

## **MINTZ + HOKE ADDS KYLE LAFOREST-ROYS TO ITS CLIENT SERVICE TEAM**

**AVON, Conn. (Feb. 22, 2023)** – [Mintz + Hoke](#), an Immersively Different full-service advertising agency established 50 years ago, is pleased to welcome a new Account Coordinator to the Client Service team, Kyle LaForest-Roys.

“Kyle has taken our Immersively Different philosophy to heart since day one,” said Ben Cadwell, Director of Client Service. “His natural curiosity for his clients and their industries has been a great addition to the Client Service team, and we look forward to fostering his growth at Mintz + Hoke.”



*Kyle LaForest-Roys, Account Coordinator, at Mintz + Hoke's offices in Avon, Conn.*

Before joining the agency, Kyle served as an outside sales representative in mid-market B2B sales. After a few years and some MBA courses, he realized advertising was the right career path for him. When looking for an account service position, Kyle knew a mission-oriented company aligning with his values would be the best fit. He found that at Mintz + Hoke.

As an Account Coordinator, Kyle supports the Account Executives and Directors by taking a proactive approach to client and agency communications. He also serves as an advocate for his clients and their industries by bringing them Immersively Different ideas and solutions.



"One of the biggest things I have learned in my time here is to work smarter and always look for ways to improve your craft. I approach each day like I am working towards a masterpiece and refining how best to serve our clients and partners."

Kyle resides in Avon and loves to spend his free time on the golf course. Outside of his 9-5 and extracurriculars, he spends as much time as he can with his family and his dogs Chewie and Gracie.

Kyle holds a Bachelor of Science degree in Marketing and Economics from [Providence College](#) and is currently a part-time student at the [University of Hartford](#) working toward his MBA.

Connect with Kyle on [LinkedIn](#).

**About Mintz + Hoke**

Mintz + Hoke is an Immersively Different full-service advertising agency established over 50 years ago. Today, the agency offers an array of services including branding, campaign analytics, creative, design, digital, event management, media, public relations, research, strategy, and social media services. Mintz + Hoke has been recognized as one of Connecticut's Best Places to Work by the *Hartford Business Journal*. Connect with them at [www.mintz-hoke.com](http://www.mintz-hoke.com) and follow them on [Facebook](#), [LinkedIn](#), [Twitter](#) and [Instagram](#).

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