FORMER MOTORING EDITOR, KIEREN PUFFETT, JOINS JJ MARKETING AS PR DIRECTOR

Tuesday 2 February, 2016

JJ Marketing is pleased to announce the appointment of Kieren Puffett, former motoring editor, to the role of PR Director.

Kieren has a long-standing career in automotive publishing, including ten years as editor of UK car review website, Parkers, and also held the position of deputy editor on CAR magazine.

Kieren also has extensive media experience in providing expert car buying commentary for mainstream TV and radio such as BBC News, BBC Breakfast and Radio 4's Today programme. He also served as the motoring correspondent for BBC 2's Working Lunch.

His experience of content strategy, digital media and delivering successful PR campaigns will be invaluable in helping JJ Marketing provide unique, appropriate content to its range of clients across a range of channels.

James Goddard, CEO JJ Marketing, comments: “I am delighted Kieren has joined the team and his wealth of media experience and automotive publishing knowledge will help us deliver the very best in marketing content and highly focused, bespoke communication strategies to our range of automotive clients, including Auto Trader.”

Kieren Puffett, PR Director, comments: “I am really looking forward to working with Auto Trader and JJ's range of automotive clients to deliver compelling, integrated communication strategies that tells their stories in the most compelling and creative manner.”

Related Sectors:

Motoring ::

Scan Me:

Company Contact:

_

Pressat Wire

E. support[@]pressat.co.uk

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.wire.pressat.co.uk