



Upsize

MARKETING STRATEGIES

Unleash *P*otential

PRESIDENT'S LETTER

Many communities and companies need extra resources to reach their full potential. Upsize Marketing Strategies (UMS) is that extra muscle in your corner. With nearly 30 years of experience in economic development, marketing and public relations, our firm offers the expertise needed to help a business or community execute complicated projects, identify solutions, and market themselves to achieve business or economic growth.

As the Founder and President of UMS, our firm's mission is to assist communities improve the standard of living for their residents and companies achieve next stage growth and expansion. Our firm fills a unique niche. We're not just a marketing firm. We provide turnkey services from planning to execution, customized to scale for your budget.

As a Certified Economic Developer— one of only 1,110 in the world, as designated by the International Economic Development Council, I can design economic development programs and marketing initiatives that will help upsize your community or company's growth.

I invite you to review this brochure and our website, www.upsizems.com, to learn about how Upsize Marketing Strategies can help your business or your community.

Sincerely,



Christine Rambo
Upsize Marketing Strategies President



Christine Wong Rambo
Certified Economic
Developer, MBA

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BIO

Christine Rambo, CECD, MBA is the President and Founder of Upsize Marketing Strategies, a full service business and economic development consultancy. With nearly 30 years of economic development, marketing, communications experience, Christine Rambo has led business development, marketing and branding efforts for economic development organizations and communities.

As a Certified Economic Developer (CECD), designated by the International Economic Development Council (IEDC), Christine's award-winning work promotes communities, regions and companies. Her work to promote North Louisiana to prospective companies and to attract highly skilled talent earned an international Excellence in Economic Development Award in Video/Multimedia Promotion from IEDC.

For more than a decade, Christine led the marketing, branding and business development efforts for North Louisiana Economic Partnership, a regional economic development organization that serves a 14 parish (county) region. Christine also marketed a network of ten Louisiana Small Business Development Centers statewide.

Prior to entering economic development, Christine worked for 12 years as an award-winning anchor/reporter for KTBS, the ABC affiliate in Shreveport, LA and KNOE-TV, the CBS affiliate in Monroe, LA. She earned three Louisiana Associated Press Awards for her feature reporting and investigative journalism and a national Radio Television Digital News Association award.

Christine received a MBA from University of Louisiana at Monroe and a BA in Communications from American University in Washington, D.C. She was named to the 2018 list of Trademark Women of Distinction, a national registry of accomplished women from every business sector. She has served on the boards of numerous organizations, including the NOVA Workforce Institute.

OUR MISSION

Upsize Marketing Strategies specializes in economic development marketing, place branding, and business development solutions that grow communities and companies. With nearly three decades of experience, our strategic planning and marketing solutions identify the best targets and tools that help you upsize your economy or business. Unlike other economic development consultancies or advertising firms, Upsize Marketing Strategies offers more than just strategic planning and marketing services, we believe in delivering turnkey services that provide an organization extra muscle and expertise to accomplish its goals and projects.

OUR SERVICES

Upsize Marketing Strategies (UMS) offers scalable services that will grow your business or economy. Whether you're a small company, a large firm or a community, we can design customized solutions that fit your budget.

Strategic Planning:

Achieving your company or community's full potential requires long term strategic planning. Your strategic plan should rely on research and business intelligence. We follow a structured, three step strategic planning process which includes assessment of current issues, research and creative solution development. Once a strategic plan is created, UMS can help implement the plan, evaluate its effectiveness and adjust tactics to achieve success. Following a structured strategic management process will create buy-in and make the implementation easier.

Economic Development:

Many communities do not have a structured program to promote economic development. However, in today's highly competitive economic landscape, without a focused game plan your community is losing out to other cities and regions that are economic development ready. UMS can develop a structured economic development program that includes site development, marketing initiatives to recruit new companies, and business retention and expansion strategies. Our firm's unique value proposition is that we don't just leave you with a plan, UMS offer turn-key, scalable services to help execute your plan.

Marketing & Action Planning:

Developing a marketing or action plan goes hand-in-hand with strategic planning. A marketing or action plan is the vehicle by which your company or community can achieve the goals laid out by a strategic plan.

Place Branding:

In today's highly competitive economic development and site selection environment, a community must actively market itself in order to recruit business and top talent. Upsize Marketing Strategies can help your community tell its story through an authentic and compelling branding campaign that can be scaled to any size budget.

Workforce Marketing and Talent Recruitment:

Companies and communities require a skilled workforce to sustain growth. Through a focused workforce development plan which includes placemaking, place branding, talent recruitment and partnership-building with workforce partners, Upsize can help your company and community build a sustainable talent pipeline.

Program and Community Development:

Upsize Marketing Strategies offer a unique service to communities to help enhance its "product." As one of only 1,110 Certified Economic Developers in the world, President Christine Rambo has the expertise in community development and program development. Considered a "fixer," Christine can help communities determine how best to overcome complex challenges.



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