

*Elevate  
my Brand*

DIGITAL & EXPERIENTIAL MARKETING

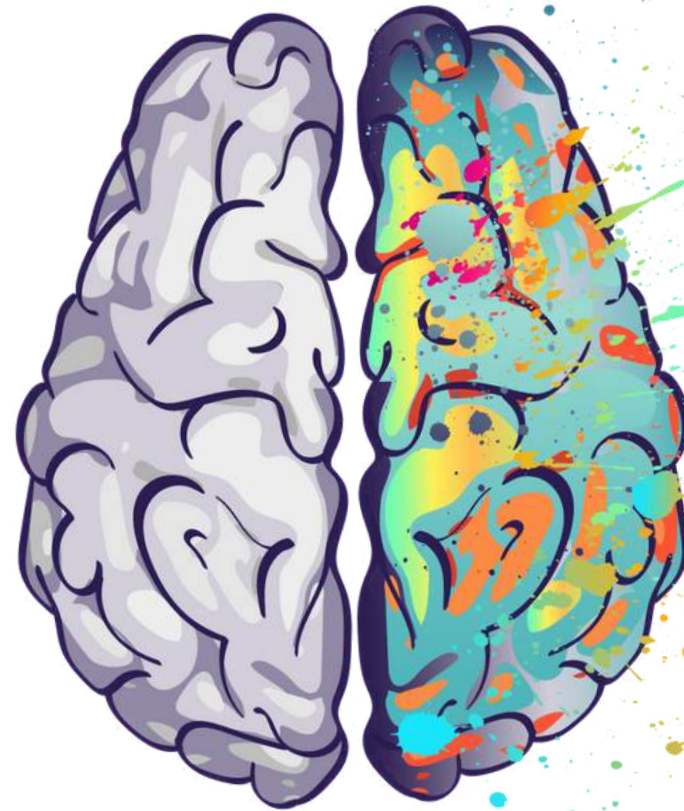
**PRESS**  
**KIT**





# DRIVEN BY DATA INSPIRED BY CREATIVE

an award-winning,  
WBENC-certified,  
woman-owned  
marketing agency



Since 2009, we've blended data and creative to elevate the visibility and profitability of incredible brands. We prioritize process and people so our team can develop and execute exciting campaigns that showcase our commitment to creativity, play and results.

# **FOUNDER & CEO**

## LAUREL MINTZ

With a J.D./M.B.A from Rutgers University, Laurel's is uniquely equipped to run a successful agency. Driven by her favorite acronym, FLOGID (figure it out, get it done), Laurel has served both startups and blue-chip global brands like Meta, PAW Patrol, Verizon Digital Media Services and Zendesk since 2009.

Laurel sits on the Board of Directors for NFTE (Network for Teaching Entrepreneurship), Women Founders Network and All Raise, is a mentor for The Women's Global Leaders Initiative, and advises LAVA (Los Angeles Venture Association). Her published work can be found in *Inc. Magazine*, *Entrepreneur*, *USA TODAY* and The American Marketing Association.

When she's not wowing clients with creative, you can find Laurel and her husband Mike with their fur babies Miso and Twizzler testing out new recipes in the kitchen—with a good glass of wine, of course.

### **SPEAKING ENGAGEMENTS**

- Medtrade
- #ConnectHer
- The Collective
- Simply Stylist
- The State of Cannabis
- Digital Conference West
- DigiMarCon
- Incite Marketing Summit
- Women in Technology Summit
- and more!

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### **HONORS & AWARDS**

- 🏆 The Manifest's Top Companies in LA
- 🏆 2022 Best of Studio City Awards
- 🏆 Top 10 Women Leaders of 2022 by Industry Era Magazine
- 🏆 Top 20 Women Entrepreneurs of 2022 by Women Leaders Magazine
- 🏆 Most Innovative Marketing CEO by CEO Monthly Magazine
- 🏆 Los Angeles Business Journal 2022 Women's Leadership Award
- 🏆 The 10 Most Inspiring Women Leaders to Follow in 2022 by Success Pitchers Magazine
- 🏆 Top 1,000 Service Providers at the 2021 Clutch Global Awards
- 🏆 Los Angeles Times B2B Inspirational Women Awards
- 🏆 10 Most Successful Businesswomen To Watch 2021 by Insights Success
- 🏆 2021 CEO Of The Year from CEO Monthly Magazine
- 🏆 Top 20 Pioneering CEOs of 2021 by MyTechMag
- 🏆 The Chief's Digest list of 25 Admired Companies Of The Year 2021



# DREAM TEAM



**Cody H. Owens** he/they

Content Director

**Favorite brands:** OffLimits, PlayStation, Dyson, Adobe, Andrew Christian, Tushy, Google, Chewy, Soylent



**Sheria James** she/her

Account Director

**Favorite brands:** The Lip Bar, Original Grain, Bhumi, No Nasties, Studio JUX, Terra Delyssa



**Gigi Toma** she/her

Account Manager

**Favorite brands:** Vans, Athleta, Aritzia, VEPUBLIC, June, Jones snowboards, Reebok



**Amanda Laurell** she/her

Chief of Staff

**Favorite brands:** David's Tea, Apple, Toyota, Oris, The Swatch Group, Toms, Total Wine, LaCroix



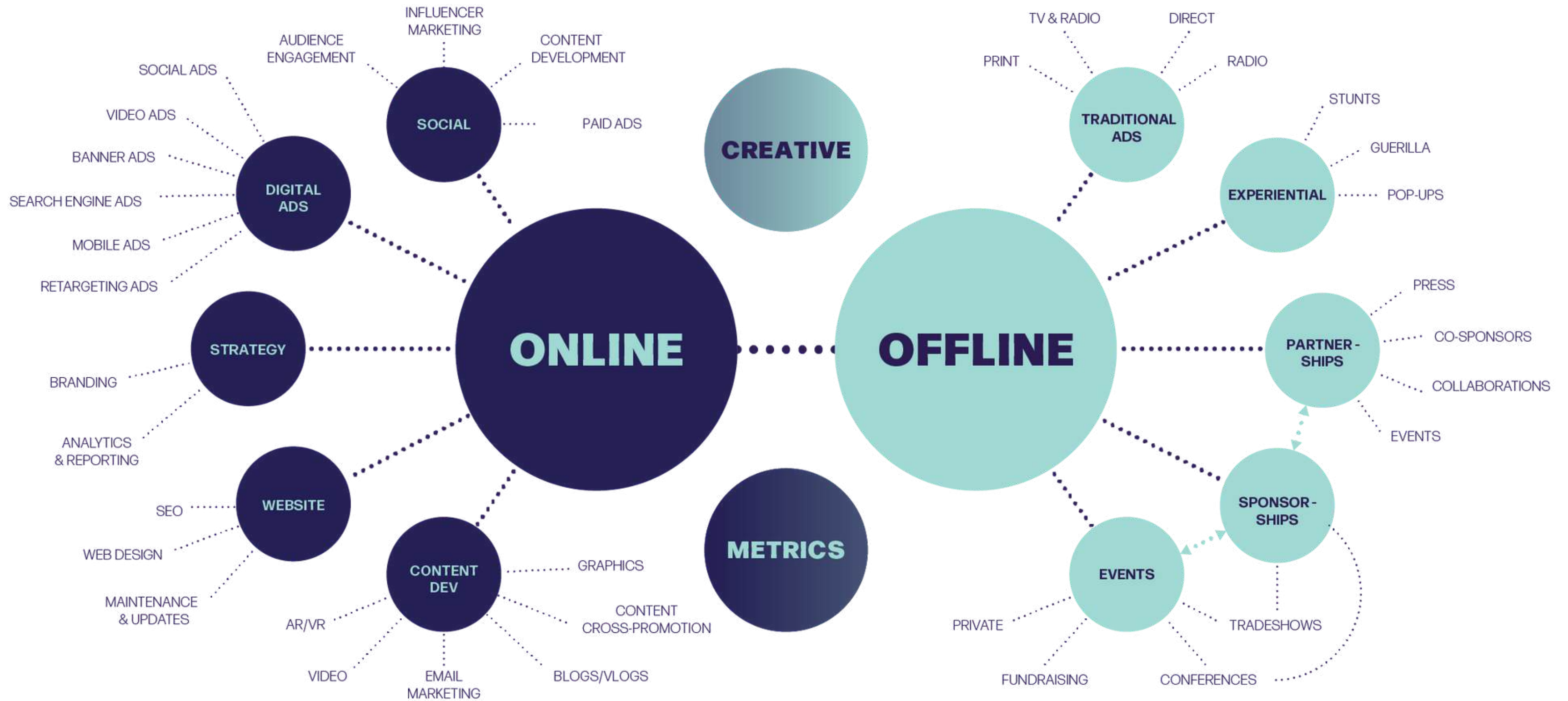
**Miso Mintz**

Chief Barketing Officer

**Favorite brands:** Versace, Harry Barker, Chewy, Sundays, BarkBox, Elevate My Brand



# CAPABILITIES





# CLIENT JOURNEY



## Introduction

We want to make sure our relationship is the right fit for everyone, so we schedule a short call to get an understanding of your goals, budgets, needs, team members, etc. If we like each other's vibe, we move quickly.

## Mindmaps

We host two types of interactive exercises to better understand our clients: a one-hour educational Digital Mindmap to show you the online/offline universe, and our fun Creative Mindmap to explore your brand.

## Roadmap

We use powerful listening software to learn more about you and your competitors. Then, we deliver an extensive report with real numbers and powerful insights that we use to build a comprehensive SOW.

## Kick-off

Once we get to know who you are as people, as a brand and as a set of data, we coordinate a call to meet everyone on the team, schedule our ongoing meetings and start ideating your campaign concepts.

## Setup

We ensure our team has access to all appropriate platforms and programs, and then we set up social profiles, KPI trackers, call schedules, etc. It isn't a sexy step, but it's an important step before we get started.

## Elevation

This is the fun part! Once we're all set up, we start to execute our scope of work and begin to grow the brand in a measured and meaningful way. In short, this is where we "figure it out, get it done" together.



# BRANDS WE'VE ELEVATED

verizon<sup>✓</sup>



zendesk

Meta



bge<sup>SM</sup>

AN EXELON COMPANY



JLL

Inc.



GEICO<sup>®</sup>

CSQ



tropical CAFE  
SMOOTHIE

Bassett<sup>®</sup>



nfte!

pure barre<sup>®</sup>

perfec-tone  
A Brand New You



COOL  
HAUS

vurbl



CAST  
COALITION TO ABOLISH  
SLAVERY & TRAFFICKING

bai

GROBSTEIN  
TEEPLÉ

REBECCAMINKOFF

Comerica

# CASE STUDIES *part 1*

According to our five-star Clutch.co reviews, EMB is “highly supportive of the internal team's success,” brings a “plethora of options and ideas to the table” and “provides a high level of customer service through a deep understanding of the goals.”

Well, we couldn't have said it better ourselves! Read more reviews at Clutch.co.

[Learn more](#) >



When Zendesk approached us to put an awesome creative spin on their thought leader focused networking events, we were up to the task. By finding the perfect venue, and crafting the right partnerships and targeting, we delivered the wow factor.

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We proudly partnered with Spin Master, Emblem PR, rEvolution, Bullpen Integrated Marketing and the non-profit Canine Companions for Independence to facilitate one of the biggest and most interactive road tours the kids in the U.S. has ever seen.

LEARN  
MORE



Milk Jar Cookies opened in 2013 to show the world that a cookie and a glass of milk could be elevated to a gourmet experience. Our job was to elevate the brand by creating more consistent touchpoints and to expand into new marketing channels.

LEARN  
MORE



As a family-owned business that has been restoring skin since 1980, Perfec-Tone came to us for a marketing face-lift. Our team partnered with the client to create an even stronger brand voice that speaks directly to its diversifying customer base.

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We were tasked to produce the VDMS Deliver Inaugural Customer Advisory Board event, a 3-day experience at Hollywood's Dream Hotel. The event drew executives from numerous Fortune 500 companies to network and plan for the future.

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# CASE STUDIES *part 2*



Brought to us by a referral from our friends at Meta, Stratoscope is a leading security, stadium design and event consulting firm. Our goal was to build new brand awareness and establish thought leadership without giving away security secrets.

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When we first sat down to discuss LAIW (Los Angeles Innovation Week) with the LA Economic Development Council (LAEDC), we were inspired. Our job was to build buzz around this incredible event and turn it into the next Art Basel or SXSW.

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As the first consumer-facing brand with a 30+ year old parent company—and with the clock ticking—we worked alongside TGPR to create a lovable brand, loyal fan base and highly desired products that have been flying off the shelves since brand launch.

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Founded in 1945 by beloved local leaders, Carr McClellan is a law firm with deep roots in its community. We were brought on board to tell their story (all 75 years of it) with web development, email marketing, organic and paid social and much more.

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Hypr set out to break up the social media monopoly. Their team hired EMB to create a Gen Z-driven brand identity and spread the word about their platform that does what others won't: provide total transparency, privacy and ability to monetize content.

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The premier shopping, dining and entertainment center in Porter Ranch, The Vineyards came to us to increase foot traffic and build their brand recognition. We focused on social, partnerships, content, events and ads—in the face of the COVID-19 pandemic.

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# ACHIEVEMENTS

1,800,000,000+

media impressions generated for luxury footwear brand Tamara Mellon during the Create & Cultivate conference (includes over 20,000 unique impressions for @tamaramellon and our event hashtag #flashyourmellons)

1,170.65%

return on ad spend (ROAS) for six months of online advertising for Paper Chase Press

120,000,000

social media impressions generated in two months for Los Angeles Innovation Week, starting from scratch (includes 43,000 hashtag uses)

32%

increase in email database during the three-month road tour for PAW Patrol

2,500%

return on ad spend (ROAS) from a 12-month search ad campaign for Milk Jar Cookies

62,000

tweet impressions in one month for Kimo Sabe Mezcal (plus 6x the number of social media profile visits)

7,133%

increase in Linked button clicks for Worxbee (part of a 3,582% increase in overall engagement)

800%

percentage above average in email click-through rates for Squishmallows, based on industry averages in consumer package goods (300% above average across industries)



# TESTIMONIALS

**Jane Feinberg**  
Founder & CEO  
Jane Israel



“In only a couple of months my email list has grown by hundreds of people and activity on my website has increased by over 150%! I love that they are so supportive of my success and so efficient! No time is ever wasted! I have been really happy with the work that they have done and I am looking forward to continuing with them.”

**Mary Kay Evans**  
CMO  
Verizon Digital Media Services



“This is the second time I’ve brought the EMB team in on a special ops project and they always deliver. This time, they helped us qualitatively and quantitatively synthesize some marketing pain points that will allow us to develop a better future state for Facebook globally. We always love the energy and effort they put forth and are solid partners to me and my team. We look forward to working with them again soon.”

**Angela Wynn**  
Chief Operations Officer  
Worxbee



“We are amazed at their shared passion for the work we do. Potential clients and ICs provide feedback on how solid our marketing is and that they can tell we live by our culture based on our messaging.”

**Chris Rico**  
Innovation Director  
LA County Economic Development Corporation



“It is with great pleasure, and a debt of gratitude, that I recommend Laurel Mintz and her team at Elevate My Brand. When Laurel and her team signed on to my vision to create a massive, country wide innovation celebration, no one knew that it would grow to encompass 160 events over 22 days. EMB’s excellence and dedication were instrumental in creating the juggernaut that is innovative. Through their digital marketing strategy and leadership we were able to achieve a staggering 43K hashtags used and 120 million total impressions for #LAIW.”

**Denise Valenzuela**  
Lead, Global Events  
Meta (formerly Facebook)



“This is the second time I’ve brought the EMB team in on a special ops project and they always deliver. This time, they helped us qualitatively and quantitatively synthesize some marketing pain points that will allow us to develop a better future state for Facebook globally. We always love the energy and effort they put forth and are solid partners to me and my team. We look forward to working with them again soon.”

**Dominique De Stefano**  
Field Marketing Manager  
Zendesk



“Elevate My Brand has produced several events for myself and my colleagues and the work they do is seamless and allows me to focus on other areas of my role because I can entrust them to get things done timely, creatively and on budget. The events are always visually pleasing with great food and venues and our guests love attending them!”



# LET'S SCHMOOZE

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