

PLYMOUTH MI-FOURSIGHT Creative Group, Inc., an integrated marketing and advertising agency working with print, web and social media, with over twenty-five years of experience serving its Michigan-based and national clients, is pleased to announce that Janet E. Torno has joined their creative team as Business Development Director.

A graduate of the University of Michigan, Janet has contributed her talents at an executive level with non-profit and for-profit organizations in Michigan and throughout the country. Her career began at the University of Michigan Museum of Art, then took her to the Birmingham Bloomfield Art Center and on to Washington, DC's Corcoran College of Art + Design. Since returning to Michigan in 2006, Torno has shared her expertise in the field of educational programming, fund-raising, marketing, and new business development/strategies with a select group of clients in the region and the nation. Torno & Associates, LLC was formed in 2009 to expand her role as a consultant to non-profit organizations as well as for-profit corporations.

CREATIVE TEAM MEMBERS

Creative Director **Ellen Bennett** has spent the last twenty years providing corporate identities as well as marketing/advertising collateral for multiple clients nationally and internationally. A “creative solution” provider to FCG clients, Ellen received her BFA in graphic design from Miami University and subsequently studied international marketing at Regents College in London. Her fifteen years as an award-winning exhibiting artist compliment her extensive client experience adding a key element to the FCG staff mix.

Production Manager **Ken Engel** thrives in the creative environment of FCG. Ken studied Business Administration at Schoolcraft College and Communication Arts and Advertising at Michigan State University. His nearly thirty years of graphic production experience of “all shapes and sizes” across a broad range of industries perfectly prepare him for the diverse client base at FCG.

Senior Graphic Designer **Kathleen B. Johnston** focuses her skills on enhancing the brands and cultural identities of FCG clients. Kathy studied at Schoolcraft College as well as Mott Community College where she participated in a study abroad program in Fiji. For the past nine years, Kathy has been honing her design and client interface expertise in the publishing industry and at non-profit organizations.

Senior Web Designer **Mike Ouellette** received his BFA from Siena Heights University in photography and design. However, his passion for web design and development, benefiting from his photography background, shaped his career pathway. He excels in Web user interface design, search engine optimization and has a flair for clean, contemporary design. FCG website clients benefit from his professional expertise and technical focus on photo editing and retouching.



Copywriter **Natalie True** began her career in Chicago after receiving a BA from Loyola College and subsequently moving to Michigan. Natalie developed a powerful writing style during her fourteen years of experience with major corporations and agencies, a style that is applicable in virtually any client setting. Natalie's expertise in transforming client stories into powerful copy makes her a valuable part of the FCG team.

Torno looks forward to working with FCG President Kerry Barnett and his Creative Team, exploring new business market segments and showcasing FCG's expertise in brand identify, social media, and product commercialization with organizations in the region."