



## Local Businesses Collaborate to Deliver Marketing Communication Expertise

Four local independent businesses – two in West Hartford, two in Glastonbury – are working together to provide an array of communication services to clients in the region.

With professional expertise in public relations, social media and SEO marketing, graphic design and branding, and small business video profiles, they support clients efforts to connect with customers effectively. Under the **Express Strategies Collaborative** umbrella, the principals in each independent business are:

***ECW Communications*** - **Emily Campagna Walsh** is a marketing communications consultant with more than 15 years of experience, representing clients both big and small, and in a multitude of industries. Before launching her consultancy, she began her career at an award-winning New York City agency. Working from West Hartford, her expertise includes social media and community moderation, search engine optimization and other integrated approaches to promotion.

***Hunter Design Studio*** - Before moving back to New England to start her own independent graphic design firm, **Danielle Hunter** spent over a decade in New York, refining her craft. She's worked with brands including the Brooklyn Nets, Barclays Center, Stolichnaya Vodka, and Cape Cod Potato Chips. Based in Glastonbury, she specializes in branding, website design, and product photography - and has taught visual design at Quinnipiac University.

***The Scoop Glastonbury*** - **Jackie Brousseau Post** has served as morning anchor for eight years at 22NEWS in Springfield, MA, and as host of CT Spotlight, interviewing small business leaders, on NBC Connecticut. A superb video storyteller, she produces broadcast caliber, web-ready videos profiling local businesses. She also developed and operates the very popular website and e-newsletter *The Scoop Glastonbury*, a weekly in-depth look at small businesses in and around Glastonbury.

***Express Strategies*** provides strategic communications consulting, with particular expertise in advocacy writing and media relations. Working with global corporations and local businesses, for-profit and nonprofit organizations, professional associations, educational institutions, foundations and industries in various disciplines, **Bernard Kavaler** draws on his background as a broadcast and print journalist and public affairs administrator in Connecticut.

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