at bigmouthmedia, joins search marketing agency

Date: January 2010: Tug, the search marketing agency, has appointed Faye Farman to head its client service and strategic search planning division. Faye will be working directly with major clients as campaign strategist to grow both agency and client relationships, ensuring that the company continues to deliver the highest quality of work and results for its clients.

A former business development manager for bigmouthmedia and Global Media, Faye was responsible for new client acquisition on both a national and international level in order to grow the client base. Faye has extensive skills in all aspects of digital marketing, including SEO, PPC, affiliate marketing, display, social media and online PR.

Nick Beck, Tug's managing director, said: "We are delighted to announce Faye's appointment. She has superb credentials, having worked with leading industry brands heading up their digital campaigns. Faye will be using her skills and expertise to deliver strategic and creative search marketing, campaigns for our clients."

Faye commented: "Tug is one of the fastest growing search marketing agencies. The company has a tremendous reputation in the industry and I am thrilled to be working with the team and its extensive portfolio of leading brand clients."

About Tug

Tug is a search engine marketing agency, providing expert strategic consultancy, campaign planning and management for major brands including: Wonderbra, Dairy Crest, The Dungeons, 118800 and more. Tug's services provide an online marketing programme that builds brands, generates new media opportunities and improves lead generation. Its search marketing team provides expertise in pay per click campaigns, search engine optimisation and social media.

www.tugsearch.co.uk

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