

LOCATION
De Pere, WI

PHONE
920.983.9700

EMAIL
info@goelement.com

WEB
goelement.com



FULLY INTEGRATED MARKETING

Professional Summary

With expertise spanning over **30 DISTINCT MARKETING DISCIPLINES**, we bring a depth of knowledge to the table. And when you hire Element, you're not just adding another employee, you're **INVESTING IN AN ENTIRE TEAM** who will have your best interests in mind and won't leave your organization.

Our commitment to staying at the forefront of the industry's latest trends guarantees your marketing efforts remain **INNOVATIVE AND COMPETITIVE**. Our dedication to your success means your best interests are always at the heart of every decision we make. **GREAT RESULTS. BOTTOM LINE.**

Skills

- Research & Strategy
- Media Planning & Buying
- Photography & Video
- Design & Animation
- Search Engine Optimization
- Social Media
- Email Marketing
- Website Development & Maintenance
- Public Relations

Previous Experience

GLK Foods, launched single-serve pickles, OH SNAP! and needed to generate awareness for their new product. Element created **1.5B impressions** through media coverage, increased site traffic by **150%**, and boosted the brand to **rank #1** in organic search for "single serve pickles".

Breakthrough, a leader in transportation and supply chain strategies, needed full-funnel support to generate impressions, communicate its solutions, and convert leads. Element increased a **220% increase** in organic search traffic, **317% growth** in page views, and drove over **100+** content downloads a month.

Interests



PROVIDING A
SHOULDER TO LEAN ON



HAVING A
GET REAL ATTITUDE



BEING AN HONEST
SOUNDING BOARD



DELIVERING
STRESS RELIEF

Why Choose Element?

\$4,000

The average cost to hire a new employee – not including onboarding, training, and managing

\$6,000

Average savings by hiring Element vs hiring a marketing manager (\$150k average salary and costs of benefits for a marketing manager in 2023, \$144k annual budget with Element)

45+

The number of specialized marketing professionals that Element employs

100+

The number of clients on Element's roster

References

"I can **100% attest** to just how wonderful and amazing and instrumental Element has been. We have a **very special partnership**, and we truly appreciate each and every single Element team member for their great work and great contributions!!!"
-JBS USA Beef

"Element mirrored our brand slogan 'Where no pickle has gone before' by taking our brand to places we never imagined.."
-GLK Foods

"Element has been supporting the Fresh-Lock brand for 20 years. They helped me navigate the world of B2B marketing when I started my role almost 5 years ago and have been a vital extension of my team since."
-Fresh-Lock@