

Idea Ranch experiences growth in both personnel and capabilities Social & Public Relations Department Promotions

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TULSA, Okla., February 5, 2021 — Idea Ranch expands their Social & Public Relations departments with new promotions. John Brothers will be taking lead as Director of Integrated Performance with responsibilities for agency delivery in PR, Social and Insights. Brothers has already excelled in leading the insights team from onboarding new technology and processes to best-in-class measurement, reporting and optimizations. He's prepared to successfully take on a leadership role and create fluidity between the three disciplines. "John is loaded with charisma and is equally home data mining with Tableau or ripping single track in the mountains. His love of the outdoors coupled with his uncanny ability to bring clarity to the complex makes him the perfect fit for this role," said Eric Barnes, Chief Operating Officer and Managing Partner of Idea Ranch.

Jack Hennessy is promoted to Senior Account Manager for both Social and PR while Jake Poplin joins the department as Account Manager. Hennessy, a department veteran is unmatched when it comes to media relationships, social strategy and PR representation. Analytical and Innovative, he continually evaluates best practices to better serve our clients, which led him to this well earned promotion. Poplin is an aggressive, entrepreneurial-minded, young practitioner that is also an avid participant in the outdoor sports. He's the perfect fit for the growth of this department.

Reagan Renfroe transitions into a new content creation role as Visual Storyteller. As the newest member of the creative department, his abilities as a photographer and videographer support Social and PR as a catalyst for inspiring new content. Renfroe has immersed himself as a visual storyteller, a newly developed role at Idea Ranch. Following his true passion of photography is a benefit to all agency clients. "Reagan has a very unique gift for capturing soulful imagery," said Chief Creative Officer and Managing Partner Jeff Tolle. "Reagan is also deeply passionate about people. We have tailor-made a role to his remarkable skillset and it paid dividends day one."

Idea Ranch's Social and PR expertise includes social media campaign development and management, influencer curation, affiliate marketing, media relations and PR activations for a variety of clients in the agency's core areas of expertise. The department's operating philosophy is to embrace the blurred lines of earned and owned media with a holistic approach that serves as an engagement multiplier. Data-driven strategy based with a keen understanding of executional excellence, the department drives awareness, sales and engagement for a number of nationally prominent brands.

About Idea Ranch

Idea Ranch is a full-service advertising, PR, and consumer insights firm headquartered in Tulsa, Oklahoma, with a second office in Wichita, Kansas. The firm has a diversified list of clients across the country and is an industry leading marketing communications company building brands in the outdoor recreation and passion sports sectors. For more information, please visit www.idearanch.com.