

VALERIE E. CLARK**Professional Profile**

Valerie Clark brings nearly 20 years of marketing expertise to share with her clients. Her experience covers a wide range of marketing disciplines, including public relations, event coordination, employee communications, training, competitive analysis, primary and secondary research, product development, sales materials, and print and broadcast production. A skilled writer and strategist, Valerie's portfolio is filled with communication, planning and program implementation success stories.

In 2000, Valerie launched Clark Marketing, an independent marketing services firm focused on meeting the overflow marketing needs of businesses and advertising agencies in Central Illinois and throughout the nation. Her firm has worked with a wide range of clients, including: A.G. Edwards, Advanced Technology Services (ATS), Alliance Library System, American Express, cmfi Group, Caterpillar, Cyberdesic, iceCentric, Medical Marketing Group, Methodist Medical Center, Oncology Hematology Associates of Central Illinois, PeoplePC, Peoria Chiefs Baseball, Peoria Civic Center, Ross Creative+Strategy, Simantel Group and Steak n Shake.

Before founding Clark Marketing, Valerie served as Marketing Manager at ATS, a Peoria-headquartered industrial and computer services firm. Her major accomplishments there included the design oversight and content development of ATS' first Intranet site; the creation of ATS' first Speaker's Bureau program; a dramatic 170-page Internet site redesign and the management of a public relations campaign that made over 10 million audience impressions in its first six months.

Prior to ATS, Valerie was the Marketing Manager at AFFINA, a Peoria-headquartered firm specializing in customer relationship management. In her position, she was responsible for the company's complete strategic marketing planning efforts, from developing marketing goals, objectives and budgets to executing the tactical plans that she developed. Among her major accomplishments at AFFINA, Valerie led the major internal and external communications initiative when the company changed its name, logo and brand position.

Valerie earned her MBA degree from Bradley University, and a Bachelor of Science degree in Marketing, with a minor in Public Relations, from Eastern Illinois University. Additionally, she has obtained continuing education credits in public relations, communications, business writing and management, and is SmarterWork® certified in copywriting/editing, Internet research, Microsoft PowerPoint and Microsoft Word. In 2001, Valerie completed Caterpillar Corporate Brand Training. She is an active member of the Peoria Advertising Club, having served as Vice President and Chairperson for the ADDY® awards competition. She is also a member of Public Relations Association (PRA) and a charter member of Peoria Freelance Professionals.