

Meet the Partners

A firm is only as good as the people who make it up. We think our entire team is top-notch; at least that's what our clients say. Our collective experience of work includes such impressive companies as: 3M, Oppenheimer, Wolf & Donnelly, LLC, Hubbard Broadcasting, Minnesota Department of Public Safety, Extended Exposure, Best Buy, and Trailblazer Coaching.

Our talented virtual team includes marketing strategists, web site developers, graphic designers, copy writers, researchers, media and public relations experts, and e-marketing and new media professionals. Now, meet the people who lead the team:

ROBIN HICKS



MEREDITH HINKE



KATHY SNELL



Areas of Expertise

- Strategic marketing and communications planning & execution
- Online marketing strategies and social media networking
- Crisis communications
- Media and public relations
- Media training and serve as media spokesperson
- Brand management and strategies
- Executive communications training & counsel
- Agency and vendor liaison
- Project management
- Event planning, management and execution
- Promotional material development
- Vendor management
- Client/Customer survey development and analysis
- Proposal development
- Practice group marketing
- Website content creation
- Website planning, management and editing
- PowerPoint presentation development
- Writing, editing and proofreading
- Report and communication composition
- Contact management and database planning and management



ROBIN is a senior-level marketing and communications consultant who works with clients from Fortune 100 companies to smaller companies as an outsourced marketing, communications and media relations resource. Her expertise is in developing highly successful strategies that help clients drive sales or attendance, develop brand awareness, plan and coordinate events, manage and promote perceptions and thought leadership through media outlets, and plan and react in situations of crisis for a company, firm or agency. Her expertise in e-Marketing strategies and capitalizing on Web 2.0 social media adds value to the overall marketing strategy and creates highly-targeted, direct communication with the intended audience. Robin's more than 18 years experience in media relations guides clients in managing both their image and succinctly communicating to their customers, clients or targeted audience.

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MEREDITH'S marketing and communications experience spans more than 15 years in a variety of industries including education, legal, architecture, technology, and finance. She has worked with clients to develop targeted, strategic marketing plans and has extensive experience in project management of contact management and database planning, practice group marketing, promotional material development, proposal development, vendor management, website planning, and client/customer survey development and analysis.

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KATHY has 20 years of project and event management, supervisory experience and administrative management, and is an exceptionally strong organizer who is consistently accurate. She has worked in marketing with companies of all sizes from individual and family-owned businesses to large international corporations. Kathy has extensive experience in the areas of general operations, human resources, finance, information technology, supervision, website management, writing, and firm administration.

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