



Women-Owned Business
WBE and EDGE Certified

Contact: Beth Menduni
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NAICS	SIC
512100	7812
541810	7311
567920	7389
541430	7336

TESTIMONIALS

"Mkg Dept helped me to see a clear and concise way of communicating my messages. I'm eager to share these new videos and eager to do the process again."

Karissa Hanson
Founder of Virtual Works

"Mkg Dept's social media videos have turned out to be a huge success for our marketing strategy this year."

"WIA provides a high quality technical conference with a global audience every year in Columbus, Ohio and requires extreme attention to detail, production quality, and has a complex schedule. I have continued to work with Mkg Dept because of their level of expertise in this domain."

Rehgan Avon
Founder Women in Analytics

SOCIAL

 @mkgdept.columbus
 @mkgdept

CAPABILITIES STATEMENT

BUSINESS SUMMARY

Mkg Dept helps businesses communicate their value through stories and video. Our mission is to amplify the stories of the disruptors - the brands that offer new solutions to old problems. Our job is to make your brand look good and sound smart in front of a camera or a live audience.

EXPERTISE

CONTENT DEVELOPMENT

- Simplification of complex information
- Value-based strategic storytelling
- Brand messaging to targeted audiences

VIDEO PRODUCTION

- Plan multiple video campaigns from one video record session
- Short format video content
- Talent development
- Action driven messaging

LIVE EVENT PRODUCTION

- Independent Show Direction for live event

PERFORMANCE HISTORY

THE OHIO STATE UNIVERSITY VETERINARY MEDICAL CENTER

Mary Spittler | Assistant, Director, Marketing & Business Development
Spittler.11@osu.edu

- Produced video series to decrease call load volume by answering the top three most asked questions to the OSUVMC.

WOMEN IN ANALYTICS

Rehgan Avon | Founder and CEO, Women in Analytics
rehgan.avon@womeninanalytics.com

- Video campaign series for social media
- Live event planning and execution for 700 attendees.

THE WILD SAGE COLLECTIVE

Erica Fullen | Owner, The Wild Sage Collective
erica@thewildsagecollective.com

- Value-based targeted messaging to segmented audiences.
- Scripted and produced video headers for ecommerce site.