



Communications Redefined

Results focused Public Relations + Marketing



What We Offer



Media Relations



Public Relations & Events



Crisis Communications & Reputation Management

Let us tell your story through today's media and gain the positive, credible awareness you need with the audiences who matter to you. Whether you're launching a new business, new product or service, upcoming event or simply want to secure constant media coverage and become a resource as an expert in your field, we will make it happen!

Excite, educate and raise awareness with your customers, supporters and key audiences. We help you build meaningful relationships through traditional and non-traditional media, social media channels, newsletters, targeted messaging and community events.

Be prepared when you're faced with a crisis. We provide proactive crisis communications planning and training that minimizes risk. When a crisis strikes that could threaten your business or personal reputation, Communications Redefined will work with you to control the message and manage your reputation every step of the way.



What We Offer



Community Relations



Social Media & Influencer Marketing



Marketing Strategy & Content Development

We work with clients to develop and execute plans to ensure their valuable resources shared with the community are effectively aligned with their organization's mission, vision and goals. We build strategic relationships between companies and their communities that are beneficial for both.

In today's social media landscape, it takes a solid strategy with focus on business objectives to make an impact. Senior level PR professionals create comprehensive plans and run day-to-day engagement. Let us help you plan a social media campaign that generates results and builds relationships with those who matter to your organization.

We will build your game plan for reaching the right people and turning them into your customers. We'll develop or evolve your value proposition, key brand messaging and information you need to reach your target audiences and customers.



What We Offer



PR Evaluation & Measurement



Media Training



Employee Engagement

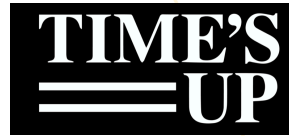
We start with strategy focused on results. It's not enough to simply implement public and media relations tactics. Your business objectives drive everything we do - from the campaigns we plan to the stories we pitch. We always begin with the end in mind.

We'll give you the insight and tips to handle the media as a pro! Whether it's a planned or gotcha-style interview, you can take control and be prepared. We'll show you how.

Drive employee passion and commitment to your organization, not just job satisfaction. Do you know the difference? We can show you with research, action planning, communications and grassroots results.



Who We've Worked With



Clients Featured In



THE WALL STREET JOURNAL.



INDIANAPOLIS
BUSINESS JOURNAL

The Washington Post



MidwestLiving

Chicago Tribune



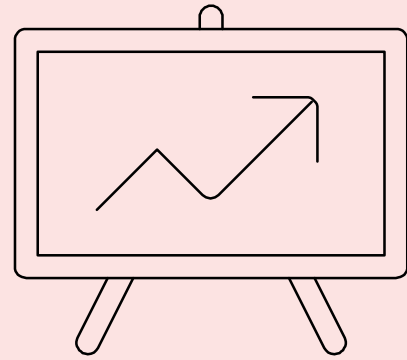
The New York Times

and, many more!



Who We Are

- We are results *obsessed*.
- We are available and responsive!
- We are relationship builders and big picture thinkers.
- We work remotely with little overhead. Our time is your money.
- We strive to deliver before it's asked for. Our job is to make our clients' jobs easier and more successful.



STRATEGY. AWARENESS. RESULTS.



Angela Tuell, APR, Founding Principal



Years in PR: 18

As a former journalist and an award-winning public relations professional with nearly 20 years of experience, Angela Tuell's media relations success comes from her natural instinct to think like a reporter. She founded Communications Redefined in 2013 after 10+ years serving corporate, non-profit, travel, B2B and professional services organizations in-house. She is known for her media relations expertise, strategic public relations counsel and crisis communications strategy. Angela has trained hundreds of executives in media relations and led dozens of organizations successfully through crisis. She helps organizations gain local, regional and national exposure; develop and implement strategic public and media relations campaigns; improve social media and reputation building efforts; develop crisis communications plans; and lead executive communications. Angela has extensive relationships with national, regional and local editors, reporters, influencers and other key media, making her an invaluable source for generating positive media for clients. She has been awarded many of the industry's leading PR awards including from the Public Relations Society of America, PR News and HSMAL. Angela holds the accreditation in public relations (APR) designation.



Amanda Stevenson-Holmes, Vice President



Years in PR: 21

Amanda has led an impressive career in strategic communications, marketing, employee communications and public relations for both corporate and nonprofit companies. Amanda has served organizations and clients in a variety of industries including healthcare, technology, accounting, insurance and retirement services, non-profit, government, legal, food service, travel, and tourism. At Communications Redefined, she's experienced success increasing brand awareness, lead generation, customer retention and associate engagement through multi-channel marketing communication strategies and tactics for both B2B and B2C. Paying her vast expertise forward, Amanda also serves as Instructor of Strategic Communication with Butler University's College of Communication. Amanda holds a hefty number of awards and honors including being recognized by the Hoosier Public Relations Society of America, earning a spot as a OneAmerica ASPIRE Award Nominee three years in a row and being awarded the International Association of Business Communicators Epic honor in the employee/ member communication plan category—Just to name a few!



Our Team Members



Heather Gustafson, MBA

Years in PR: 10

Position: Account Director

Bio: A veteran PR expert with a specialty in nonprofit and government, Heather provides long-term strategic communications counsel with a focus on public relations, social media and events. Heather is a graduate of the University of Southern Indiana and earned an MBA from the University of Indianapolis.



Emily Dennison

Years in PR: 6

Position: Account Manager

Bio: Emily specializes in media relations writing, research and strategy, as well as social media management, graphic design and video. She started her career as a television journalist in East Tennessee and holds a bachelor's degree from Emory & Henry College.



Laura Barnard, APR

Years in PR: 19

Position: Account Director

Bio: For nearly 20 years, Laura has led successful PR and Marketing campaigns for companies from nonprofits to travel/tourism, B2B and consumer-based. Laura earned a Master's degree from Indiana University and is accredited in PR from the Public Relations Society of America.



What Our Clients Say

"I am so proud, and even more grateful, for the work your firm did on Marissa's case. Without question, I think your work was the catalyst for Hoover's decision to drop the lawsuit. There is no question that the sunlight you put on the case was an effective disinfectant and led to justice for Marissa. I hope to be involved in another case where I have the privilege of using your services.

Gail Langendorf, Busald Funk Zevely, P.S.C. attorney



"Communications Redefined is a delight to work with and has been unflappable from the moment we first spoke and through the world wind of activity we were experiencing. They have done an incredible job of reaching out to top tier publications and news outlets (print, web and TV) here and in Canada to drive quick action in making Hodei Technology a name on everyone's lips. I am personally grateful and quite pleased at the results. The number of media impressions (depth and breadth) about us grow every day. Thank you for helping us put our company on the big stage."

Guy Mascaro, Hodei Technology President & CEO

"Angela is a tremendous asset, bringing deep experience in the areas of Public Relations and Media Communications. I found her knowledge of positioning corporate communications and media understanding to be invaluable. She is the greatest conduit between two very different worlds (corporate and the world of media). All too often companies are not able to take full advantage of all the benefits that media exposure can bring. Angela is highly effective at translating corporate communication and working with executives to bridge the divide and bring the world of media in focus for maximum benefit"

Erich Merkle, U.S. Sales Analyst at Ford Motor Company



What Our Clients Say

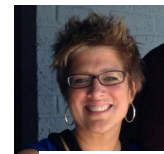
“Communications Redefined has brought the exposure KKBB needed to take us to the next level.”

Tanya Foster, Owner, Kiss Kiss Bang Bang Salon



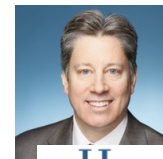
“Communications Redefined is second to none for their writing skills, media connections, and measurable results. It is very rare to find a company that is superior at both planning big-picture, long-range strategy as well as managing every modest component. I am confident that no other PR company could bring more value to our efforts than Communications Redefined.”

Kristen Shaw, formerly with Indianapolis Fitness & Sports Training



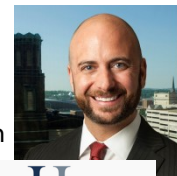
“Communications Redefined has the drive, connections, and know how to make a PR campaign effective. You know they are looking out for all options to get you the best coverage. They offers PR that is worth your investment.”

Dr. Mark Hamilton, Hamilton Facial Plastic Surgery



“As a positive anecdote to their efforts, several times while running my solo practice, other attorneys and potential clients would comment, 'I see your name all the time. You are really getting out there.' Communications Redefined’s efforts were the bulk of the 'getting out there,' which proved to be invaluable in building a local presence. I can say without question, of all the marketing efforts I made in my time running my solo practice, I received the most value and return from their PR efforts.”

Joseph Hankins, formerly founder of Hankins Law LLC

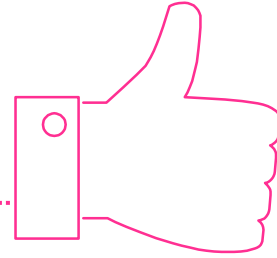


Working With Us

- We are flexible!
- We work within the client's budget.
- We offer a variety of agreement types from hourly fees to monthly retainers.
- We love variety and are open to short-term projects as well as long-term campaigns.
- Let us tell your story and redefine your success!



Questions? Let's talk!



Contact us at:

(317) 567- 9126

info@commredefined.com



@communicationsredefined



Communications Redefined



@CommRedefined

