

# E.Boineau&Company

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Strategic Marketing Communications and Public Relations

## Media Kit - Backgrounder

### E. Boineau & Company

**E. Boineau & Company** offers a high-level, yet hands-on approach to strategic marketing communications and public relations for substantive companies, organizations and municipalities that have a story to tell. The agency helps to build and manage brand image, reputation, profile, credibility and position in the marketplace.

The firm, based in Charleston, S.C., offers overall brand development to include verbal (messaging) and visual (graphics) branding, including media relations, crisis communications, media training, marketing research, logo/brand identity, internet marketing, and social media to corporate, government and non-profit entities throughout the region. Clients come from the accounting, architectural, environmental, manufacturing, retail, jewelry liquidation, legal, medical, financial, construction/engineering, architectural and interior design firms, real estate development, technology, tourism and upscale hospitality industries.

**Elizabeth Boineau** has held senior management positions with global communications firms offering strategic communications planning, insight and counsel to leading organizations. Initiating her marketing career in the Lowcountry of South Carolina in 1978, she has four decades of management experience in marketing communications and public relations, specializing in both business-to-business and consumer targets, with heavy emphasis on B2B.

The veteran team includes **Melissa Pluta Parker**, who joined in 2006 and has decades of writing, editorial and marketing experience, having acted as the editorial and marketing assistant at The Nautical & Aviation Publishing Company; as assistant editor for *SC Clips*, a subscription-based online news source; and as co-editor for *Yemassee*, the literary journal at the University of South Carolina. In addition to serving as a core team member for the agency, Melissa teaches English part-time at Charleston Southern University. She holds a Ph.D. in English from the University of South Carolina and earned a bachelor's degree from the College of Charleston, where she majored in English and minored in both mass media and dance.

**Haley M. Jordan** joined the firm in November of 2014. She served two years as assistant account executive, and then went on to pursue a full-time career in sales and marketing for the national medical company, Concentra. In 2018, Haley pursued an opportunity to travel internationally and returned to E. Boineau & Company in 2019. She is an accomplished artist, graphic and website designer and in addition manages media relations, social media and e-mail marketing for a variety of entities. She is a graduate of Radford University, with a Bachelor of Science from the School of Communication.

**Emily Morgan Collins** joined E. Boineau & Company as senior account executive in 2023. She has several years of experience in social media management, strategic communications, and marketing. Before joining the firm, Emily received a bachelor's degree in public relations and strategic communication with a minor in political science in 2021 from Purdue University. In addition to her work with E. Boineau & Company, Emily works with Purdue University's central Enrollment Management Department, helping with strategic recruitment messaging, Purdue's central social media accounts (@LifeatPurdue), and design, writing, and strategy of various marketing collateral pieces.

**E. Boineau & Company** team members are hands-on, quick studies who work to deliver above expectation and on or before deadline for every one of their valued clients. The team is known for offering insightful, knowledgeable counsel and direction to a select client base.

The firm develops the tools (materials, knowledge, insight and contacts) to help *earn* (editorial) media coverage, reinforce with *owned* (web and social media) and *paid* (advertising) as budget permits and as may serve to amplify the brand message. To start, we help develop or refine the brand identity of your organization, define and detail the core message and “set apart” and get that information out in front of key media and referral sources to tell your story. That approach earns the organization higher profile and awareness, in addition to greater credibility, ever essential in today’s competitive marketplace.

We may at times tap outside graphic designers, web developers, social media marketing experts and marketing research firms for times when those aspects are significant components of a client’s communications objectives.

The firm currently serves as agency of record for Frampton Construction; International African American Museum, Edisto Island Open Land Trust and WSIB2B Biz Marketing among others. For more information, visit [www.eboineauandco.com](http://www.eboineauandco.com) or call 843-224-1106.

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