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JB&CO MARKETING FIRM UPGRADES TO LLC FROM SOLE PROPRIETORSHIP

Reno, Nevada-based marketing strategy consulting firm start-up has just obtained its LLC status, looking to grow both local and national client base.

Reno, NV, October 12, 2016– jb&co, formerly known as jodi beuder & co, has officially obtained its Limited Liability Company status this month, with intentions to grow both externally with local and international client bases, as well as internally with expansion of the company team, creating new jobs for local marketing professionals by early 2017. jb&co CEO and principal strategist, Jodi Beuder, plans to attend local Chamber and other networking opportunities in the next couple of months, to introduce the company to the Reno/Sparks/Tahoe business community.

"While jb&co considers itself a start-up, the truth is I've been consulting under this business umbrella since 2002, when I first moved to Reno from Southern California," says Beuder. "My first client was a start-up; an investment firm focusing on optimizing 401(k) accounts for individuals who weren't clear on how to make their money work for them. I designed their logo and website, and it was such a thrill to help get a new, local company off the ground and into the marketplace!"

Beuder has always kept her consulting door open, while taking on full-time corporate positions as a Marketing Executive. She worked for a semiconductor company, Silicon Quest International, then took some time off for family.

Beuder said, "I got antsy, pretty quickly, when I took time off from the corporate scenery. Being able to go right back to consulting with a flexible schedule was ideal."

Other opportunities presented themselves for Beuder's career: she took the helm of the Marketing Communications Department at Skagen Designs before they moved the company to Texas; a couple years later she worked for the renowned Miller Heiman Group as the Director of Marketing for the Customer Experience arm of MHG's workforce development service offerings. MHG moved their Marketing Department to Florida, giving Beuder the inspiration and opportunity to re-launch jb&co full time.

jb&co currently has clients in Michigan, California, Oregon, Canada and India, helping them with website optimization, analyzation, and premium content placement; social media and public relations campaigns; and more, including Google AdWords account launches and marketing automation campaigns. jb&co is aggressively looking to expand. No industry is out of the company's realm, as Beuder has worked in semiconductors, ecommerce, retail, and dozens of B2B and B2C clients.

Sarahelizabeth Mason, Creative Strategist and Brand Storyteller (and former jb&co client), said: "I've worked with Jodi for many years through various companies and projects and there's no other professional I consistently seek out for guaranteed success. She is results-driven, thorough, highly creative and steadfast in her commitment to delivering measurable wins for her clients and partners. My company's success, in no small measure, can be directly attributed to Jodi's efforts and input."

About jb&co :: We consult businesses on how to increase their customer base and enhance the customer experience at every touchpoint, whether B2B or B2C. We. Love. Marketing. We are keen to creating and following through, from canvas to fruition and back:

- targeted social media campaigns
- content and internet marketing
- product and branding campaigns
- customer journey and experience evaluation and mapping

It is a thrill to go to work every day and help the companies we work for meet and exceed branding, customer, and revenue goals. We love the balance that the work provides: we get to be creative and come up with campaigns, content and strategy; then we get to be analytical and look up which campaigns worked best and what angles can be improved upon.

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If you would like more information about this topic, please contact Jodi Beuder at 775.745.6390 or email at jodi@jodibeuder.com.