



## CAPABILITIES + PORTFOLIO OVERVIEW

[MEDLEY-INC.COM](http://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, woman-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 in helping organizations tell 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 of 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 4,000 girls and budding entrepreneurs in the areas of technology, social media and leadership development.



# Ivis Batista

SENIOR CLIENT & PROJECT  
MANAGER

Ivis Batista is a seasoned communications strategist with over six years of experience leading campaigns across government, healthcare, and mission-driven sectors. She specializes in equity-centered messaging, cross-sector collaboration, and digital-first strategy, helping organizations communicate effectively in high-stakes, high-impact environments. From managing statewide public health initiatives to developing integrated campaigns for community-based organizations, Ivis brings a sharp strategic lens, deep understanding of audience engagement, and a proven ability to deliver results. Her expertise lies in translating complex issues into clear, actionable messaging that resonates with diverse communities.



# Kristyn Beecher

PR & DIGITAL MARKETING  
ACCOUNT EXECUTIVE

Kristyn Beecher is an Emmy and Edward R. Murrow award-winning communications professional with over eight years of experience in broadcast journalism and strategic content development. A proud graduate of Hampton University, Kristyn built her career as a news producer, writing headlines, managing breaking news, and leading teams committed to telling stories that matter.

At Medley, she brings that same storytelling rigor and cultural insight to mission-driven campaigns that elevate community voices and drive meaningful engagement. She also serves on the Board of Directors for Project Sleep, where she advocates for sleep health and contributes to national media strategies that center lived experiences.



# Mel Campagna

PR & DIGITAL MARKETING  
ACCOUNT EXECUTIVE

Kristyn Beecher is an Emmy and Edward R. Murrow award-winning communications professional with over eight years of experience in broadcast journalism and strategic content development. A proud graduate of Hampton University, Kristyn built her career as a news producer, writing headlines, managing breaking news, and leading teams committed to telling stories that matter.

At Medley, she brings that same storytelling rigor and cultural insight to mission-driven campaigns that elevate community voices and drive meaningful engagement. She also serves on the Board of Directors for Project Sleep, where she advocates for sleep health and contributes to national media strategies that center lived experiences.

## Thank You

Alexis  
Cynthia  
Tierra  
Sheila  
Whitley  
Rocquelle  
Denecah  
Summer  
Amber  
Ronai  
Iris  
Mageida  
Chaniece  
Jasmine

Medley



# 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, E-blast, 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:



**50.9M**

IN REACH VIA  
MEDIA  
PLACEMENTS



**\$5.2M**

IN APPAREL  
SALES



**23%**

LIFT IN SALES OF  
CHILDREN'S  
APPAREL DURING  
THE HOLIDAYS



**\$50K**

IN SALES FROM 18  
STORES FOR THE  
TOY BOX CAMPAIGN

NEWS & PRINT PLACEMENTS

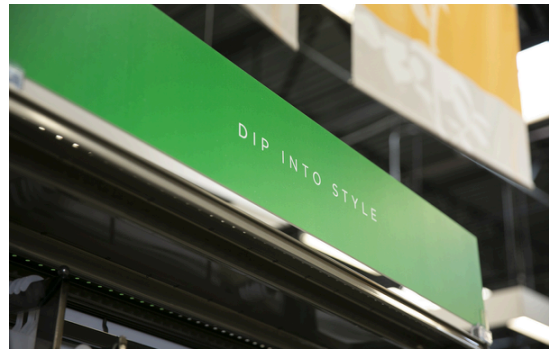


**Houstonia.**

★ 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. In addition, 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.

### BRAND DEVELOPMENT

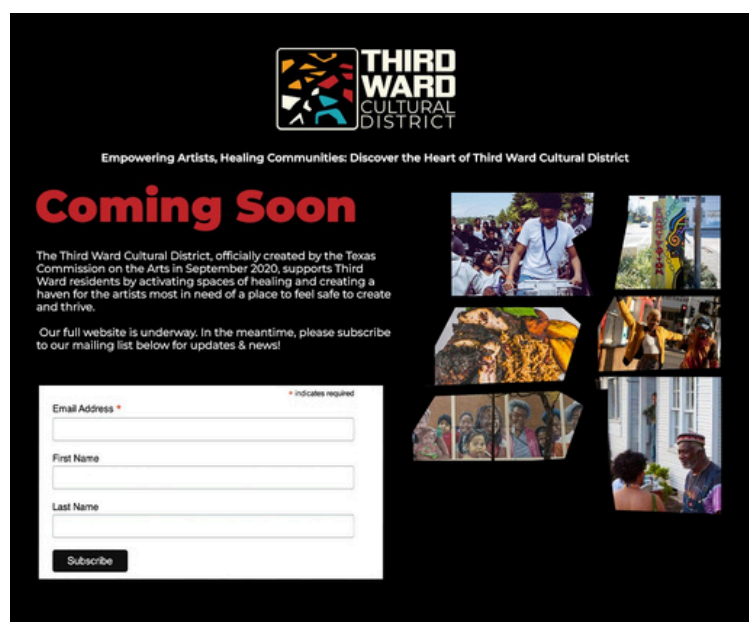
Then

Third Ward  
Cultural  
Arts District

Now



Website Splash Page Launch



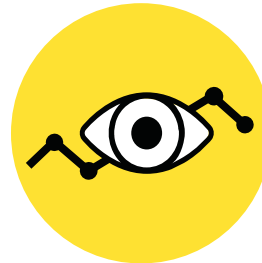
## SOCIAL MEDIA LAUNCH

JUNE 2024 - SEPTEMBER 2024



**7.5%**

ENGAGEMENT RATE  
(avg. rate is 3.5%)



**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:

#### EMAIL MARKETING

**21.3%**

**Click Rate**  
(3,000 recipients)

#### PUBLIC RELATIONS

**150**

**Mentions**  
(TV, print, and online outlets)

#### SOCIAL MEDIA

**1.5M**

**Impressions**  
(Facebook and X)

**1**

#### ENGAGING CAMPAIGNS:

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

**2**

#### PUBLIC RELATIONS:

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 resulting in nearly **14,000 direct engagements** and 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.

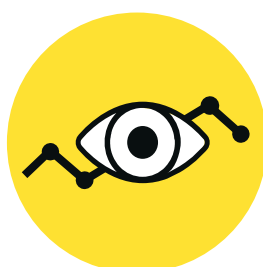
Medley implemented an integrated strategy that included social media campaigns, public relations efforts, and special events, such as the unveiling of new murals to spotlight the district's vibrant arts scene. We also emphasized the district's role in enhancing the livability of surrounding neighborhoods 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



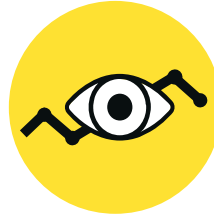
**15.25%**  
ENGAGEMENT RATE

## IMPACTTULSA

### ORGANIC DATA SINCE LAUNCH



**2.8K**  
TOTAL  
FOLLOWERS



**300K**  
TOTAL  
IMPRESSIONS



**20K**  
TOTAL  
ENGAGEMENTS



**15.25%**  
ENGAGEMENT  
RATE

#### STAFF PICKS

### National Read Aloud Month



"The Giving Tree tells the story of a boy and a selfless tree that gives him everything he needs as he grows, illustrating for me how God's love and selfless provision through every stage of our life is always present."



Mentor

**ISAAC  
BENNETT**

#### DID YOU KNOW?

Students who are chronically absent for just **one year** are

**7x**

more likely to drop out of school

ImpactTulsa.



ImpactTulsa

#### WHAT'S NEW IN FEBRUARY?

SIGN UP TO OUR NEWSLETTER  
TODAY AND FIND OUT

SUBSCRIBE



# 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.



**PRSA Excalibur Award**  
(Multicultural Marketing)

**Greater Houston Partnership**  
(Business Leader Award, Ashley Small)

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

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

## 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.**



**MEDLEY INC.**

MEDLEY-INC.COM

INFO@MEDLEY-INC.COM

281-694-7838

2808 CAROLINE ST. HOUSTON, TX 77004