



CAPABILITIES + PORTFOLIO OVERVIEW

MEDLEY-INC.COM

Fresh Takes

Helping organizations reach new and existing audiences, we bring a fresh take on PR & digital marketing – reaching diverse consumers and increasing brand awareness. We are public relations pros, digital media experts and experienced brand strategists.



Our Mission

Our mission is to strengthen brand reputation and increase recognition through public relations and digital media marketing services. We will always work creatively, thoughtfully and ethically to marry traditional PR with the latest trends in technology.

Who we are

Medley Inc. is a minority women-owned small business specializing in helping organizations reach diverse markets through public relations and digital media marketing. We proudly tout a portfolio featuring campaigns on local, national and international landscapes. We are known for our nontraditional approach to marketing and our ability to increase brand awareness.

Founded in 2009, we launched our agency with a specific desire to tell stories that represent diverse communities. We believe that our work as culturally competent communication experts is imperative. We should all be telling stories that humanize communities, that elevate unsung heroes and that contribute to a more equitable world.

Our designations include Women's Business Enterprise Alliance, Women's Business Enterprise National Alliance, Greater Houston Black Chamber, Minority Business Enterprise and Historically Underutilized Business. Our founder Ashley Small completed the Goldman Sachs 10,000 Small Businesses program in 2017. Additionally, we are certified by Google AdWords as experts in online advertising.



PRSA Excalibur Award
(Multicultural Marketing)

**Houston Business Journal
40 Under 40** (Ashley Small)

Greater Houston Partnership
(Business Leader Award,
Ashley Small)

PRSA Excalibur Award
(Young Professional of
The Year, Mageida Sohon)



What sets us apart?



MULTICULTURAL MARKETING

Our team has extensive knowledge of the shifting demographics in the regions where we work that informs a strong focus on authentically engaging communities.



INDUSTRY EXPERIENCE

Our successes range from launching aggressive social media campaigns to implementing custom search engine optimization plans that increase organic visibility.



NEW TECHNOLOGY

Revered for our knowledge and implementation of new technology, we seamlessly integrate digital media marketing strategy with public and community relations for a multifaceted approach to your campaign.

Our Team



Ashley
Small

FOUNDER & CEO

There is a unique place where PR, technology and digital media overlap and in that place, you'll find Ashley Small, Founder and CEO of Medley Inc. Ashley's proven PR and digital marketing strategies have helped brands grow their visibility, amplify their voice and expand their reach across the world.

In 2008, when social media was newly on the rise, Ashley set out on a mission to marry traditional PR with the latest trends in technology. Since then, she has launched a boutique PR and digital marketing agency, Medley Inc., and has worked with organizations such as Major League Baseball, AT&T, The City of Houston and The Rose Houston to meet their marketing goals, specifically geared towards African American and Latino consumers.

A Google AdWords certified specialist, Ashley has been nationally recognized by Fast Company Magazine, the Canada Broadcast Network, ABC, FOX and more as an expert in business, technology, social media and public relations. She is an alumnus of the Goldman Sachs 10,000 Small Businesses program and Leadership Houston as well as one of Houston Business Journal's 2018 40 under 40 leading professionals and the 2019 HYPE Impact Business Leader award winner.

Through her work in the community, she has educated and trained more than 4000 girls and budding entrepreneurs in the areas of technology, social media and leadership development.



Anthony
Washington

CHIEF OPERATING OFFICER

Anthony L. Washington is a transformative executive with over 15 years of experience driving business success and leading high-performing teams. As Chief Operating Officer of Medley Inc., he manages daily operations, fosters collaboration, and spearheads strategies that elevate client brands through innovative technologies and culturally competent communication. His career spans impactful roles at HealthEquity, S&P Global, and Jetstream of Houston, where he led multimillion-dollar business units, boosted revenues, and optimized operations. Holding an MBA from the University of Illinois at Urbana-Champaign and a BA in Economics and Finance from Dillard University, Anthony is also a sought-after consultant for strategic planning and market positioning.



Ashley Segura

DIGITAL MARKETING MANAGER

Ashley Segura, a native Texan, brings over five years of expertise in content creation and social media strategy, with a passion for crafting culturally relevant and visually appealing content. Before joining Medley Inc., she served as the Digital Organizer for Jolt Action, mobilizing the largest number of Latino voters in Texas history, and began her career at Big Oak Tree Media, focusing on impactful narratives that deliver results. A former Intelligence Analyst for the Texas Army National Guard, Ashley applies her skills in trend analysis and interpretation to her work. She is also a full-time influencer with her website, New Mom in a New Era, where she promotes a positive narrative about young Latino parents by sharing her family's lifestyle and empowering others to shape their own paths.



Ivis Batista

PR & DIGITAL MARKETING
ACCOUNT EXECUTIVE

With a background in communications within the public and healthcare sectors, Ivis specializes in launching innovative digital marketing campaigns alongside strategic communications plans that boost client visibility across multiple industries. Using engaging content that enhances brand recognition, amplified by her bilingual proficiency, ensures meaningful public engagement and impactful storytelling.



Madison Mari-Ella Walkes

PR AND DIGITAL MARKETING
ACCOUNT EXECUTIVE

Madison is a communications professional with a strong foundation in agency work and a proven track record in the public and healthcare sectors. She specializes in launching innovative digital marketing campaigns and crafting strategic communication plans that enhance brand visibility and foster meaningful public engagement. A Baylor University graduate with both bachelor's and master's degrees in Journalism and Public Relations, Madison demonstrated leadership as the four-year president of the university's NABJ chapter, earning accolades like Outstanding Graduate Student. She has also contributed to academia with a 2024 book chapter on cultural appropriation and humor. With four years of agency experience and a passion for impactful storytelling, Madison brings expertise and creativity to every project.

Who we serve?

Our clients are innovative advocates, passionate philanthropists and driven organizational leaders. We serve those with a desire to make the world a little bit better. Together with our clients, we make bold leaps and work in spaces that make history by transforming lives and communities.

Who we are as a community is directly connected to what we say in the social arena and we are proud to work with organizations who truly live their values. At Medley, we strive to decrease the gap between ideals and actions, while discovering new information and opportunities to help our clients achieve the impossible.

We maintain a 90% client retention rate because of the thoughtful ways we integrate our services and expertise to meet their needs. We leverage storytelling with impact to recruit and retain new clients, where shared values and goal alignment lead to fulfilling experiences for both the client and our team.



Services

The Medley Way builds on our guarantee to clients:

We will always work collaboratively with your team and be guided by your purpose as an organization to grow and engage your audiences with measurable results.

PUBLIC RELATIONS:

- Media, Community, & Consumer Relations
- Media & Public Speaking Training
- Content Development & Marketing
- Copy Editing & Proofreading
- Advertising Support
- Stand-in Spokesperson in both English and Spanish
- Crisis Communications

BRANDING:

- Website Development & Design
- Graphic Design • Website, Eblast, Social Media Development & Design
- Video Filming, Editing, & Production
- Photography

DIGITAL MEDIA MARKETING:

- Website Content Maintenance
- Website Search Engine Optimization & Marketing
- Social Media Campaign Training, Strategy, & Implementation
- Digital Community Engagement
- Online Advertising
- Newsletter Development & Distribution

LIVE STREAM & VIDEO PRODUCTION

- Video Filming, Editing & Production
- Selecting and Customizing Streaming Tools
- Video Programming and Content Strategy
- Video Engagement and Production Support

Client / Action Stats

10

MINIMUM OF 10 MEDIA PLACEMENTS PER 6 MONTHS RETAINED CLIENTS



YEAR TO YEAR, WE RETAIN 90% OF OUR CLIENTS

30%

CLIENTS SEE AN AVERAGE REVENUE INCREASE OF 30% AFTER LAUNCHING SOCIAL MEDIA CAMPAIGNS



WE SERVE 2 OF THE 5 ARTS DISTRICTS IN HOUSTON FUNDED BY THE MAYOR'S OFFICE OF CULTURAL AFFAIRS



AVERAGE EMAIL OPEN RATE OF 40% OR HIGHER



WE'RE THE ONLY BOUTIQUE AGENCY IN HOUSTON AND LOS ANGELES SPECIALIZING IN MULTI-CULTURAL MARKETING

OUR CLIENTS



Case Studies



IMPACTFUL MEDIA RELATIONS

Media relations is at the heart of our work at Medley. We've spent 15 years cultivating relationships with journalists and media outlets, helping our clients earn the visibility they deserve and positioning them as leaders in their industries.

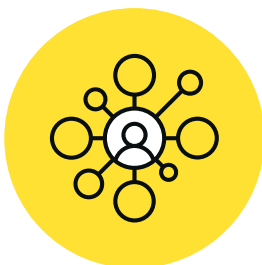
KROGER

In the Fall of 2018, Kroger enlisted Medley Inc. to lead a comprehensive media relations campaign to introduce two new offerings to Houston consumers: the Dip clothing line, designed by Joe Mimran, and Geoffrey's Toy Box, a Toys "R" Us holiday program. Medley's task was to position Kroger as a competitor in both fashion and toy retail spaces while highlighting affordability, accessibility, and family-friendly convenience.

Through a tailored PR strategy, Medley secured high-profile TV, print, and digital media coverage across major outlets, including ABC 13, Houston Chronicle, and KHOU. The strategic media placements emphasized the benefits of Kroger as a one-stop shop for clothing and toys, making these products accessible to diverse communities throughout the Houston area.

OUTCOMES

MEDLEY CONTRIBUTED TO KROGER'S OVERALL BRAND SUCCESS INCLUDING:



50.9

REACH VIA
GEOFFREY'S
PLACEMENTS



\$5.2M

IN APPAREL
SALES



23%

LIFT IN CHILDREN'S
APPAREL DURING
THE HOLIDAYS



\$50K

IN SALES FROM 18
STORES FOR THE
TOY BOX CAMPAIGN

NEWS & PRINT PLACEMENTS

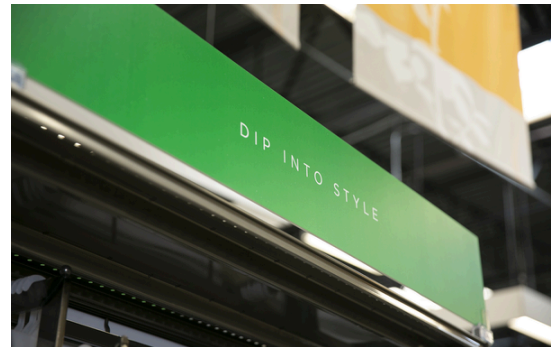


Houstonia.

★ KINGWOOD ★
THE OBSERVER

The Katy
RANCHER

KHOU★11.



Case Studies

CULTURALLY RESPONSIVE STORYTELLING

At Medley, we believe that storytelling is most powerful when it's authentic and culturally relevant. Over the last 15 years, we've worked with clients to craft narratives that resonate deeply with their diverse audiences, ensuring that their messages are not only heard but felt.

THIRD WARD CULTURAL DISTRICT

ABOUT/OVERVIEW OF OUR WORK WITH TWCD:

In the summer of 2024, Medley partnered with the Third Ward Cultural District (TWCD) to develop a vibrant brand identity that reflects the community's rich cultural heritage. We were tasked with establishing the entire brand for Houston's newest cultural district. Collaborating with strategic partners, we launched a bold logo inspired by the district's murals and African mosaic art, along with a landing page to engage visitors and capture audience insights. Additionally, we created and grew TWCD's social media presence through targeted content and advertising campaigns. Our work continues to amplify TWCD's story, resonating with both local and broader audiences.

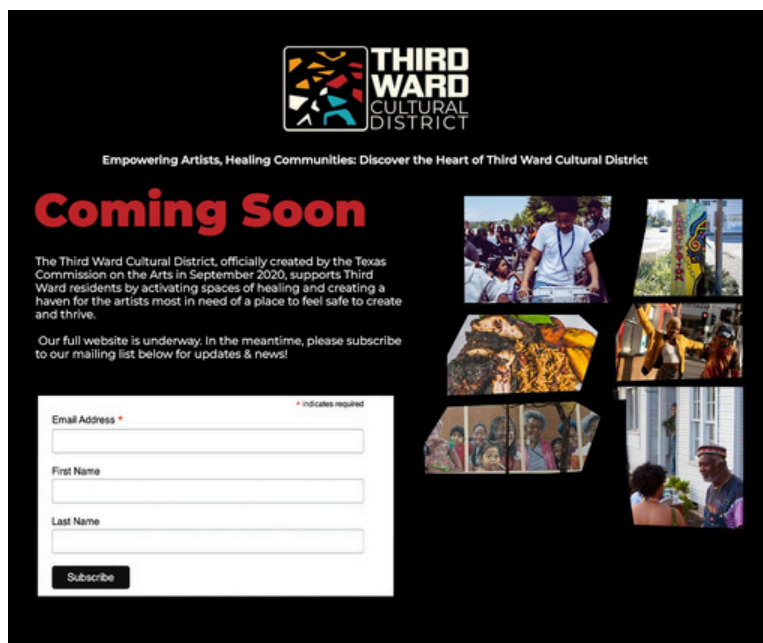
Then

Third Ward
Cultural
Arts District

Now



Website Splash Page Launch



Case Studies

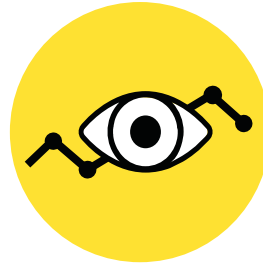
SOCIAL MEDIA LAUNCH

JUNE 2024 - SEPTEMBER 2024



7.5%

(avg. rate is 3.5%)
ENGAGEMENT RATE



30,978

TOTAL IMPRESSIONS



Case Studies



OVERALL COMMUNICATION FOR A THRIVING DESTINATION

In 2022, the Memorial Heights Redevelopment Authority (MHRA) embarked on the transformative Shepherd Durham Project. This multi-year initiative aimed to improve infrastructure, enhance mobility, create sustainable streetscapes, and mitigate the risks of flooding in the Shepherd Durham corridor. However, the project required robust public awareness and stakeholder engagement to ensure its success. MHRA turned to Medley Inc. to spearhead its communications and outreach efforts.

THE SOLUTION & OUTCOMES

Medley Inc. implemented a multi-pronged strategy to elevate the Shepherd Durham Project's profile. This approach included:

NEWSLETTER

21.3%

Click Rate
(3000 recipients)

MEDIA

150

Mentions
(TV, print, and online outlets)

FACEBOOK & X

1.5M

Impressions
(Facebook and X)

1

ENGAGING CAMPAIGNS:

Medley developed tailored newsletters to keep the community informed. These newsletters reached over 3,000 recipients between 2021 and 2024, achieving an average **click rate of 21.3%**, significantly higher than industry standards.

2

MEDIA OUTREACH:

Medley amplified project awareness through consistent media mentions, securing **150 mentions** across TV, print, and online outlets. Notably, TV coverage peaked in 2023, with **40 mentions during critical project milestones**.

3

SOCIAL MEDIA ADVOCACY:

Medley enhanced MHRA's digital presence, growing its audience by over **890 followers across Facebook and X**. The agency facilitated 305 published posts and 349 direct engagements, resulting in over **1.5 million impressions**, making the project's updates accessible to a wide audience.

THROUGH THESE EFFORTS, THE SHEPHERD DURHAM PROJECT ACHIEVED:

- **Increased Public Awareness:** Media mentions and digital outreach elevated the project's visibility among key stakeholders and the general public.
- **Community Engagement:** Direct communication through newsletters and social media ensured transparency and fostered trust.

The Shepherd Durham Project is a testament to the power of strategic communication in urban redevelopment. By leveraging its expertise, Medley Inc. enabled MHRA to connect with the community, ensuring that the project's benefits were widely understood and supported.



Case Studies



DELIGHTFULLY FRESH DIGITAL MARKETING

At Medley, we've made it our mission to stay ahead of the curve in digital marketing. From creative social media campaigns to engaging content strategies, we've consistently delivered fresh ideas that drive results.

ARTS DISTRICT HOUSTON

Arts District Houston, a state-recognized arts and cultural district along the Washington Avenue Corridor, partnered with Medley Inc. in 2019 to boost visibility and community engagement through a comprehensive PR and digital marketing campaign. With the goal of building collaborations between local artists and businesses, the campaign aimed to raise public awareness of the district's cultural significance, increase local business partnerships, and drive foot traffic.

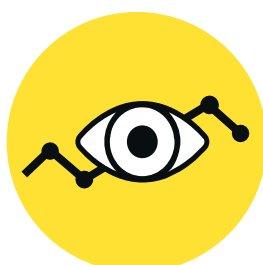
Medley implemented an integrated strategy that included social media campaigns, public relations efforts, and special events, such as the unveiling of new murals to spotlight the district's vibrant arts scene. We also emphasized the district's role in enhancing the livability of surrounding neighborhoods while celebrating its rich cultural heritage. Through targeted social media engagement, we significantly boosted online activity, leading to a sharp increase in check-ins, mentions, and geotags across platforms.

OUTCOMES



40%

INCREASE IN INSTAGRAM
FOLLOWERS



662%

INCREASE IN
IMPRESSIONS



40%

INCREASE IN TWITTER
ENGAGEMENT



Case Studies



ELEVATED SOCIAL PROFILES

In today's digital-first world, a strong social media presence is essential. Over the last 15 years, Medley has helped numerous clients elevate their social profiles, transforming them into powerful tools for engagement, brand loyalty, and growth.

MY BROTHER'S KEEPER TULSA + IMPACTTULSA

THE OBAMA FOUNDATION

In January 2024, we partnered with the Obama Foundation to provide public relations, social media, and digital marketing services for My Brother's Keeper (MBK) Tulsa, an initiative of The Obama Foundation, locally housed within ImpactTulsa. Through this partnership, we successfully launched MBK Tulsa's digital presence including social media channels and a monthly newsletter, establishing strong communication channels to engage the community and stakeholders.

Later in 2024, we began our with ImpactTulsa in to relaunch their digital presence in tandem our contributions to MBK Tulsa. This partnership strengthened both organizations' outreach efforts, with cohesive digital strategies enhancing community engagement. It allowed Medley to expand our footprint in Tulsa, OK.

MBK TULSA OUTCOMES:

MEDIA OUTCOMES (SINCE LAUNCH)



\$220K
TOTAL MEDIA
VALUE



5M
TOTAL MEDIA
REACH

DIGITAL OUTCOMES



2.8K
TOTAL FOLLOWERS



300K
TOTAL IMPRESSIONS



20K
TOTAL ENGAGEMENTS



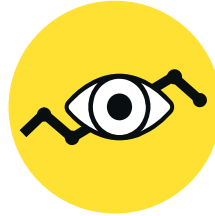
15.25%
ENGAGEMENT RATE

IMPACT TULSA

ORGANIC DATA SINCE LAUNCH



2.8K
TOTAL
FOLLOWERS



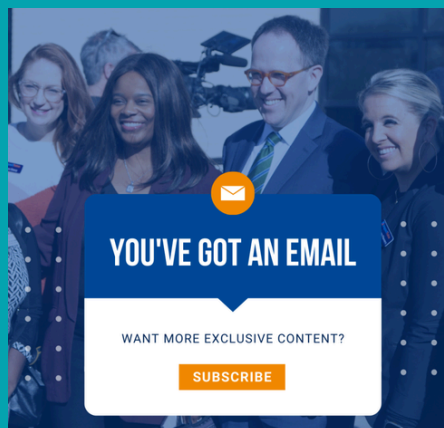
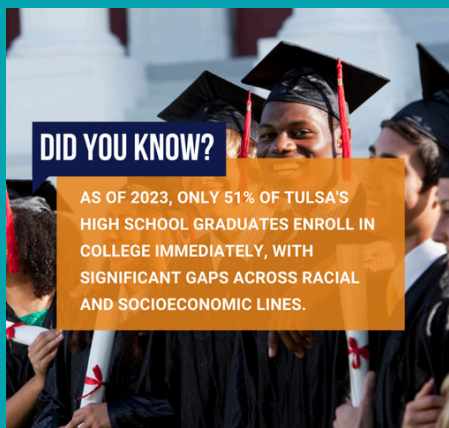
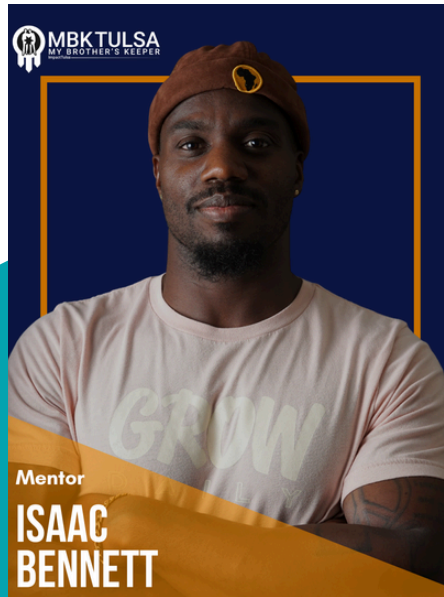
300K
TOTAL
IMPRESSIONS



20K
TOTAL
ENGAGEMENTS



15.25%
ENGAGEMENT
RATE



Award-Winning Expertise

Medley has consistently delivered award-winning results for our clients, and our work has been recognized by numerous industry organizations. Our commitment to excellence is at the core of everything we do, and it shows in the accolades we've earned.



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CLIENTS INCLUDE:



Ready to make waves with your brand?

MAKE WAVES WITH YOUR BRAND? CONTACT US TO LEARN HOW MEDLEY CAN HELP YOU ACHIEVE RESULTS LIKE THESE.

**BUILT ON SOUL -
A PASSION FOR
POSITIVITY,
RE-INVENTION,
MULTICULTURAL
MESSAGING
PUBLIC ENGAGEMENT.**



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