



BKM Consulting, Inc.
Strategic PR + Marketing Communications

Testimonials on PR/Marketing Communications Consulting & Planning

“Barb is a great resource for companies or teams who need a thoughtful marketing strategist to help define and guide a marketing or communications plan. She is organized, reliable and easy to work with.”

**Chief Executive Artist
Peggy Lauritsen Design Group**

“Most recently Barb helped us develop a new integrated marketing communications plan. She first got to know Metropolitan State University well and then combined her excellent strategic thinking abilities with the results of her own research and that of a recently-completed major research project. The result is a very thoroughly developed 18-month integrated marketing communications plan.

The plan is providing Metropolitan State University with very specific and immediately useful direction as we reach out to the ever-widening universe of adult learners who want to complete their bachelor's degree or go on to obtain a masters degree or doctorate. Thanks to Barb's skills, knowledge and creativity, we have a plan that will make a most positive difference as we move into an exciting future of presenting educational opportunity for people throughout the Twin Cities metropolitan area and beyond.

**Communications & Marketing Director
Metropolitan State University**

“I have known Barbara for several years through a professional membership. We partnered as a marketing/design team to develop the branding for a local law firm. As a marketing consultant and writer, Barbara is in the top of her league; she has superior writing skills and delivers marketing strategy that is based on diligent research and many years of experience. Barbara also makes a delightful client. BKM Consulting, Inc. hired Phillips Creative to design her company brochure. She was decisive and made it easy for me to deliver exactly what she needed.”

**Pamela Griffith, Owner & Creative Director
Phillips Creative**

“As an experienced business person starting my own business, I needed to focus on reaching those I wanted to serve. To do that, it was important to develop and communicate key messages that reflected my experience and values. Barb listened well then provided exactly what I needed in the form of a written marketing communications plan. The plan is written to my needs and includes numerous practical ideas for action. Thanks Barb, you exceeded my expectations!”

**Attorney at Law
EcoBizLaw**

“Barbara is a consummate professional who listens well and executes with accuracy, timeliness, and great attention to detail. She is a pleasure to work with, and we can always count on her to provide excellent work.”

**Creative Manager
U of M College of Continuing Education**

“Barbara Mednick is an outstanding, professional and downright fun person to work with. She provides enlightening copy for both our company and many of our clients. Barbara is confident, clear, and concise while delivering well beyond expectations every time. Visions Design Studio is proud to partner with Barbara because of her dedication and commitment to quality. Our clients speak volumes when they continually ask to work with Barbara and no one else. Barbara is by far an amazing marketing specialist and an extraordinary copywriter.”

**Account Executive
Visions, Inc.**

“As Director of Marketing Communications for the Center for Strategic IT & Security, I've hired Barb for a number of campaigns. She is a thorough professional, full of ideas and strategies that bring projects forward, and tireless in her efforts to bring about the desired results. In addition to her numerous PR skills, Barb shines with a delightful personality that makes her a joy to work with.”

**Director, Marketing Communications & Alumni Relations
Center for Strategic IT & Security**

“Working with Barb is an instant pleasure. She immediately reads what you want and need and makes it happen in a big way. We are very impressed with the results we saw after just a few hours of work and will continue to work with her in many capacities. Barb is enthusiastic, knowledgeable, and results-driven — she has proven that to us many times over.

**Director – Integrative Health/Wellness
Normandale Community College**

“I cannot thank you enough for the incredible job you have done Barb, with the Power of You PR launch. You have exceeded everyone’s expectations!”

**Director of Marketing & PR
Minneapolis Community & Technical College**

“You have done a great job on the Power of You PR launch. This is the best press that we have ever received; so thanks once again.”

**Executive Director, College Advancement
Minneapolis Community & Technical College**

“Barb is fantastic to work with — she delivers on time, within or above expectations, and always with a cheerful attitude. One of her greatest strengths is her breadth of communications experience. Her expertise includes media relations, writing, strategic planning, training, and marketing communications,

which enables her to have valuable insight on every aspect of a communications project. She also provides quick turnaround and has good attention to detail.”

**Director of Communications
WomenVenture**

“Barb is a great strategic partner who knows how to determine key messages and write compelling copy that gets the attention of the media, employees and customers. Her other strengths include meeting deadlines and delivering solid drafts that need very little rework.”

President, Idea Girls

“Barb has the enthusiasm, energy and ability to launch communications projects and PR campaigns in a strategic way. She also brings strong organizational skills to the table.”

**Dir. of Publications & Media Relations
Minnesota State Colleges & Universities**

Testimonials on Writing Projects

“Barbara is a consummate professional who listens well and executes with accuracy, timeliness, and great attention to detail. She is a pleasure to work with, and we can always count on her to provide excellent work.”

**Creative Manager
U of M College of Continuing Education**

“Barb’s writing is outstanding! She is able to craft a message that is clear, concise and compelling. I highly recommend her services.”

**Career & Leadership Coach
Pathways Career Success Strategies**

“Datawatch had a 400 plus page, 4-year old web site that was on content-overload, both in terms of volume and redundancy, and in need of a uniform overhaul. As the manager of this project, it was my responsibility to lead the effort and to gather a top-notch team of professionals to partner on this project. At the 11th hour you were brought in to the project to replace an existing content writer whose writing style wasn't a fit. You tackled the content beast and tamed it, breathing new life into it and producing content that properly communicates our company and product messaging and brand in the solutions oriented style that our usability testing indicated was of greatest appeal to our customer base.”

**Manager, Marketing Communications & PR
Datawatch Corporation**

“Century College was pleased to work with Barbara on our web site redesign project. Barb provided timely, affordable and professional web writing and editing expertise, which allowed Century College to have a consistent style and voice for our new web site.”

**Assoc. VP - IT & Administrative Services
Century College**

"It's a pleasure working with Barb because her work is always on time, accurate and informative."

JOBS Editor, Star Tribune

"Barb is an invaluable resource in that she is able to take complex subject matter and have it make sense for the layman. Her work on our training services brochure stated the benefits of our solution in a compelling way that helped us present it clearly. She is also a pleasure to do business with. I would highly recommend her!"

**Dir. of Marketing & Communications
MQSoftware, Inc.**

Testimonials on Special Communications Projects

"Barb, you did an OUTSTANDING job on the 3M Employment Brand PowerPoint presentation. You pulled it together into a wonderful product/value add with minimal time on our part. Thanks!"

**Internal Communications Manager
3M Industrial Market Center**

"Barb is awesome! She always produces great work on time!"

**Marketing Services Manager
Ceridian Corporation**

"Your work on our sales toolkit provides us with a tool that gives our sales force an edge in our very competitive marketplace. I enjoyed working with you throughout the project — your professionalism, patience and sense of humor made producing this tool a pleasure."

**Director of Marketing
Barrett Moving & Storage Co.**

Testimonials on Editing Projects

"The editing job you did on the Waters Edge publication was just great. It needed to be done, but I just didn't have the time. You're a lifesaver!"

**Assoc. Editor, Marketing Publications
Star Tribune**

"You did a wonderful job editing our course catalog! All were impressed with your work."

**Dir. of Business Development & Training
Minneapolis Community & Technical College**