



FOR IMMEDIATE RELEASE
September 12, 2022



RICHLAND LIBRARY NAMES NEW MARKETING AND COMMUNICATIONS DIRECTOR

Local marketing expert to lead marketing and communications strategy at Richland Library

(Columbia, SC) - **Richland Library has named Kiosha Boyles as the new director of marketing and communications. Beginning September 12, Boyles will lead the organization's strategic marketing and communications strategy.**

For the past five years, Boyles' impact has been felt across Richland County as the **first marketing director for Richland School District One where she was responsible for all marketing, branding and advertising initiatives for the district's 52 schools and 60 departments.** Her expertise in advertising in branding resulted in a new, award-winning logo and brand identity for Richland One. **Prior to Richland One, Boyles served as a marketing strategist for Columbia College and ran Digitize Marketing.**

Boyles, a **certified marketing and communications professional**, has a **diverse background in advertising, branding, media relations, digital communications, social media, event planning and brand management.** She holds a bachelor's degree from Columbia College in communications and earned a Master of Mass communication degree from the University of South Carolina.

Richland Library is excited to have Boyles join its nationally recognized library system.

For questions please contact Kimberlei Davis at 803-351-2616 or kdavis@richlandlibrary.com

About Richland Library

Awarded the National Medal in 2017 by the Institute of Museum and Library Services, [Richland Library](http://richlandlibrary.com) is a vibrant, contemporary organization that provides



RICHLAND LIBRARY

access freely.

RICHLANDLIBRARY.COM

resources and information that advance the Midlands. Offering state-of-the-art technology, a variety of literary and cultural programs and 13 bustling facilities located throughout the county, Richland Library provides a truly customizable, modern library experience for residents and visitors alike.