



# Marketing Communications

SM Marketing Communications  
P.O. Box 178  
Florissant, MO 63032  
(314) 339-7662



# ABOUT SM MARKETING COMMUNICATIONS

## WHO WE ARE

Based out of Florissant, Missouri, SM Marketing Communications (SMMC) is a newly established progressive firm comprised of experts with over 50 years of combined experience in marketing communications. SMMC focuses on developing strategies that increase brand awareness, align an organization's objectives, vision, and mission with its message, and foster new ways to integrate marketing messages across multiple media channels.

SMMC also has an engagement and outreach sector that focuses on community outreach and engagement, raising awareness and motivating a call to action from perspective stakeholders

## OUR VALUES

- **Relationships:** We are committed to developing long-term relationships and building trust with our clients.
- **Service:** We provide the highest level of service, attention, and commitment to our client's needs.
- **Technology:** In a constantly evolving technological world, we are always open to new and innovative ways to increase our clients' ROI or exceed expectations.
- **Creativity:** At SMMC, we provide a unique, innovative service tailored to that particular client's needs,
- **Integrity:** We insist on honesty and fairness. SMMC is dedicated to all of our clients and their customer's needs.

## MISSION

Our mission is to provide innovative, creative, and measurable high-quality service to our customers by essentially meeting the highest standards in the Marketing industry.

# SERVICES



## SOCIAL MEDIA

Electronic Survey  
Media Content Management  
Social Media Marketing  
Web Content Management

## SPECIAL EVENTS EVENT PLANNING

Exhibits  
Fairs/Festivals  
Risk Assessment  
Trade Shows  
Volunteer Development/Management

## MARKETING COMMUNICATIONS

Advertising (Print)  
Advertising (Radio)  
Business 2 Business  
Corporate Communications  
Marketing Research (Survey/Focus Group)  
Public Relations  
Strategic Marketing

## COMMUNITY& NOT-FOR-PROFIT

Budget & Database management  
Community Outreach & Engagement  
Fundraising & Development  
Not-for-Profit Marketing Management  
Project Management  
Public & Media Relations  
Public Service Announcements



## ABOUT THE OWNER

### SHIRLYN MYLES - OWNER



### SELECTED HIGHLIGHTS & ACCOMPLISHMENTS

- ♦ **As the project manager**, I composed the marketing campaign for the "Natural Bridge Safety Initiative" community engagement initiative. I was the first to produce a three-prong approach involving commuter and pedestrian behavior studies, focus groups, and education focusing on behavior modification. Successfully establishing media saturation primarily using public service announcements and social media platforms, causing a change in behavior over five years, with a significant decrease in fatalities by 87%, serious injury down by 83%, a reduction in multi-vehicle crashes by 80%, and a 94% reduction in pedestrian-related crashes.
- ♦ **Planned and developed** a targeted, structured diversity outreach plan for minority participation on the new Stan Musial Veterans Memorial Bridge, which contributed to the over \$114 million in contracts to 117 Disadvantaged Business Enterprises (DBE) of \$230 million project – the highest participation in Missouri's history.
- ♦ **Spearheaded an exceptional and comprehensive** marketing package presented to the Congressional Budget Office in Washington, DC, justifying the continued funding for the National DBE Support Services program, not only resulting in continued national funding for the program but increasing federal funding from \$250,000 to \$475,000 annually.

### TECHNICAL SKILLS

Adobe Photoshop, InDesign & Illustrator

Adobe Premiere Pro & Audition

Electronic Surveys

Microsoft Office & TEAM

Radio & Video Production

Social Media Marketing

Web Content Management

### EDUCATION

**Certificate of Leadership and Strategic Management**

eCornell University

**Master of Arts in Media Communications**

Webster University, St. Louis, Missouri

**Bachelor of Arts in Advertising & Marketing Communications**

Webster University, St. Louis, Missouri

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