

CASE STUDY

Fractional Marketing Director

MOULTRIE-COLQUITT COUNTY DEVELOPMENT AUTHORITY



AT A GLANCE

Support Model

- Fractional executive
- 20 hours per week
- 12 months
- Monthly flat fee retainer

Challenges

- Single-member staff
- Limited product
- Weak marketing history
- Single-minded board

Opportunities

- Creative leadership
- Ample funding
- Supportive community
- Talented resource pool

ENVIRONMENTAL SCAN

The Moultrie-Colquitt County Development Authority (MCCDA) was in need of brand direction, content creation, and marketing strategy coming out of COVID-19. Pandemic shut-downs completely stalled economic development efforts nationwide and repercussions were anticipated to be felt for the next 12-24 months. MCCDA's innovative President engaged our services to oversee a community-wide rebrand, enhance website content and marketing collateral, and launch a workforce development pipeline for high school students.

PRIMARY DELIVERABLES

- Website Refresh
- Trade Show Marketing Signage
- Stationary & Collateral Design Suites
- Social Media Strategy
- Comprehensive Advertising Plan & Media Buying
- Content Creation (words + visuals)
- Media Relations (writing + pitching)
- Stock Videography & Photography Library
- Rebrand Implementation
- Event Design

KEY OUTCOMES

Where Life Grows

In partnership with the University of Georgia, led awareness campaign for a comprehensive community-wide rebranding.

Select Moultrie

Improved digital and print content and enhanced designs to better reflect the high quality of living in Colquitt County.

Project Purpose

Built the brand / website and organized events for a new workforce readiness program for high school students.

