



# Team Bios

## **Ellen Best, Managing Partner**

### **Ellen's core experience and skills include:**

- Strategic Consultation
- Marketing & Communications Planning
- Customer Engagement
- Data-driven Marketing
- Research & Analytics

### **Industry Experience**

- ✓ Energy - Utilities & Contractors
- ✓ Financial Services & Payment Operations
- ✓ Not-for-Profit Organizations
- ✓ Professional Associations
- ✓ Retail

### **Relevant Experience**

- ✓ Digital Marketing - Websites, Social Media & Online Advertising
- ✓ Brand Architecture - Messaging
- ✓ Marketing Analytics
- ✓ Audience Segmentation

Ellen Best, Managing Partner of Eire, is responsible for managing relationships with existing clients, business development, professional development, and agency performance. She is a strategic marketer with over 35 years of experience in in the not-for-profit business verticals, financial, financial services, retail consumer and member-based professional associations. Recognized for her expertise in strategic planning, research insights, messaging and brand architecture, marketing communications planning and analytics, Ellen has operated her agency since 1997. Eire is a WBENC-certified diversity supplier and women owned business since 2011.

Ellen has delivered brand architectures, messaging platforms, websites and digital marketing for a variety of clients including The American Bar Endowment, The American Dental Association's Business Resources Division, Exelon, ComEd and NiSource to name a few. Her understanding of the importance of reaching the client's multi-faceted audience base with communications that are clear and drive a desired behavior, is critical to meeting and exceeding business goals and objectives. Clearly understanding how to apply research and analytics to marketing is a strength that serves Ellen's clients well during strategic planning and communications deployment. She has proven skills in audience identification and is adept at using behavior data to drive communications. She has had particular success in developing messages to a variety of audiences across socio-economic levels and geography.

## **YOUR TEAM**

**Ellen Best**  
Managing Partner



Eire Direct is a WBENC-Certified Woman's Business Enterprise.

[eiredirect.com](http://eiredirect.com)



Ellen is a confident and concise communicator in her personal and professional life and places a great deal of value on the right message, at the right time, to the right person if marketing campaigns and internal communications are to have a positive impact. In addition to the clients referenced above, Ellen works closely with clients like BP, Discover, Nisource/NIPSCO, Slipstream, Franklin Energy, Stantec, FleetCor Technologies and The Morton Arboretum.

Ellen is often called on for a leadership role when working side-by-side with partner agencies. She also serves as the vice chair for the Board of Trustees at The Catherine Cook School, Co-Chair Signature Events for the Women's Energy Network of Chicago, and Director of Stewardship for the Greek Orthodox Cathedral of Chicago.

### **Katie Moore, VP – Director of Creative & Production**

#### **Katie's core experience and skills include:**

- End-to-end Creative Direction
- Copy & Messaging Development
- Copy Editing
- Website Content Development & Social Media Messaging
- Direct Marketing and Sales & Collateral Content

#### **Industry Experience**

- ✓ Energy & Utilities
- ✓ Financial Services
- ✓ Not-for-Profit Organizations
- ✓ Professional Associations
- ✓ Retail

#### **Relevant Experience**

- ✓ Rebranding
- ✓ Message Architecture
- ✓ New & Refreshed Websites
- ✓ Membership Engagement

As Director of Creative and Production at Eire, Katie is responsible for managing every aspect of the creative process – from art direction, design, copywriting, illustration and photography, to the completed, produced and delivered product. As lead copywriter at Eire, Katie develops 99% of the writing for our clients.

Katie understands how to connect with different audiences through a variety of channels, both B2B and B2C. Direct mail, email, websites and social media. New product naming, sales and training collateral and point-of-purchase communications. Member-driven acquisition, retention and loyalty efforts. Katie has worked on projects for NiSource, ComEd, Slipstream, American Dental Association, The Morton Arboretum, Z Center and the American Bar Association.

In addition to creative direction and copy development, Katie is responsible for managing the production team, including production purchasing of printed jobs ranging from 1k to 3mm pieces, from \$1,000 to \$1,000,000.





### Hillary Weber, Associate Creative Director

#### Hillary's core experience and skills include:

- Creation of Marketing Materials & Websites
- Concept Development > Design > Production
- Website Design & Maintenance, Email Marketing, Social Media Development
- Direct Marketing & Collateral
- Adobe Creative Suite, WordPress, Microsoft Office

#### Industry Experience

- ✓ Energy & Utilities
- ✓ Financial Services
- ✓ Not-for-Profit Organizations
- ✓ Professional Associations
- ✓ Retail

#### Relevant Experience

- ✓ Website Design & Development
- ✓ Branding & Rebranding
- ✓ Logo Design
- ✓ Program Identifiers

Hillary brings a unique vision to the creative projects at Eire. She appreciates and respects the branding requirements of each client. She understands the importance a brand story. And she knows how to blend that story with creative assets that entice the desired response.

Hillary has developed numerous websites from simple landing pages to full sites with intricate navigation, complete direct-mail campaigns, interactive training materials, customer and commercial sales collateral, print ads and social media campaigns.

Whether she's working on a job for NiSource, the Women's Energy Network, ComEd, The Morton Arboretum, or NIPSCO, Hillary handles each job with a great attention to every detail, including logo placement, color balance, type treatment and message hierarchy.





## Erin McIntyre, Account Supervisor

### Erin's core experience and skills include:

- Project Management
- Marketing & Communications Planning
- Digital Marketing Management
- Website Development

### Industry Experience

- ✓ Energy & Utilities
- ✓ Financial Services
- ✓ Retail
- ✓ Professional Associations
- ✓ Not-for-Profit Organizations

### Relevant Experience

- ✓ Digital Marketing – Websites, Social Media & Online Advertising
- ✓ Customer Engagement
- ✓ Customer Outreach & Education
- ✓ Sales Support
- ✓ Marketing & Communications Planning

Erin McIntyre, Account Supervisor at Eire Direct, manages projects for a variety of clients in a variety of industries. Erin is responsible for upfront strategic planning as well as the day to day project management. Erin focuses on the strategy and objectives of every project and understands how to help the client accomplish their goals. She understands audiences and what is needed to engage customers in successful, relevant ways. Clients rely on her ability to keep projects on course and on time without losing site of details at every level.

Erin is responsible for managing the Exelon Operating Companies (ComEd, BGE, PECO and PHI) as well as NiSource Companies (NIPSCO and Columbia Gas) across all audiences; residential, business and stakeholder. Eire's utility clients, electric and gas, rely on her for marketing planning and the day-to-day management of every project that comes through Eire. Erin also has relevant experience working on other projects in the energy field and has managed all data and email marketing for the BP rewards program. In addition, Erin has managed many new websites launches for multiple companies such as GridLiance, ZCenter and The American Bar Endowment. All which often required integration with other agencies and management of vendor partners.

Erin is involved from the start of every project and works closely with both internal and external teams. Her experience includes strategic planning, end-to-end project management on everything from new website launches and rebranding to email marketing, digital and social campaigns, direct mail and sales support materials.





### Samantha Sucoff, Account Executive

#### Samantha's core experience and skills include:

- Team Liaison
- Branding
- Project Management

#### Industry Experience

- ✓ Energy & Utilities
- ✓ Professional Associations
- ✓ Not-for-Profit Organizations

#### Relevant Experience

- ✓ Sales Support & Collateral
- ✓ Online Brand Reputation Management
- ✓ Customer Engagement

Samantha brings exceptional customer service skills to her role at Eire. As Account Executive, Samantha is responsible for managing the process flow of every creative job. She gets involved at the development phase and sees all work through to final delivery. She ensures each job stays on-target and on-schedule. Attention to detail and the ability to understand what's most important to account service, the creative group and the client makes her an integral asset to the Eire team.

Brand guidelines, logo requirements, usage of terms – all the nuances that go into upholding a client's standards are Samantha's number one priority. While other team members may be working conceptually, she is confirming that every rule is followed. She has worked on projects for clients such as the American Dental Association, ComEd, and The Morton Arboretum. Schedules, creative input, client changes and routing for approvals – it's the constant energy of the creative department.

Samantha makes sure it all gets done, gets done on time, and hits the mark in effectiveness.





### Alexis Jahnke, Senior Account Executive

#### Alexis's core experience and skills include:

- Project Management
- Marketing and Communications Planning
- Data and Audience Segmentation
- Production and List Management

#### Industry Experience

- ✓ Financial Service
- ✓ Credit Card Marketing
- ✓ Professional Associations
- ✓ Not-for-Profit Organizations

#### Relevant Experience

- ✓ Customer Engagement
- ✓ Acquisition and Retention Efforts
- ✓ Marketing and Communication Planning
- ✓ Events and Trade Shows

Alexis Jahnke, Senior Account Executive, is a long time Eire team member. Her ability to listen, understand and deliver on client requests makes her a key relationship-builder for Eire. Whether managing a project from the planning stage through production and the finished product, or supervising projects that require creative development only, Alexis manages multiple projects for a variety of clients at once and remains focused on every detail.

Alexis has worked with a variety of clients in the financial services, credit card and member-based sectors. Her experience includes work with FleetCor Technologies, The Morton Arboretum, BP, ARCO and The American Dental Association Member Advantage Program. From complex direct mail campaigns and one-off postcard mailings to sales support and on-site collateral, Alexis understands the importance of the right message for the right audience to solicit a response.

Alexis also has extensive experience in data management - list selection, audience segmentation and back-end analysis, offering key insight into customer behavior and trends.





### Katy Roessler, Production Supervisor

#### Katy's core experience and skills include:

- End-to-End Print Production Management
- Print Buying - \$1,000 to \$1,000,000
- Small to Large Runs – Digital, Sheet Fed, Web
- Variable Data and Personalization
- Postage and Mailing Best Practices
- Electronic Art Files, Data Transfers

#### Industry Experience

- ✓ Energy and Utilities
- ✓ Financial Service
- ✓ Credit Card Marketing
- ✓ Professional Associations
- ✓ Not-for-Profit Organizations

#### Relevant Experience

- ✓ Brochures
- ✓ Newsletters
- ✓ Direct Mail
- ✓ Audience Segmentation
- ✓ Printer Relationships

Katy is responsible for managing every printed project at Eire. She maintains a variety of vendor relationships so she can select the right company for each individual job, and negotiate the best prices. Katy gets involved in all projects at Eire pre-creative development, so she can make format and mailing recommendations – before something is presented to the client that doesn't make sense product- or budget-wise.

From a few hundred postcards to millions of direct mail packages, from printing on paper, plastic or canvas to creative solutions for premiums and signage, Katy is meticulous in every detail. Proofing all content, getting the color exactly right, physically approving the insertion order of every letter and brochure in every package. Katy makes it her business to understand the nuance of every color for all our clients' branding. Staying on time and on budget is a priority.

Katy's 20+ years of experience includes work for The Morton Arboretum, BP, ComEd, the American Dental Association, Discover Financial Services and Sara Lee. She continues to seek diversity suppliers and build new relationships, always committed to delivering the best experience for our clients.

