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MarketingDirection.com Hires New Senior Marketing Consultant

TAMPA, Fla. (January 3, 2011) – MarketingDirection.com, a marketing executive sharing firm, is excited to announce the addition of a new Senior Marketing Consultant.

Brenda Little joins MarketingDirection.com working with clients to create and implement strategies to help increase company revenue. Little will act as a key part of her clients' executive team.



“For more than 20 years, Brenda has managed a wide range of marketing and public relations programs across a diverse group of brands and companies,” said Christy Vogel, president. “Her knowledge of helping executives and business owners to increase profits through the help of marketing makes her a perfect fit.”

Throughout her career, Little has managed programs for Tropicana, Checkers Drive-In Restaurants, Nicorette, Goody's Headache Powders, GEICO, and was a member of the launch team for Splenda. She has developed a specialty of developing and activating marketing and public relations campaigns centered around corporate sponsorships including involvement with the NFL, MLB, NASCAR, OPA, and a wide range of community based events.

About MarketingDirection.com

MarketingDirection.com is a marketing executive sharing program based in Tampa, Florida, providing a full-time marketing presence to clients who can't justify the expense of a full-time marketing executive. The program provides its clients with a senior-level marketing consultant who acts as a key member of its clients' executive team for one to three days a week. MarketingDirection.com provides complete marketing resources, from research and strategy to marketing plans, advertising, media buying, direct mail, and public relations support for both online and traditional marketing campaigns. Among the firm's services are direct marketing, website design, search engine marketing, social media, creating and implementing webinars and workshops and developing sponsorship and partnership opportunities for its clients. For more information visit www.marketingdirection.com or call 888.495.4441.

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