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THE1STMOVEMENT WELCOMES KARA WATADA AS ACCOUNT MANAGER

Global Experience + Integrated Consumer Marketing Background are a Welcome Combination at the Award-winning Digital Agency

Denver, CO May 17, 2011 – The1stMovement (T1M), a full service digital agency with offices in Denver, CO, and Pasadena, CA announced today the addition of Kara Watada as Account Manager. The announcement is made following a series of new client wins and industry accolades. Joining the Denver office, Ms. Watada will be responsible for managing select T1M client relationships that are well-aligned with her experience.

Ms. Watada joins T1M with unique global experience in both traditional and digital advertising. She began her professional career by moving to Tokyo, Japan and then to the East Coast of the United States to focus on global product marketing and consumer trend analysis. After five years with Daymon Worldwide, Ms. Watada wanted to parlay her consumer brand experience into the advertising world, specifically through digital innovations.

Ms. Watada was previously an Account Manager at Factory Design Labs. Her experience includes managing integrated campaigns and web applications for brands such as Avaya Communications, Beats by Dre, Killington Mountain Resort, The North Face® and Vans.

A Colorado native, Ms. Watada attended the University of Colorado at Boulder with a Bachelors of Science in Marketing, an International Business Certificate and a Bachelors of Arts in Japanese.

Ann Van Orsdel, T1M's president stated, "We are excited to welcome Kara to our team of account managers. Her global perspective and experience working with integrated teams aligns well with our vision for growth."

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About The1stMovement

A full-service digital agency with offices in Pasadena, CA and Denver, CO, The1stMovement (T1M) uses emerging technology to push the boundaries of digital media. Known as *The Digital Innovation Agency™*, T1M has gained national recognition for its accomplishments across a wide range of well-established brands including Adobe, AT&T, Cisco, Comcast Entertainment Group, Dex One, PENTAX and more. A recipient of such awards as the Emmy®, Communications Arts, Horizon Interactive, the Webby Award, rankings in Inc. 500 and the LA and Denver Business Journals' 2010 "Best Places to Work in LA" and "Top Advertising Agencies in Denver," respectively. For more information, visit <http://www.the1stmovement.com>.

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Tags

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