

E.Boineau&Company

Strategic Marketing Communications and Public Relations

Media Kit - Backgrounder

E. Boineau & Company

E. Boineau & Company offers a high-level, yet hands-on approach to strategic marketing communications and public relations for substantive companies, organizations and municipalities that have a story to tell. The agency helps to build and manage brand image, reputation, profile, credibility and position in the marketplace.

The firm, based in Charleston, S.C., offers overall brand development to include verbal (messaging) and visual (graphics) branding, including media relations, crisis communications planning, media training, marketing research, logo/brand identity, internet/digital marketing, including social media to corporate, government and non-profit entities throughout the region. Clients come from the accounting, architectural, environmental, manufacturing, retail, jewelry liquidation, legal, medical, financial, construction/engineering and design firms, real estate development, technology, tourism and upscale hospitality industries.

Elizabeth Boineau has held senior management positions with global communications firms offering strategic communications planning, insight and counsel to leading organizations. Initiating her marketing career in the Lowcountry of South Carolina in 1978, she has over 35 years of management experience in marketing communications and public relations, specializing in both business-to-business and consumer marketing.

The core team includes Elizabeth and **Melissa Pluta Parker**, who holds a PhD from University of South Carolina in English and has over 13 years of experience in writing and editing for media, and media relations overall. **Haley M. Metcalfe**, who first joined the firm in November of 2014, served two years and then went on to pursue a full-time career in sales and marketing for a national medical company. She returned to E. Boineau & Company in April 2019. Haley is a graduate of Radford University, with a Bachelor of Science from the School of Communication. Haley majored in public relations and minored in management.

The team is supported by a strong group of affiliated professionals, including web and graphic designers, as well as social media experts, who are engaged as needed based on a client's specific goals. **E. Boineau & Company** team members are hands on, quick studies who deliver above expectation and on or before deadline for every one of their valued clients. The team is known for offering insightful, knowledgeable counsel and direction to a select client base, on task, and ahead of schedule.

The firm develop the tools (materials, knowledge, insight and contacts) to help *earn* media coverage, not just pay for it. To start, we develop or refine the brand identity of your organization, define and detail the core message and "set apart" and gets that information out in front of key media and referral sources, which earns the organization higher profile and awareness, in addition to greater credibility, ever essential in today's competitive marketplace.

The firm currently serves as agency of record for Bessinger's Barbeque; Frampton Construction; Jarrard, Nowell & Russell, LLC; Positively People; WSI B2B Marketing, and Edisto Island Open Land Trust, among others. For more information, visit www.eboineauandco.com or call 843-723-1462.