

Is your company's marketing strategy a diamond in the rough?

Melanie Davis is a multi-faceted marketing gem. She evaluates raw material (your current marketing activity), discerns its potential, and develops promotional strategies that bring recognition, sales and value to your company. That's a thing of beauty!

Hire marketing consultant Melanie J. Davis if you...

- Need a strategy for reaching new customers or increasing sales from an existing customer base
- Seek an integrated message or comprehensive look
- Require a new company name, tagline or product name
- Desire higher-quality, more effective marketing or sales materials
- Want to update communications tools
- Question whether you need a website and how to maximize that investment
- Need a hand completing the many communications projects you are juggling

People are saying...

"The feedback on our newsletter has been excellent. It succeeds in introducing potential customers to our product line and offers current users constructive, technical information."

—Director of sales, industrial manufacturer

"Melanie brings a delightfully fresh and understandable approach to the public relations table."

— Owner, marketing consulting and planning firm

"Out-of-the-box thinking at its best!"

— Owner, insurance agency



Melanie J. Davis

Services

Marketing evaluation, strategy and planning

Copywriting and editing across print, broadcast and multi-media formats

Development and execution of business-to-business, consumer, education, marketing and public relations projects

Design and execution of fund-raising and school bond referendum campaigns

Training & curriculum development

Workshops & seminars

Melanie J. Davis
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Professional highlights

- Designed a \$1 million fund-raising campaign for Monroe Education Foundation. Phase I, directed at corporate donors, is currently underway. Phase II will address community donors.
- Wrote a catalog and direct mail piece that resulted in 10,000 website hits and doubled enrollment in Stevens Institute of Technology's online graduate school.
- Developed and produced a newsletter for Brother International's industrial sewing machine division that increased sales of \$30,000+ machines.
- Designed and implemented a communications plan that garnered unprecedented public support for a \$14.9 million school facilities referendum in 1998; repeated the process for a \$24.9 million referendum in 2004.
- Produced rapid-response, reader-friendly communications during a heated labor contract negotiation that resulted in employee satisfaction with the employer's offer.
- Assembled a copywriting team that delivered content for five school district newsletters in one week.
- Earned the 2004 Gold JASPER Award for Excellence in Writing; earned a 1999 Certificate of Excellence from the Art Directors Club of New Jersey.
- Reached 22-year anniversary as an independent practitioner delivering superior marketing consultation and communications materials.

Workshops & Seminars

"Melanie's demeanor is witty, professional, and very friendly."

As an experienced speaker and trainer, Melanie makes presentations on the following subjects to business owners, employees, trade and civic organizations.

Increase Profitability by Putting Your Brand into Words

Increase brand awareness and profits with every word you use. Learn how clear marketing goals integrated with excellent communications tools can help you build your business.

Marketing on a Budget

Think you can't afford a marketing campaign? Nonsense! Learn how to create a plan that makes the most of your talents and resources.

Creating a Safe Workplace

Explore why certain people feel the need to harass and how they can get comfortable with diversity; what the NJ law allows and prohibits; and how to change workplace behavior. Designed for corporations and municipal employees, this workshop is co-facilitated by an employment law attorney and a corporate change-management consultant.

You are What You Speak

Do you judge yourself harshly? Are you kinder to co-workers than to yourself? Learn 5 simple rules for healthy self-talk that build esteem and foster your personal power. Insight-building activities illustrate a new vocabulary that inspires confidence.

"Melanie gave good, practical advice. She addressed nuances and hidden meanings behind what we say and do that will raise my level of awareness in the future."

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