



BlackDot Creative Marketing Co.
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FOR IMMEDIATE RELEASE

Branding firm BlackDot Creative Marketing Co. Launches OPTOMI Website The \$8 Million-backed IT Staffing Company Gets a Fresh Web Design

July 23, 2013 • Geneva, Illinois | BlackDot Creative Marketing Co. was commissioned by one of the fastest growing IT staffing firms, Optomi, to re-design its corporate website optomi.com. Initially started as a corporate branding firm in 2007, BlackDot Creative Marketing Co. has grown exponentially in the past five years. From brand identity to web site development including e-commerce, BlackDot Agency has evolved to be a full-service agency catering to clients who want to make a strong brand statement with an emphasis on creative tasteful design.

The BlackDot Agency portfolio includes everything from company launches to corporate re-branding, forward website design, SEO, e-marketing efforts and high-end print design and production.

"Companies looking for a well-architected creative website that represents their corporate identity come to us," says Christen Black, President of BlackDot Agency. "Our roots are in corporate branding. It provides clarity for every assignment and is the foundation for every project we execute."

BlackDot Creative Marketing Co. designed the Optomi corporate site to embody the Optomi brand. It's been described thus far by industry leaders as "sleek, dynamic and to the point". Optomi made its mark on the IT Staffing Industry when it launched in November 2012 with leading-edge philosophies and processes. The company continues to redefine "leading-edge" in the interactive space. The website is loaded with new features and a fresh upscale layout. In an industry where most websites are institutional in aesthetic, the clean interactive design of www.optomi.com is unique to the staffing industry.

The new site also contains several micro-sites. One is devoted to Optomi consultants...showcasing the benefits they enjoy as part of the Optomi family. Technology-skilled job seekers are able to browse IT opportunities and apply for those positions directly from the site. Because the company is growing exponentially, there is also a micro-site devoted to potential internal Optomi employees. The section gives a taste of company life at Optomi, internal company benefits as well as a listing of internal positions available in its Atlanta, Chicago and Dallas markets.

ABOUT BLACKDOT CREATIVE MARKETING CO. (A.K.A. BLACKDOT AGENCY)

"We make experiences memorable"

BlackDot Creative Marketing Co. specialize in COMPREHENSIVE MARKETING CAMPAIGNS... corporate brand positioning and identity, web site development, print & e-marketing campaigns and social media marketing. We're passionate about creating something that resonates, fosters loyalty and increases revenue.

ADDITIONAL INFORMATION

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