



Brand and Marketing Expertise Overview

Select a category icon below to see relevant industry experience,
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Consumer



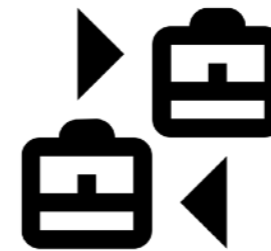
Healthcare



CPG



Education



B2B



Financial



Consumer Packaged Goods (CPG) Experience



American Standard®



Provided digital brand counsel and strategy for LIXIL Water Technologies brands American Standard and Grohe. Work included:

SEO Strategy

Pay Per Click (PPC) Campaigns

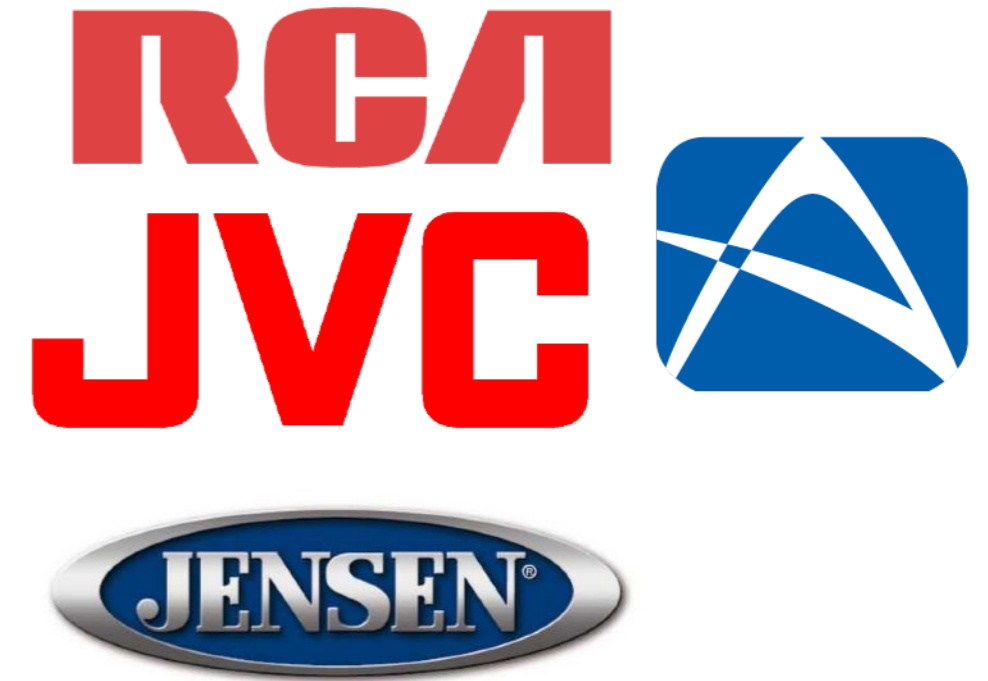
Shoppers Ad Campaign Strategy



brother®

Provided new product launch campaign strategy and trade show marketing support. Work included:

- Audience mapping and research
- Digital media promotions and campaigns
- Microsite content, design and development
- CES and sales show signage design
- Packaging design
- Brochure design



Provided aftermarket auto product branding and B2B campaign advertising, as well as launching new products aimed at college-aged audiences.

Work included:

Branding

Product promotion and campaigns

Audience research and message development

Multi-media integrated campaigns (digital, trade print, social media)



Healthcare Experience



Atlantic Health System

Provided new hospital opening public relations support. Work included:

Grand opening of the Goryeb Children's Center (event and ongoing awareness)

New physician and service line promotion



www.nyc.gov/hhc



Provided public relations strategy and support in coordination with the city's launch of **311** (a health services immediate response call number) and **Take Care New York** (an initiative to help underserved and uninsured residents to obtain health services from the city).



Hunterdon Healthcare

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Provided brand strategy, brand development and integrated media campaign planning and execution for a competitor health system in an aging demographic market.



Provided brand counsel and strategy for Lourdes Health System.

Work included:

- Crisis counsel and management
- Service line promotion
- Competitive messaging
- Multi-media integrated campaigns



RWJBarnabas HEALTH

Provided brand counsel and strategy for Robert Wood Johnson University Hospital - Hamilton and Robert Wood Johnson University Hospital - Rahway.

Work included:

- Crisis counsel and management
- Branding
- Service line promotion
- Competitive messaging
- Tangential services awareness
- Lead generation
- Multi-media integrated campaigns



Provided branding, donor engagement and public relations services for the Central Jersey chapter's Race for the Cure, including the golf event and actual race day events promotion.



Consumer Experience

(Public Awareness, Behavior Change, Consumer Services)



EP HENRY®

Provided annual new product catalog strategy and design services.



***New Jersey
Motor Vehicle Commission***

JUST DRIVE.COM

New Jersey
Motor Vehicle Commission

Provided campaign research, strategy and execution for New Jersey driver awareness campaigns, including: Skip the Trip, Motorcycle Safety Awareness, Online Services and Real ID.

Crafted messaging and strategy to launch the Just Drive campaign, including creative design, media campaign (TV, radio, OOH, transit, aerial banners, digital, print, movie theater ads, mall ads, etc.).

Negotiated and managed powerful sports and event sponsorships to reach large groups of drivers in concentrated moments (NY Football Giants, NY Jets, NY Yankees, NY Mets, NY Knicks, NJ Devils, Philadelphia Eagles, NASCAR JustDrive125, Rutgers University, BalloonFest, and more.).



QuickChekTM

Provided branding, media strategy, and creative strategy for a growing regional QSR in the northeast — rivaling Wawa in its level of communications and varied marketing rollout. Work included:

Branding

Creative and messaging for 13 distinct promotional periods per year

Competitive messaging

Multi-media integrated campaigns (OOH, radio, print, transit, digital, social)

Event support

Radio station promotion generation

Content development



Provided public relations strategy and support. Work included:

Seasonal pest tips promotions for homeowners

Service line promotion

Milestone publicity around company's 75th anniversary

Key staff announcements

Promotion and management of grassroots grants program for local non-profits



Higher Education and Early Childcare Education Experience



Provided brand counsel and strategy for growing franchise brand, including outreach to parent audiences (enrollment, brand reputation) and franchisee audiences (franchise growth and digital campaign strategy).

Work included:

Branding

Crisis counsel and management

Service line promotion

Competitive messaging

Franchise development messaging

Lead generation (enrollment campaigns)

Multi-media integrated campaigns (digital, social, DM)



PRINCETON
UNIVERSITY

Princeton University is one of the largest private land owners in New Jersey, and in preserving more than 100 acres of woodlands along the D&R Greenway, the University wanted to create a buzz for its growing conservancy movement and launch of new programs to preserve and maintain New Jersey's forest splendor.

Work included:

Message development

Ribbon-cutting event creation and coordination

Land acquisition promotion



RUTGERS

Provided support for New Brunswick campus Chancellor's office in communicating to internal and external constituents, as well as developing a SNAP-Ed public behavior change campaign in partnership with the NJ DHS.

Work included:

Campaign message strategy

Video strategy and execution

Email campaign strategy and content development

Year-end report writing, design and production

Logo development

Campaign strategy, media planning



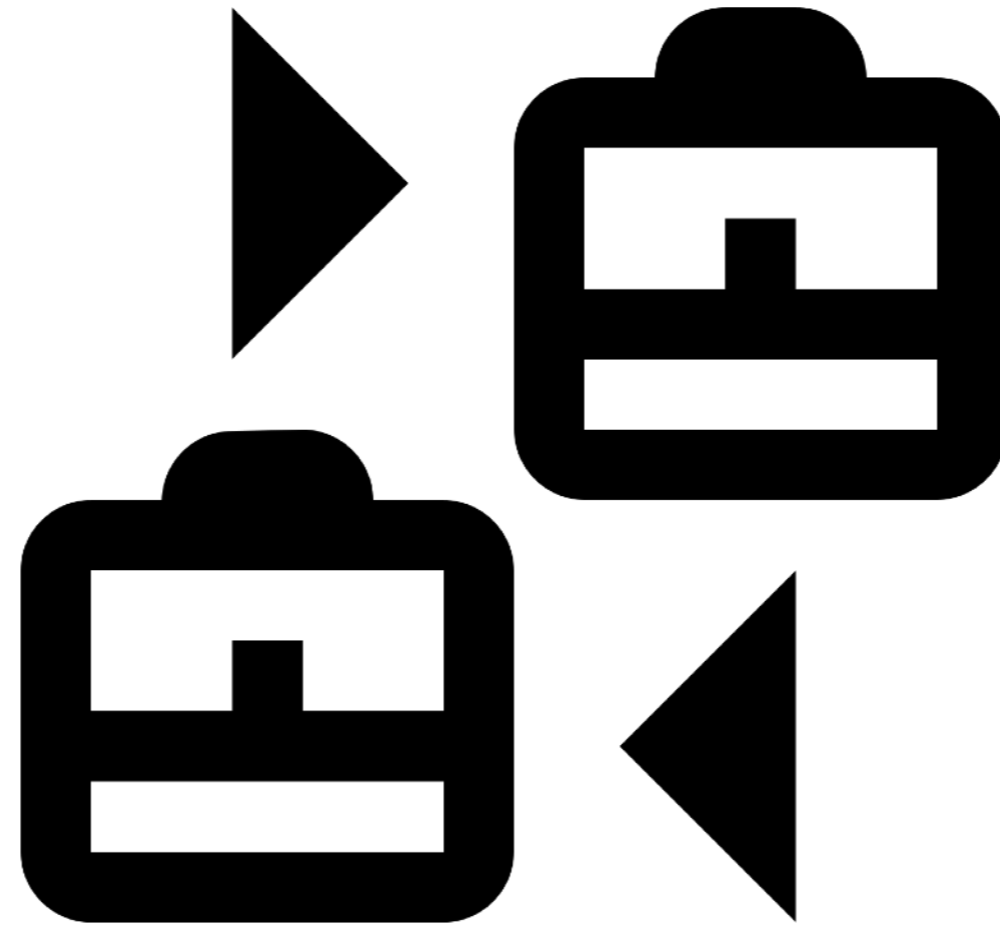
THOMAS EDISON STATE UNIVERSITY

Provided campaign messaging and enrollment campaign services to build Thomas Edison State's profile as an alternative to brick-and-mortar universities, allowing students to study at their own pace and achieve their personal milestones (career goals, personal achievements, etc.). Work included:

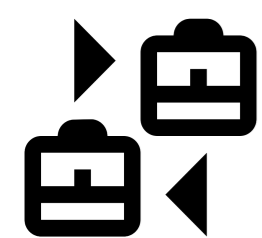
Integrated campaign included radio, digital and print media for seven colleges and more than 50 degree programs and certifications

Campaign message creation

Creative campaign design for all channels



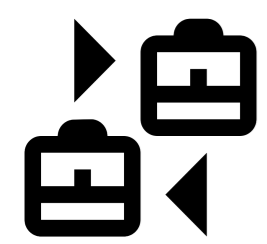
Business-to-Business (B2B) Experience



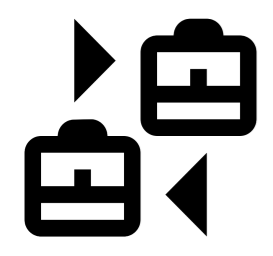
Guided B2B brand through brand development exercises. Work included:

Branding and visual identity development

Public relations services announcements and media engagement



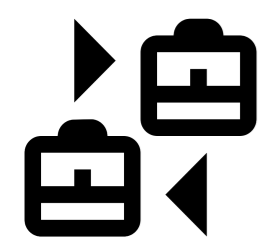
Provided website and CMS system strategy, design and development for regional tire distributor brand.



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Provided brand strategy and website design and development.



Served as Director of Marketing for international enterprise. Work included:

Global brand strategy and training

Internal communications

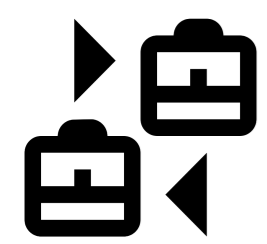
Corporate communications

Public Relations

Proposal writing

Trade show design, setup, enrollment and support

Member-benefit webcasts



Provided branding, media strategy, trade show and public relations support for the #2 lift truck company (#1 in fleet management) in the US — particularly challenging considering Yale Materials Handling Corporation has a sister brand, Hyster, which markets the same products with a different paint job.



Banking and Financial Services Experience



Provided brand strategy for a competitive community bank, building its overall profile to present the company as a prime target for acquisition. Work included:

New services promotions, including Loan Services division

New branch location announcements, including expansion into Pennsylvania

Key staff announcements

Public Relations

Integrated media campaign, including OOH, digital, social, print media

5th anniversary promotion



Provided new branch opening support, including development of community resource guides for new branch managers, grand opening event logistics and public relations support.



Provided public relations strategy for a competitive community bank, building its overall profile to present the company as a competitor to PNC Bank and TD Bank-level personal banking options. Work included:

New services promotions

New branch location announcements

Key staff announcements

Public Relations

NJ League of Municipalities and golf events promotions



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