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## Company Profile Sample 1

### **Creative Minds Public Relations Company**

#### **Our Company**

Established in 2009, Creative Minds is a top-notch public relations firm that specializes in diverse innovative management and creative marketing solutions and serves an array of companies and businesses across the United States. It was founded by Paul Stevens as a freelance PR firm in 2007 and has since emerged into a successful company offering media relations, event management and online marketing services. Over the years, the company has built an excellent reputation for its effective research, strategic thinking, and creative breakthroughs.

Creative Minds goes beyond traditional practices to ensure highly-effective and quality service. It adapts contemporary approaches and cutting-edge technologies to develop ingenious tactics and PR strategies that best convey the values and messages of companies to their target audiences.

Furthermore, Creative Minds takes pride in advancing PR services that meet clients' expectations, time, budget, and business goals. Its collaborative team of experienced, practical, and creative professionals is committed to helping each client build a strong reputation and brand identity that effectively influences and impacts their respective markets.

#### **Our Mission/Vision**

Creative Minds aims to be the leading public relations firm in the United States by delivering best possible services that encompasses or even exceeds clients' expectations.

As a customer-centric PR company, Creative Minds aims to help each client achieve prolific advancement and leverage corporate branding. Furthermore, it aims to withstand tough competition with other PR companies, as well as steer and motivate its clients to achieve their own business goals.

Prioritizing the value of achieving customer satisfaction, Creative Minds targets to be the finest employer to work with. It will strive to constantly expand its workforce and encourage brilliant and excellent people to work for the company. Subsequently, upon achieving these goals, clients can expect quality and cost-effective services from a diverse, professional and dedicated workforce.



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## Our Founder

Apart from being one of the most distinguished businessmen in the country, Creative Minds Founder Paul Stevens is competent in various marketing and public relations undertakings. Armed with his talents and driven by his passion and mastery for the industry, he established Creative Minds Public Relations Company in 2007.

With his renowned excellence on the various aspects of the marketing industry, Paul Stevens, together with his team, ensures that every organization upholds its branding, profitability, reputation, and growth through creative, innovative, and effective strategies. Moreover, he maintains an unrelenting client focus and a steadfast commitment to excellence; thus, making majority of his marketing and public relations schemes a huge success.

## Our Team

Creative Minds is home to Virginia's most talented public relations and marketing experts. It guarantees that each member of the team has a wide array of creative and professional marketing experience. Each staff is driven by the same goal of offering strategic communications planning and building a strong reputation and branding for clients.

The following comprise Creative Mind's hardworking and dedicated team:

Public Relations (PR) Manager

Copywriters

Graphic Artists and Web Designers

News and Feature Writers

Event Managers

## Our Expertise

Creative Minds is continuously dedicated to providing quality, creative, and innovative PR solutions and to help clients achieve various business objectives. The company is committed to:

- Clearly establishing and conveying the clients' values to its target audience;
- Successfully enhancing the company's positive image and branding before the public;
- Effectively marketing the clients' products and services;
- Steadily establishing their distinctiveness and strong competition in the industry; and
- Continuously increasing sales and improving business growth.



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Below are the major PR and marketing services offered by Creative Minds.

## Online Marketing Solutions

Creative Minds recognizes the influence and importance of social media and of bringing clients to their online audience. To ensure unique and state-of-the-art marketing solutions, the company ensures that clients fully enjoy the following benefits:

- Cost-effective marketing strategy
- Increased web site traffic
- Establishment of closer relationships with target markets
- Brand enhancement

To effectively deliver these marketing solutions, Creative Minds would include the following innovative strategies such as:

- Web Site Design
- Web Site Content Writing
- Search Engine Optimization (SEO)
- Social Media Marketing
- E-mail Marketing

## Event Management

Through the team's combined proficiencies and expertise, Creative Minds provides world-class event management solutions that suit every client's needs, budget, and expectations. Working in close partnership with customers from conception to completion, Creative Minds is committed to delivering exceptional management services through the following:

- Workshops/seminars
- Program designing
- Product and service launches
- Team building exercises
- Exhibits
- Conferences
- Venue sourcing
- On-site staffing and management



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## Media Relation Services

Over the years, Creative Minds has established a solid working relationship with the finest and most influential local and national publications and media firms in the United States.

Through the team's strong rapport with the media, as well as its effective and distinctive interpretation of client's business goals, the company has been responsible in promoting and enhancing overall branding image through the implementation of effective and innovative PR strategies such as:

- Planning and arrangement of press conferences
- Professional handling, arrangement, and scheduling of interviews and features with relevant media
- Writing, publication, and dissemination of press releases, information notes, and product development

## Contact Information

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