Alchemy Executive Summary

Founded in 2015 by Katharine Asgari, Alchemy is a higher education consulting company focused on offering the highest quality independent education counseling to students and their families. The company has a passion for providing an expert guide to the often-stressful college search and selection process. With a staff possessing over 15 years of experience advising a diverse array of young people, and another 10 years in highly selective university admissions, Alchemy are experts in helping students and parents develop and refine their school search. Simply put, Alchemy takes the fear and anxiety out of getting into college.

As a new arrival to the Seattle-area’s college consulting market, Alchemy looks to establish a trusted and long-lasting brand. With competitor’s websites in great need of a modern redesign, coupled with Asgari’s exceptional college advising and admissions background, there is real opportunity to stand out. The company is seeking an experienced marketing partner to develop a compelling and professional brand that both distinguishes Alchemy and captures its focused, inclusive, and ethical approach to counseling. With a strong web presence and a well-defined brand, Alchemy will be well positioned to succeed.

With over 25 years of marketing experience and a proven history of long-term working relationships with clients, Hansen Belyea is uniquely qualified to lead Eton School’s marketing initiatives. The agency has worked with many education organizations including NWAIS, The Overlake School, and St. Thomas School. Hansen Belyea looks forward to the potential of helping Eton School properly position itself and attract new students for years to come.

About Hansen Belyea

Hansen Belyea is a full-service agency specializing in building brands that inspire, educate, and persuade. For the past 25 years we have expertly guided organizations through the process of discovering their unique value propositions and weaving them through marketing programs built on powerful messaging, strategic planning, and compelling design.

At Hansen Belyea, our process is effective because every step is tailored to you. Our design and marketing strategies are guided by thorough research and comprehensive Discovery Sessions. Through interviews, surveys, and meetings, we listen fully to our clients’ aspirations and challenges to ensure all parties are heard. Then, through a combination of strategy, messaging, and design, we develop targeted solutions that build and sustain trust for your brand.