

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 marketing, and 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 outreach.

The veteran team includes **Melissa Pluta Parker**, who holds a PhD in English and over a decade of experience. We may tap outside graphic designers, web developers, social media marketing experts and marketing research firms for times when those aspects are significant components of a client's communications objectives.

**Haley M. Metcalfe**, senior account manager of E. Boineau & Company, joined the firm in November of 2014. She served two years as assistant account executive, and then went on to pursue a full-time career in sales and marketing for the national medical company, Concentra. In 2018, Haley pursued an opportunity to travel internationally and returned to E. Boineau & Company in 2019. She is a graduate of Radford University, with a Bachelor of Science from the School of Communication

**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; Edisto Island Open Land Trust, 7-Eleven Franchising (N.C and S.C.), among others. For more information, visit [www.eboineauandco.com](http://www.eboineauandco.com).

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