

**30+ years** Marketing & Communications Experience    **9+ years** Principal of Results Communications & Research  
**25+ years** Corporate Marketing (Healthcare, Financial Services)    **100+ 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

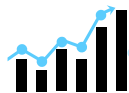
Department or firm start-up or significant expansion:

- 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 (04/11/2023)



## BUSINESS SERVICES / CONSULTANT (B2B)

Amazing Dutchman | Autobody News | Bare Tree Media | Bercume Associates | BizChecks Payroll | Boston Engineering | 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 | O.V. Resources | Saltonstall Consulting | Steve Eustis Co., Realtors | The Mara Partners | 2Labs Marketing | Viv Web Solutions | Web Design by Robin | WG Redmond | Will Shain Coaching | Zenridge



## CONSTRUCTION, TRADE & CONTRACTORS

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



## CONSUMER GOODS (B2C)

Alpha Rho | AnaKatrina.com | Bostonwood Furniture | Concord Foods | Fitness Distributors | Food Truck Festivals of America | Foster Hill Farm and Garden | Five Crows Gift Store | Gillette/Procter & Gamble | Granola Simply | Habitat Clothes | Katrinkles | KimAliprantis.com | Lift & Care Systems | Little Doves | Madame Aucoin Perfume | Nancy Marland Jewelry | Nedret Andre | Oceano Wines | Pooja Boutique | Sherborn Fuel | Stop & Shop | Suchiras | Whistler | Tamarack Technology/Ventilation | Triple M Medical MJ Dispensary | Yard Card 413



## CONSUMER SERVICES

Appen/Microsoft | Bank of Canton | Bay State Federal Savings Bank\* | BayBank Harvard Trust\* | Braintree Electric (BELD) | Carl Guild & Associates | Daryl Lippman, Realtor | DJ Dave Entertainment | East Coast Chauffeured Transportation LLC | Fidelity Investments\* | Financial Planning Solutions | Herbst Law Group | Highland Investigations | Jyoti Justin, Realtor | MFP | Norwood Light | NW Real Estate Group | 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 (also non-profit) | Springboard Education in America, LLC



## HEALTHCARE / WELLNESS

Achieve Therapeutics | Art of Releasing | Best Doctors\* | Blue Cross Blue Shield of MA\* | BMC HealthNet Plan\* | Cambridge Eating Disorder Center | Common Sensing/Gocap | Digestive Health Institute | Fyzical Metrowest Physical Therapy | Little Doves | Maria Droste Counseling Services | Mind and Body Wellness | Network Health\* | Nurtured Roots | Signature Healthcare (Brookton Hospital) | South Shore Biotherapy | Wellness and You | Wendy Allegaert LLC | Wendy Leeds, Therapist/Author



## NON-PROFIT / GOVERNMENT AGENCY

SCORE Boston | Brain Aneurysm Foundation | Catholic Charities | Center for Women & Enterprise | Delaware Health & Social Services | EcoRI | Four Paws U.S. | Glastonbury Abbey | Greening The Gateway Cities | Lexington Arts & Crafts Society | Mass Wildlife | North and South Rivers Watershed Association (NSRWA) | Our Heart Speaks | Parents Forum | Passim (Club Passim) | Provincetown Theater | 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*