



Moses Anshell promotes Kracht to Director of Interactive

Annette Kracht has been promoted to Director of Interactive at Moses Anshell, a national full-service marketing agency in downtown Phoenix. She will continue to integrate interactive services with all other departments of the agency.

"We understand the incredible value and ROI of interactive. From social media marketing to Web redesigns and search engine optimization, Annette pushes us to keep thinking about interactive in everything we do," said CEO Jos Anshell.

Kracht has been with the agency for three years. Before coming to Moses Anshell she worked for more than a decade at companies including Insight, Direct Alliance and Avnet. Her career includes managing marketing budgets for national clients, designing software for non-profits, advising customers about software and storage needs, working with a worldwide GPS software company, and writing Web content. She's also not afraid to do the dirty work – earlier in her career she marketed sludge removal equipment.

In a related move, **Nicole Shaffer** was named Moses Anshell's Associate Manager of Interactive. Shaffer, who has worked at Moses Anshell for three years, will be the guru of email marketing, "listening" to social media and updating Web content.

About Moses Anshell: Back in 1982, Louie Moses and Jos Anshell opened the doors with an emphasis on creativity - creativity that is backed by strategy, and a fun environment that inspires great work. Nearly three decades later, the goals are the same and the address is still downtown Phoenix. Clients include the Arizona Office of Tourism, US Airways, Shutters-on-the Beach and Casa del Mar. Moses Anshell also works with major electronic entertainment and gaming companies including Nintendo, Ubisoft and products related to Rock Band, Guitar Hero and Energizer batteries and charging stations.