

How did we get started?



I started Market-Good because I was appalled at what nonprofit agencies and small startups are expected to pay for marketing services. After years working closely with mission-driven organizations—and with a career that includes roles in law, education, media, and nonprofit leadership—I saw firsthand how critical messaging and visibility are for organizations striving to make a difference. I also saw how cost was too often a barrier to that visibility.

With a background that includes a Bachelors in Broadcast Communications, a Masters of Social Work, and a Master's in Interdisciplinary Studies in Marketing & Communications, I understand both the strategic and emotional weight behind a mission—and how to translate that into meaningful outreach. My career has taken me from producing award-winning media and managing full-scale campaigns, to leading marketing departments and creating compelling content for nonprofit development. I have built digital strategies, produced podcasts, designed websites, and taught social policy and justice at the university level. All of this informs the work I now do through Market-Good.

At Market-Good, I bring together this multifaceted experience to offer affordable, high-quality marketing services—from branding and design to digital campaigns, content strategy, and video production—tailored specifically for nonprofits and early-stage businesses. We're a service disabled veteran-owned, woman-owned business that believes your message deserves to be heard, and that budget should never silence impact.

Let's build something good, together.

A handwritten signature in black ink that reads "Alma". The signature is fluid and cursive, with a large initial 'A'.

Owner & Operator, Market-Good