

# BRAND MARKETING

## Digital Marketing

Focused on publishing, delivery, and analysis of marketing materials for all audiences.

- SEO/SEM/digital advertising
- Email marketing
- Social media
- Website management

## Editorial

Focused on the planning, creation, and promotion of marketing materials for all audiences.

- Editorial planning, content creation, and editing
- Video planning, creation, and editing
- Media relations and press releases
- Accolades/surveys/nominations
- Crisis communications
- Management of writing standards
- Video studio management

## Corporate Marketing

Focused on the ideation and creation of marketing materials, events, and experiences for all audiences.

- Design (including PowerPoint)
- Collateral creation
- Promotional products, gifts, greeting cards, etc.
- Brand standards management
- Advertising
- Photography
- Quarterly materials
- Event planning and webinars
- Internal communications and intranet
- Data hygiene and marketing list management
- Lead generation

