



ESSENTIAL BRANDS G R O U P



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Essential Brands Group appoints Internet Marketing Manager

Essential Brands Group (EBG) have appointed an Internet Marketing Manager to the group and welcomes Brent Lupton to the Team.



Brent is a highly experienced and qualified individual who while working for American Express for 7 years, held roles such as Internet Project Manager to Manager of Web Development, before spending over 2 years in the senior role of Project Manager International Site Marketing.

His depth of experience in project management and on-time delivery of web based projects has been a highlight of his career and adds a valuable string to the bow of the Essential Brands Group.

His most recent role was Senior Project Manager to Flight Centre where he provided high quality end-to-end project / program management of their 20 Million Dollar Website Redevelopment program. The program included the redesign and re-architecture of all Flight Centre online Brands and integrated systems.

Brent's technical expertise extends to softwares and programs that include website development, project management tools, office and graphic design tools.

Essential Brands Groups General Manager Paul Crapper said, "With web media becoming such a major driver in all business environments, appointing an Internet Marketing Manager was fast becoming the next obvious step for us". Mr. Crapper went on to say, "Social media, web strategy and online presence needs to be as important as our products and people, if we want to continue to grow and add to our already strong base in the next 5 to 10 years. Brent was an obvious choice for us to help achieve this".