



More than 20 years of hands-on marketing expertise affords us the knowledge base to offer advertising, marketing and public relations for small and medium-sized businesses. We have extensive experience spanning the advertising agency, corporate, non-profit and high technology fields, including all phases of strategic planning and tactical marketing that builds market awareness, demand creation and brand preference.

How Cahill Consulting Works

- ♦ Cahill Consulting works in conjunction with the local creative community of veteran professionals that includes:
 - Former high-profile advertising agency Creative Directors
 - Illustrators, photographers, creative copywriters, and a variety of graphic designers.
- ♦ We provide a strategic approach to all marketing tactics - a unique service in this industry.
- ♦ We are an innovative and versatile marketing company that will provide you with memorable marketing strategies, superb creative development, and, most importantly...
...effective results.

Career Accomplishments

- ♦ Conceive and execute marketing, advertising and public relations strategies for major corporations and emerging companies;
- ♦ Direct all promotional activities including creation of sales collaterals, advertising, product packaging and trade show materials; content and placement for all media; web/internet activity, including database mining and product lifecycle touch programs; competitive analysis, and market research; e-learning tools including website training and web conferencing;
- ♦ Create and direct implementation of PR plan executables, including press releases, pitch articles, maintain media relationships, acted as media spokesperson for VoiceStream Wireless (now T-Mobile) appearing on radio, TV and in print;
- ♦ Direct and manage all vendor relations including industry analysts, PR/IR firms, printing companies, search engine marketers, interactive firms, advertising agencies and design firms;
- ♦ Responsible for numerous global, national and regional product introductions;
- ♦ Build and assist in the maintenance of marketing infrastructure emphasizing premium staffing and systems for several small and large companies;
- ♦ Develop all organizational support collateral materials including policies and procedures for strategic and tactical internal and external communications;
- ♦ Determine market potential and work with appropriate technicians for new product development;
- ♦ Negotiate, execute and responsible for adhering to comprehensive annual marketing budgets;
- ♦ Conceived, executed and supervised all phases of one of the largest new product introductions in Portland - the rollout of VoiceStream's (now T-Mobile) digital wireless products and company.

Industry Experience

Advertising Agency/PR firm
Automotive
Retail
Commercial Real Estate
Telecommunications
Applications Service Provider
Publishing/Media
Wood Products
Entertainment/Music
Audio and Web Conferencing

Hospitality
Non-profit organizations
Food Services
Fast Food/Restaurant
Manufacturing
Professional Services
Healthcare
Sports/Recreation
High Technology/Internet
Utilities

Marketing Application Experience

Marketing materials
Trade shows
Press Releases
Speech writing
Event coordination
Media relations
Media purchasing/evaluations
Community relations programs
Media kit development
Marketing plans
Corporate identity packages
Training materials

Advertising
Newsletters
Website content
Presentation development
Sponsorships
Ad agency management
Print production/buying
Non-profit marketing/PR
PR strategy
Business plans
Online learning strategies
Speaker/Presenter

Elected as Director on the following non-profit Boards:

Portland Advertising Federation - local industry trade association

Pride of Portland Chorus - musical organization dedicated to the preservation of a cappella music

Special Deliveries - dedicated to helping Portland's homeless, hungry and other needy communities

Blue Lake Chorus - Director on the Board of this community musical organization

Working on strategic marketing with the Board for the *Albertina Kerr Center*, one of Oregon's oldest and largest charitable organizations.