

Fast Facts

- Codella Marketing is owned and operated by 17 year veteran, award-winning business communicator, Pete Codella, who is Accredited in public relations (see praccreditation.org).
- Codella Marketing is a digital public relations firm, helping clients craft and deliver key messages to target audiences through appropriate online channels.
- Codella Marketing creates and manages online marketing, public relations and social media campaigns for business-to-business and business-to-consumer clients.
- Codella Marketing is led by independent public relations practitioner, Pete Codella. The firm operates as a virtual agency, hiring skilled sub-contractors in the areas of graphic design and website development to meet client needs.
- Pete Codella is a sought-after speaker and presenter on all things related to social media and digital public relations for corporate training, conferences, trade shows, workshops and webinars. He travels to lead workshops and seminars for Ragan Communications and the Public Relations Society of America. His presentations frequently receive the highest conference ratings from attendees.
- In 2006 Codella Marketing created NewsCactus, an online newsroom software, which remains the market's most cost-effective social media newsroom solution and the only one developed by an Accredited public relations counselor.
- Codella Marketing and Pete Codella have been recognized with highest honors in various regional business communication and public relations awards programs.
- Pete Codella is the 2007 *Communicator of the Year* awarded by the Las Vegas chapter of the International Association of Business Communicators, and in 2009 he was nominated as a *Professional of the Year* for the Golden Spike Awards presented by the Greater Salt Lake Chapter of the Public Relations Society of America and Utah Chapter of the International Association of Business Communicators.
- Pete Codella blogs at PeteCodella.com and can be found on Twitter @codella. He is a member of the University of Utah Executive MBA Class of 2013.