

# TALENTS to keep things interesting. EXPERIENCE to get things done.



## Big Picture Approach

Define and map out all tactics and support activities needed to achieve sales and marketing goals. Maintain a global point-of-view while executing on a tactical level.

## Art Direction

Perform as a creative team leader and develop effective selling messages and creative concepts with a similar campaign look and feel. Present creative concepts, and lead brainstorming sessions.

## Creative Strategy Consulting

Share knowledge and offer guidance on how to best approach creative marketing strategically. Listen and identify marketing and communications challenges and suggest how to overcome them.

## Copywriting

Writing available for a range of sales and marketing communications materials, in all traditional and digital media forms from advertising and publicity to Social Media to Website content.

## Design

A user of Adobe Creative Suite, with Dreamweaver, InDesign, Illustrator, and Photoshop. Can create and present a range of creative design concepts and take a winning design into production.

## Public Relations

Conduct publicity campaigns that are in synch with sales and marketing campaign strategies adopting similar positioning messages and brand statements. Write releases and pitch stories.

## Website Direction

Generate Website architecture schemes and scope development, along with page layout design, content writing, and image/media coordination. SEO and Social Media integration services are also available.

## Social Media

Set up and launch Social Media platforms, plus A to Z project management support. Write and provide design assistance for content sharing, image-based posts, and targeted advertising.

## Email Marketing

Start and handle a client's Constant Contact account, and organize and help grow client customer and prospect contact lists. Then, design and write content for email campaigns.

## Online Webinars and Meetings

Set up client GoToWebinar and GoToMeeting account, assist in scheduling and crafting Webinar/s title and description, satisfy online branding requirements, and promote Webinar and meeting attendance.

## Video Production

Sketch out a storyboard and author a draft script, which establish scope, budget and timing factors. After script and budget approval, finalize script and oversee all resources needed for production.

## Project Management

Author a plan with objectives, agreed-upon tactics, deadlines and budget parameters. Applicable to: advertising, print communications, marketing literature, direct mail, sales promotions and events.

## Vendor Management

Aid in the selection and the coordination of efforts from service and product vendors required to help design, produce and distribute marketing communications materials. Includes writing RFQ's.

## Production Coaching

Suggest tips and write proposals on how to answer those "how to get things done" questions on campaign integration and creative project execution. Ideal when exploring new ways to reach customers.

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