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NEU MARKETING GROUP
NICHE | EXCEPTIONAL | UNCONVENTIONAL

better marketing —

— better solution



MARKETING GROUP



Welcome to NEU Marketing Group, a niche, exceptional and unconventional marketing team that is 100 percent focused on its client. NEU Marketing Group was founded by Cindy Gersch, who brings more than two decades experience to the firm. As a former reporter for CBS, Cindy truly understands the media and PR world and has dealt with a variety of situations where she's had to "put on her reporter hat" to pitch and sell a story or handle a crisis communication event. She has trained dozens of people, of all positions and from a variety of roles on among other topics, crisis and media communications.

Cindy is an award-winning writer, sought after speaker and uses her skills as a board member on several non-profit organizations including wear blue: run to remember and The Fibromuscular Dysplasia Society of America (FMDSA).

NEU Marketing is a niche group which means we admit we're not experts in every aspect of the marketing world. We know what we're good at, and we concentrate on that. We work with our clients to come up with what they need, then develop a schedule and budget that works for them. We are a branding, marketing and communications strategy firm founded on the goals of providing personal, thoughtful and strategic leadership to our clients focusing on :

- Crisis Communications
- Public and Media Relations
- Competitive Analysis/Research
- Strategic Development, Oversight and Input
- Non-Profit Organizations
- Internal Communications
- Public Affairs and Lobbying
- Public/Motivational Speaking
- Content Creation (RFP/RFQ), website, speeches, etc.
- Branding
- Media, Crisis Communications and Public
- Speaking Training
- Social Media
- Digital Media



EXPERIENCE INCLUDES



CRISIS COMMUNICATIONS

- Significant environmental issues
- Major Weather conditions and its impacts
- Injury and Deaths
- Multi-million-dollars Lawsuits



MEDIA AND PR RELATIONS

- Helped client save more than \$100,000 annually by eliminating PR firm and developing all press materials in-house
- Pitched and secured articles in
 - Wall Street Journal
 - Washington Post
 - The New York Times
 - CNN
 - USA Today
- Large scale contacts of national and local reporters
- Six years as reporter for CBS



CONTENT CREATION

- Led RFP and RFQ development and submittals for more than 50 proposals, improved win-rate by more than 50 percent
- Developed marketing and occupancy plans that increased occupancy, up to 10 percent, at six challenged communities.
- Created content for dozens of brochures, rack cards and press releases



BRANDING

- Re-branded and devised new logos for a military communities' portfolio of properties - to fit within a newly acquired brand
- Developed thorough brand guidelines and policy manual



NON-PROFIT

- Founded, built, and managed non-profit organization for military members and their families, helping raise \$250,000 in first two years
- Singularly built partnerships with wear blue: run to remember and stop Soldier Suicide
- Created its first ever scholarship program for military dependents



5% of all of NEU Marketing Group's profits will be donated to

wear blue: run to remember and FMDSA



- "Cindy is a dynamic addition to the wear blue team. Her keen professionalism, years of experience in the business, and swift response, have helped wear blue increase our impact and improve community relations"
 - Lisa Hallet
 - Founder and CEO wear blue: run to remember
- "I worked with Cindy for almost a decade while she was at Actus Lend Lease and eventually Lend Lease. During that time I saw her grow from a project manager to a corporate Vice President overseeing many crisis communication and public relations issues. Cindy is a committed, hard worker who will get the job done, correctly and on time no matter what obstacles may come her way. She's a true leader and one I look forward to working with again in the future."
 - Gary Beuchler
 - Chief Operating Officer
 - McCormack Baron Salazar
- "I worked with Cindy for more than five years when I was the Vice-President of Operations for Hunt Military Communities. During that time we faced several crises and other challenges that we had to utilize her skills on. Cindy faced each issue head on, professional and always completed each task on time. I highly recommend Cindy. She is a true marketing professional."
 - John Corriher
 - Regional Vice-President
 - Lincoln Military Housing
- I had the pleasure of working for Cindy Gersch for nearly 10 years at two separate entities. Cindy is a respected and valued leader in the marketing and communications field. She leads with integrity, consistency and respect and is a great mentor! Cindy's experience and knowledge successfully created national public relations exposure, provided valuable direction during times of crisis and created an open dynamic team environment.
 - Dixie Lanier
 - Corvias, Marketing Occupancy Director

OUR TEAM



Cindy is the Founder and President of NEU Marketing Group and brings more than two decades of experience to the firm. A former CBS reporter, she is an award-winning writer and a sought-after speaker on a variety of topics. Cindy has personally founded two nonprofit organizations and now uses her skills as a volunteer on several others including wear blue: run to remember and the Fibromuscular Dysplasia Society of America (FMDSA). Cindy is also a consultant for GLG as well as Going Flex.



Laurie Torres serves as the Marketing Director for NEU Marketing Group. She is a versatile, proactive and self-sufficient marketing specialist with a wealth of demonstrated experience in professional services industries. Laurie brings more than 15 years of experience to the role including work on RFPs, PR and communications, marketing research, and the submission of legal awards and rankings. She also has worked extensively on content development and has implemented multiple social media platforms - including LinkedIn, Twitter, Instagram, YouTube and the creation of a firm podcast - for several clients.

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Madison Hubbard serves as NEU Marketing Group's Graphic Designer. She comes to the firm after working with more than 30 clients worldwide and is known for her professional "eye" and design aesthetics. She graduated from Virginia Commonwealth University Cum Laude with a BFA in Communication Arts and is skilled in all aspects of graphics design. Madison currently resides in San Diego helping to expand NEU Marketing Group's offices to Southern California.

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