



QUALIFICATIONS

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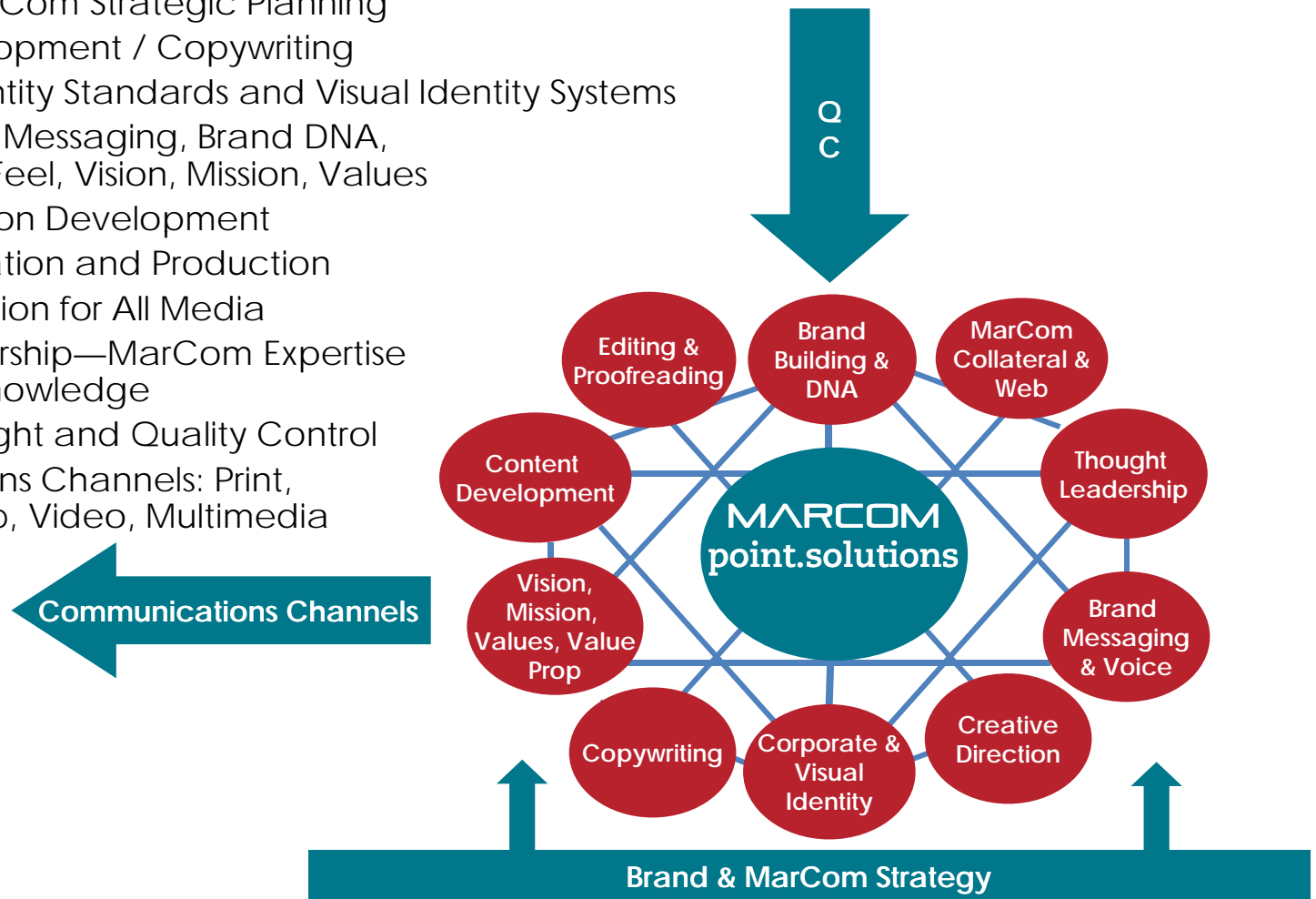
MARCOM Point.Solutions Fast Facts

- Brand and marketing communications consultancy
- Proven track record in B2B, B2C and B2E markets
- Satisfied clients include: PMSI, Marsh, Salzer Technologies...
- One-to-one, close-working client relationships
- Serve clients directly and team with marketing companies
- Partner with designers
- Skill set powered by creativity, flexibility, initiative, high energy, integrity, a can-do attitude, and a passion for results
- Recognized for idea generation, operational and process excellence, collaborative work style, award-winning marcom tools
- Quoted in February *Fast Company*, providing thought leadership
- Jackie Deutsch—Brand & Content Guru

Skill Set Overview	Years' experience:	20	30+
Marketing Communications / Brand Building / Corporate Identity			✓
Corporate Communications / Employee Communications			✓
Public Relations / Advertising			✓
Email / Direct / Event / Digital Marketing		✓	
Creative Direction / Concept Development			✓
Writing / Editing			✓
Project Management			✓
Strategic Planning / Execution		✓	
Tactical Implementation			✓

MARCOM Point.Solutions Services

- Brand and MarCom Strategic Planning
- Content Development / Copywriting
- Corporate Identity Standards and Visual Identity Systems
- Brand Building: Messaging, Brand DNA, Voice, Look & Feel, Vision, Mission, Values
- Value Proposition Development
- Collateral Creation and Production
- Creative Direction for All Media
- Thought Leadership—MarCom Expertise and Industry Knowledge
- Editorial Oversight and Quality Control
- Communications Channels: Print, Electronic, Web, Video, Multimedia



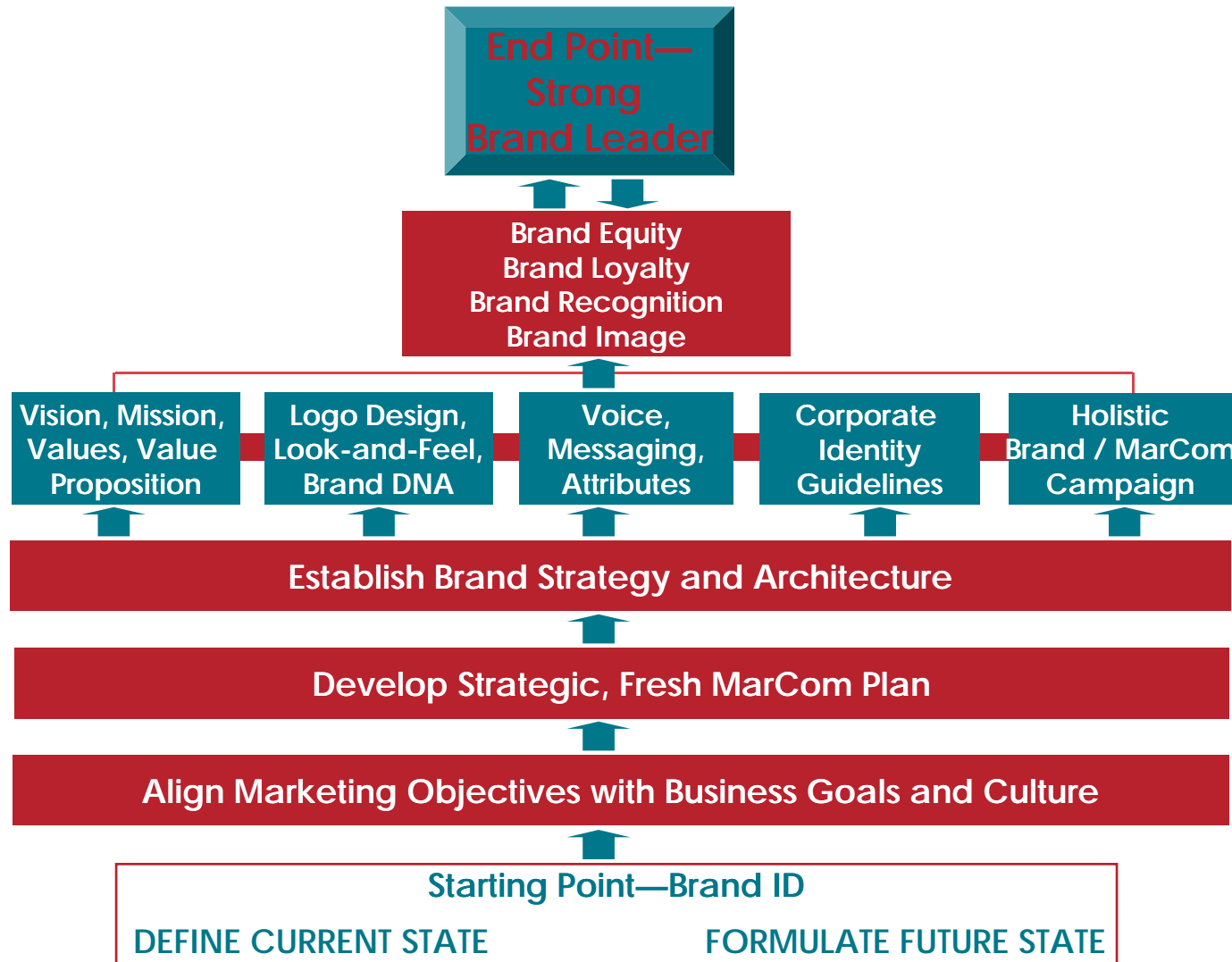
Content Development / Copywriting Best Practices



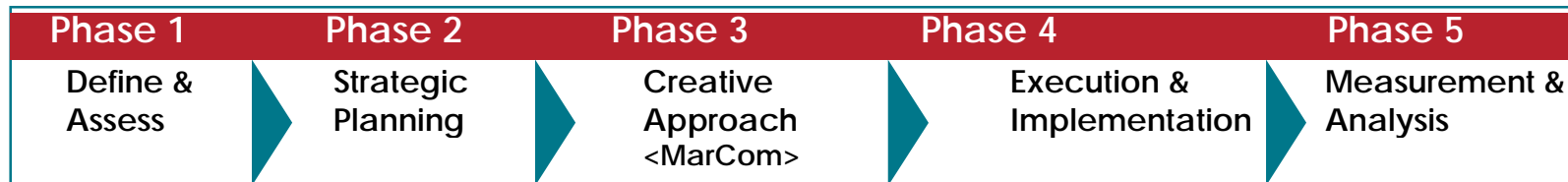
It's what you say—and how you say it



Brand-Building Best Practices

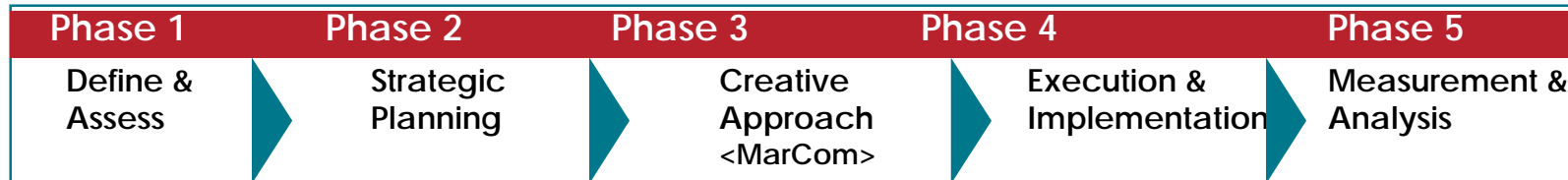


MARCOM Point.Solutions Branding Methodology



- **Define & Assess:** determine where the company is today and identify growth objectives
- **Strategic Planning:** concepting, messaging, and visioning merge together to create the foundation of the brand
- **Creative Approach:** translates the strategy into tactical communications tools
- **Execution & Implementation:** launch of the new brand internally and externally
- **Measurement & Analysis:** collect data to measure against previous-year data, such as leads generated, sales, touch points

Branding Methodology Tasks for Phases 1 – 5



Research/Audit

- Conduct data gathering
- Distribute questionnaires
- Define target audience
- Identify revenue and market share goals
- Analyze competitive intelligence
- Review existing materials
- Interview SMEs
- Identify company touch points
- Review web site design and functionality

Holistic Strategy

- Internal
 - External
- ### Concept Development
- Brand image
 - Vision/mission/values
 - Value Proposition
 - Go-to-Market Strategy
 - Brand platform positioning/identity/architecture

- Messaging Platform
- Tag Line

Creative Direction

- Graphic design and image look-and-feel
- Color palette
- Company voice
- Existing visual identity baseline

Deliver creative brief

- Define project scope
- Identify approach
- Align strategy with tactical tools
- Develop high-level project plan

Corporate Identity System

- Logo design
- Signage
- Stationery/business cards
- Templates
- E-mail auto signature
- Screensaver/desktop
- Cross-departmental
- Brand & style guidelines
- Message points
- Brand DNA

MarCom Collateral

- Build collateral tree
- Sales tools
- Thought leadership
- Corporate
- Product/solution
- Promotional
- Video/multimedia
- Exhibit booth graphics
- Internal brand campaign
- E-mail announcements
- Newsletters
- Posters
- P R/ press kit/releases
- Advertising
- Events/trade shows

Production

- Liaise with designers, web masters, printers, video and multimedia producers and promotional product vendors
- Vet all materials: QC from editorial to press checks and demo reviews

Media Plan

- Launch press conference
- Employee and top-tier client rebranding meetings and/or party
- Newspapers/magazines
- Radio/TV

Direct Marketing

- Events/trade shows
- Lead generation program and creative services pipeline to support sales efforts

Brand Asset Management

- Develop measurement tool to assess brand awareness and ROBI from current state to rebranded state
- Report quarterly to communicate the value of the investment in the brand

Note: Each brand/marcom project is different and company goals and culture dictate the scope of the project lifecycle.

Objectives of a Successful Brand / MarCom Campaign

- Develop a holistic, integrated, brand / marcom campaign that complements business activities
- Unify the business through a common identity and image
- Create a targeted value proposition—linking the *what* and the *how* with the *benefits*
- Communicate what the brand means—the brand DNA
- Develop consistent, clear messaging across all communications channels—internal and external—reinforcing the brand identity and delivering on the brand promise
- Motivate and lead brand champions
- Improve brand awareness and loyalty to capture greater market share and drive more business

Rolling Out the New Brand / MarCom Tools

The Buzz Around MARCOM Point.Solutions

Fortune 500 Global Brand Identity Program

"Jackie's creative direction and leadership skills were integral to every phase of the BearingPoint rebranding process ... and I credit the program's success due to her ability to quickly decipher strategic input from executive management and in turn, provide clear direction to all team members involved.

– Bill Ferguson, Principal & Managing Partner, Inc Design

Exposure for Growing NGO

"We are a growing, non-profit organization seeking a higher level of exposure and the right person with the right expertise and talent to make that happen for us. We have been delighted with MarCom Point.Solution's dedication, focus and input. We are already experiencing the upward shift for which we were hoping!"

– Kate Carter, Founder, LifeChronicles

Versatile and Capable Services Delivered

"The willingness of MarCom Point.Solutions to do what it takes to get the job done—everything from writing copy to plant press checks, speaks well for the company's versatility and capabilities. We can confidently recommend MCPS to prospective clients based on our own experience working with them."

– Beth Nelson, Account Executive, WorkflowOne

Fast Track Rebranding of New Joint Venture

"MarCom < Point > Solutions successfully helped guide the creative direction and development of meaningful collateral, corporate messaging, web site design and overall brand positioning for Salzer Technologies. MCPS is efficient, organized and reliable with a keen sense of purpose and attention to detail. I would highly recommend MCPS for any project that requires branding, rebranding, company messaging or any aspect of marcom expertise."

– Cynthia A. Jennings, President, The BlackBear Group

Branding and MarCom Expertise On Point

"MarCom Point.Solutions has provided my business with the critical branding skills that can only come from deeply rooted knowledge and experience. As a director-level of global and national branding strategies, I heavily depend on Jackie to partner with me on every level—from conception through implementation. She brings a discipline that is unique, fresh and on point with the business—she is one of the few that understands how critical it is to align the brand with the business and the requirement to deliver bottom-line results. She can get the job done quickly without quality and precision suffering.

– Shelia Chapman, Marketing Director, PMSI

Launch of New Org from Strategy to Tools

"Jackie embodies the true concept of a 'guru'—one who helps you realize your own potential. I have worked with her on the successful launch of my organization, Moving Towards Peace, and with her ongoing skillful assistance, I see a very positive and rewarding future for my organization."

– Christopher Lowman, Founder, Moving Towards Peace