

Consumer

Packaged Goods
Food
candy
salad dressing
steak & pasta sauces
microwave popcorn
Wine (Seagrams)
Liqueurs (Seagrams)
Liquor (Seagrams & Canadian Club)
Detergents (Cold Power, Axion, Fresh Start)
Health and Beauty Aids (Ben Gay, Pacquin, Desitin, Colgate, Shampoo)
OTC Pharmaceuticals (Pfizer)
Fertilizer (Scotts)
Real Estate (Prudential)
Solar Power

Business-to-Business & Business-to-Government

Construction
Real Estate
Commercial & Residential Development
Realtors
Environmental Insurance
Risk Management
American Express
Industrial, Engineered & Tech Products & Services
Hand-held bar code readers
Composite Piping
Sonar
Radar & Sensors
Electric Utilities & Equipment (Power Generation & Power Delivery)
Agricultural & Landscaping Products
Playground Safety Surface
Garment (hosiery)

Retail

Optometrists
Veterinarians
Automobiles
Books
Pharmacy
Office Supply
Lighting
Home Health Care
Weight Loss
Flooring
Jewelry
Tutoring
Equestrian
Camps
Horse Bedding
Therapeutic Horse Shoes

Media

ABC Network Television
Barbara Walters Specials
Good Morning America
Magazines
US News & World Report
Barrons
Business Week
Educational Software
Ozzie's World

Corporate

Annual and Quarterly Reports
Trade Show Presentations
Annual Meetings
Bids, Proposals, RFP's, Grants
Employee Communications
Manuals
Handbooks
Benefit Descriptions
Motivation, Incentive & Retention Programs

categories of experience Dana Johnston = lotsabigideas

Advertising

Print
Newspapers
Magazines
Brochures
Direct Response
US mail
E-mail
Infomercials
Electronic
TV
Radio
Video
Podcasts
Digital
Web site development
Content development
Blogging
SEO
Email marketing
Inbound marketing
Social media

Content Creation

Concept thru execution
Writing, Photography, Design
Feature stories
People stories
Case Histories
Catalogues
Reviews
Memes
Graphics
Videos

Marketing

Marketing Plan Creation
Marketing Communications Plan
Market Research
New Product Concepts, Naming &
Development
Positioning
Inbound marketing
Customer Relationship Management
Loyalty Programs
Sales Promotion:
Cross Platform marketing
Point of Purchase Promotions
Demonstrations & Trial Stimulation
Trade Show Exhibits
Affiliate and Co-Branding Programs
Incentives and Promotions
Packaging Inserts
In Store Displays

Public Relations

Strategic Counseling
Media Relations, Events & Planning
Digital Social Media & Networking
Programs
Corporate or Product Publicity
Product Launches
Product Placements
Trade Show/Special Event Planning
& Execution
Investor Relations
Corporate Communications

skills Dana Johnston = lotsabigideas