

30+ years Marketing & Communications Experience **7+ years** Principal of Results Communications & Research
25+ years Corporate Marketing (Healthcare, Financial Services) **90+ brands** Awareness, Lead & Sales Creation

DIVERSE BRAND & MARKETING TACTIC EXPERIENCE

PRIMARY MARKETING TACTICS / SERVICES PROVIDED

- Strategic, Integrated Marketing Plan Development
- Organic/Technical SEO Services to Be Found on Google
- Online Advertising – Paid Google Search and Display; Social Media Advertising
- Google Analytics & Google Search Console Data Analysis to Inform Future Marketing
- Public Relations – Story Pitching, Press Release Distribution
- Social Media Strategy & Voice
- Online Reputation Management
- Obtainment and Management of Google Non-Profit Ad Grant
- Print, Transit, Outdoors, Broadcast and Other Traditional Marketing Tactics
- Primary and Secondary Market Research

BRAND/ORGANIZATION NATURE

Having supported 90+ brands, the industries, target audiences, profit status, size, and geography of the organizations we've worked with or for have been extremely diverse. We believe this diverse experience allows us to bring effective tactics from other industries to each client engagement; plus, we are accustomed to learning, and quick to learn, the challenges and opportunities associated with each client's specific market. See back/second page for list of specific brands we've supported.

B2B PRODUCTS & SERVICES

banking and investments | business and IT consulting | commercial lending | commercial real estate | employee/leadership coaching, training, and development | employee benefits and health insurance | legal, including trade law | private investigation

NON-PROFITS & GOVERNMENT AGENCIES

animal cruelty prevention | arts & culture | basic human needs and social services | chronic & serious illness & disability | coaching and training for women-in-transition and other vulnerable populations | faith-based missions | environmental & ecological services

B2C PRODUCTS & SERVICES

banking, investments, financial services | estate planning & trusts | faith-based organization | family farms | health & beauty products | health-related book & app | healthcare: hospital/health insurance | home and business improvement/contractors | restaurants, food and beverage products & services | pre-school, after-school, secondary and higher education | wellness and self-esteem programs

AGENCY/CLIENT MANAGEMENT

Account Manager/Study Specialist: market research suppliers (Market Facts; Bannon & Co.)

Researcher for Expansion Consulting, firm helping Italian firms offer/market their products in U.S.

ENTREPRENEURIAL EXPERIENCE

Department or firm start-up or significant expansion:

- Broker Services, BCBSMA
- Marketing depts., Bay State Federal Bank and BMC HealthNet Plan
- Founding – Results Communications & Research

COMMUNITY INVOLVEMENT

- Relay for Life
- Home for Little Wanderers
- The Jimmy Fund / DFCI
- Our Heart Speaks (Board Member)

BRANDS SUPPORTED VIA AWARENESS, LEAD, & SALES CREATION



BUSINESS SERVICES / CONSULTANT (B2B)

Amazing Dutchman | Bare Tree Media | Bercume Associates | Brown & Wagner Commercial Real Estate | Coach Andrea | DevelopTradeLaw, LLC | Evelyn Starr | Expansion Consulting* | In Kind Design | Interim Executive Solutions | Jeff Katz Non-Profit Consulting | Josh Edenbaum Photography | Lavin Marketing Communications | Longpoint Consulting | Medical Development Partners (Med Dev Coach) | Nonprofit/Gov. Agency Professional For Hire (Tom Colligan) | Our Sales Coach | Saltonstall Consulting | Steve Eustis Co., Realtors | The Mara Partners | Viv Web Solutions | Web Design by Robin | WG Redmond | Zenridge



CONSTRUCTION, TRADE & CONTRACTORS

Building Restoration Services (BRS) | Concrete Poetry | Forrester Flooring | Nustreem | Platinum Exteriors | Septic Pros | South Shore Roofing | Vlaco Marine



CONSUMER GOODS (B2C)

AnaKatrina.com | Bostonwood Furniture | Concord Foods | Food Truck Festivals of America | Foster Hill Farm and Garden | Gillette/Procter & Gamble | Granola Simply | Katrinkles | KimAliprantis.com | Nancy Marland Jewelry | Pooja Boutique | Sherborn Fuel | Stop & Shop | Suchiras | Whistler | Triple M Medical MJ Dispensary | Yard Card 413



CONSUMER SERVICES

Appen/Microsoft | Bank of Canton | Bay State Federal Savings Bank* | BayBank Harvard Trust* | Braintree Electic (BELD) | Daryl Lippman, Realtor | Fidelity Investments* | Financial Planning Solutions | Highland Investigations | Jyoti Justin, Realtor | MFP | NW Real Estate Group | O.V. Resources | O'Connell Law Group | Rick Nagle Detective Group



EDUCATION

Beach Street School, Scituate | Berklee College of Music* | Cambridge Network | First Circle Learning Center | Robbins Children's Programs | Springboard Education in America, LLC



HEALTHCARE / WELLNESS

Best Doctors* | Blue Cross Blue Shield of MA* | BMC HealthNet Plan* | Cambridge Eating Disorder Center | Common Sensing/Gocap | Digestive Health Institute | Maria Droste Counseling Services | Mind and Body Wellness | Network Health* | Nurtured Roots | Signature Healthcare | Wellness and You | Wendy Leeds, Therapist, Author, Speaker



NON-PROFIT/ GOVERNMENT AGENCY

Brain Aneurysm Foundation | Catholic Charities | Center for Women & Enterprise | Delaware Health & Social Services | EcoRI | Four Paws U.S. | Glastonbury Abbey | Lexington Arts & Crafts Society | Mass Wildlife | North and South Rivers Watershed Association (NSRWA) | Our Heart Speaks | Parents Forum | Self Esteem Boston | Swedenborgian Church of N.A. | The Kerry Fund | The PLAN of MA & RI

**=served in permanent corporate or contract/temporary employee role at this organization*