



News Release: For immediate release

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Creative Company welcomes new team member



MCMINNVILLE, OR: Creative Company, a strategic branding and communications firm, has announced the addition of Mikki Trowbridge as Account Manager.

Trowbridge fills a position that has been vacant due to the economy. With business now expanding for the firm, filling the position was essential to continuing to provide strategic planning, marketing programs and project implementation to Creative Company's growing list of clients. As Account Manager, Trowbridge will work with clients to assess their current marketing program and position in the market, then ensure each strategy is thoughtfully developed and effectively implemented. She will also be writing for client projects and will manage public relations for the firm.

"Creative Company is focusing our strategic perspective and working with clients who are ready to make an impact in their industry, despite the business climate we have all experienced over the last two years," said Creative Company president and founder Jennifer Larsen Morrow. "Mikki, with her background and education coupled with youthful energy and perspective, will provide our clients with what they need to succeed."

Trowbridge, who graduated from Willamette University with an MBA and a degree in

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economics, comes to Creative Company with three years of non-profit experience with the United Way of the Mid-Willamette Valley, where she launched and developed their volunteer action center, HandsOn Mid-Willamette Valley.

As Director of HandsOn, she managed all program functions including grant writing, strategic planning, and the development and implementation of a marketing strategy, before being promoted to Community Impact Director. In this most recent position, Trowbridge managed relationships and grant contracts with the agency's 68 funded programs and oversaw logistics and marketing for the agency's various community initiatives. In addition, Trowbridge was a guest writer for the Statesman Journal for the past two years.

"My career up until this point has been about helping others and our community," said Trowbridge. "I look forward to continuing to help others by working with clients to develop brands that will transform their companies, their success, and the way they do business. Creative Company has a proven track record and I'm excited to be a member of such an inspirational and creative team."

Established in Salem, Ore., Creative Company relocated to McMinnville in 2001 and celebrated its 30th anniversary in 2008. Creative Company's work in marketing and branding has achieved exceptional results for food producers, financial and professional services firms, colleges, and manufacturing companies in the Northwest and beyond. Creative Company advances businesses and organizations through strategic thinking and comprehensive brand programs. For more information on Creative Company visit www.creativeco.com.

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