



# Helping small businesses flourish.

## About Me

Hi there! I'm Ally, a Rochester, NY native with a knack for blending art, psychology, and business into compelling marketing strategies. For over a decade, I've immersed myself in the dynamic world of marketing, navigating all areas of both B2B and B2C landscapes with finesse.

Now, I'm on a mission to empower small businesses to not just survive, but thrive. I firmly believe that small businesses are the lifeblood of our communities, shaping the very fabric of our neighborhoods. For this reason, I prioritize building a fully tailored-approach for each business that I work with - I aim to capture and promote YOUR unique essence.

**Let's create something extraordinary together!**

## Why Work With Me

Partnering with a single experienced marketer offers unparalleled cost-effectiveness and agility compared to traditional alternatives like hiring a marketing agency or expanding your in-house team. By collaborating with me, you gain access to a seasoned professional without the overhead costs associated with a full-fledged agency or the long-term commitments of hiring additional staff.

With me, you will benefit from personalized attention, tailored strategies, and flexible engagement models that adapt to your evolving needs. Moreover, I bring a wealth of diverse experiences and fresh perspectives to the table, injecting creativity and innovation into your marketing efforts.

This agile approach allows for quicker decision-making, faster implementation, and ultimately, greater return on investment for your business.

## Services

### Digital Marketing

- Search Engine Marketing
- Pay-Per-Click Ads
- Social Media (organic & paid)
- Search Engine Optimization
- Website Management
- Conversion Tracking

### Design & Content Development

- Social Media Posts, Reels, Stories
- Ad Graphics
- Blog Posts
- Sales Collateral
- Letterhead
- Business Cards
- Proposal Templates
- Signage
- Email Marketing

### Brand Mangement

- Branding Guide
- Competitive Analysis
- Differentiator Establishment
- Branded Event Coordination

### Reporting & Analytics

- Both Weekly & Monthly Performance Metrics
- Traffic Demographic Analysis