

## FAST FACTS

Codella Marketing—owned and operated by Pete Codella, APR—excels where technology meets the practice of public relations. A marketing communications firm, Codella Marketing creates and manages integrated marketing, public relations and social media campaigns for business-to-business and consumer-driven clients. The firm assists clients in delivering the right message to the right audience at the right time while providing personalized, professional and efficient service.

### Services Include

Advertising	Market research
Articles for online publications/newsletters	Marketing communications
Association involvement	Media buying and placement
Blogging	Media contact development
Cause-related marketing	Media relations
Collateral material development	Media training
Communications audit	Minority relations/multicultural affairs
Community relations	Online newsroom maintenance
Consulting	Online press release distribution
Corporate identity and brand development	Press kit development
Counseling	Press releases
Development/fundraising	Public affairs
Direct mail	Publicity
E-mail marketing	Search engine optimization and placement
Employee/member relations	Speakers bureau
Focus groups and surveys	Special events and seminars
Government affairs	Strategic planning and budgeting
Industry relations	Television and radio production
Interactive PR	Training
Investor relations	Web site content maintenance
Issues management	Web site copywriting

### Clients Served — *a partial listing of past and present clients*

Accent Hospice Care	Olson Marketing Services
Dixon & Truman	PAH Nation
Dr. Afshin Azimi, DDS	Radiology Specialists, Ltd./Red Rock Radiology
Findlay Toyota	Skyrise Development Group
Huntington Learning Center—Las Vegas	Sparkplug
Les Olson Company	Steven Kalas
Mesa Verde Associates/Brickwater Condominiums	Tamba
Millenniata, Inc.	The Selling Source, Inc.
Nicola Chiropractic	UNLV Foundation
Northwest Resource Management Group	WG Communications Group

### Awards

Our work has been recognized with highest honors by the Public Relations Society of America—Las Vegas Valley Chapter as well as the International Association of Business Communicators—Las Vegas Chapter. In addition, Pete Codella, APR (see [praccreditation.org](http://praccreditation.org)) is the 2007 IABC/Las Vegas Communicator of the Year.