



Public Relations / Marketing / Social Media



## *Who do you want to REACH in 2024?*

### *About us*

First Position Media helps clients achieve their short and long-term PR and marketing goals utilizing seasoned professionals along with well-established, creative digital and graphic design agencies. Our specialties include:

- Marketing and Digital Communications
- Traditional Public Relations (PR)
- Media Relations (social and traditional)
- Social Media Marketing and Advertising
- Social Media Management and Training
- Brand Consulting, Alignment and Partnerships
- PR and Marketing Strategic Consulting
- Email Marketing Campaigns
- Content Development
- Blog Management
- Inbound Marketing
- LinkedIn Profile Management and Enhancement
- Personal/Individual Brand and Reputation Management
- Event Planning

### *What are you reaching for this year?*

First Position Media can help you reach your PR, Marketing and Social Media goals with a variety of initiatives, including:

- Launching a new product or service
- Helping your company establish a stronger or more credible brand
- Developing a PR, marketing and social media strategy
- Raising awareness for a business initiative
- Implementing any current PR or marketing initiative
- Uplifting your CEO's profile to become an industry luminary
- Firing up creative energy and ideas into your current marketing efforts
- Upgrading your personal brand image, network and online presence

First Position Media | Confidential

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860-559-9198



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Sarah Wadle is a dynamic and resourceful leader who creates energizing communications solutions that help individuals, companies and organizations develop new opportunities and establish brand recognition and credibility in the marketplace. She is the founder of the Connecticut based PR and marketing agency, First Position Media. Over the years of branding businesses and organizations, Sarah has uncovered a need for individuals to learn more about how to understand their very own personal brands and how to differentiate themselves to stand out from competition, communicate more effectively in team environments and gain confidence. She pursued How To Fascinate® and is now a Fascinate Certified Advisor working with

a variety of clients (CEOs to students) to understand and develop their own personal brands for communications success.

**Background:** In addition to working in the financial services industry for over 15 years, Sarah expanded her marketing experience building public relations, marketing and social media campaigns for various organizations in the financial services, marine trade, personal wellness, performing arts, beauty, fashion, manufacturing, tourism, restaurant and wine industries. She has strong connections and relationships with traditional media editors, reporters and influencers as well as first-hand experience managing social media, websites and blogs for companies.

Sarah is a tenured business professional with 28+ years' experience in finance and marketing. She has worked in highly visible roles at global financial services firms, helping cross-functional teams in sales, marketing, administration and technology to drive revenue growth. Sarah's passion for technology implementation, facilitation and training others has been a constant source of personal success and gratification throughout her career. Her meticulous attention to detail and an instinctive knowledge of marketing trends provide focus to her clients on multiple levels.

She is a member of The Shoreline Network of Communications Professionals, Valley Shore Professional Women's Network and practices continuing education through various offerings from the International Association of Business Communicators.

Sarah resides in Ivoryton, CT with her husband, Jim, and their two children; Chelsea and John, where they are active in the community. Spending time with family and friends is paramount and Sarah's passion for great music, dance, theater and outstanding culinary experiences lead to wonderful journeys exploring the Eastern Seaboard.

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## *Why hire us?*

We have the knowledge, experience, and creativity you need to dream up or run a successful campaign. First Position Media has carefully identified and works with the best team of experienced PR and marketing professionals culled from a deep network of diversely experienced and highly qualified individuals and agencies. We will help you save time, money and achieve your PR and marketing goals in effort to achieve the growth you desire.

Save time, money and achieve your goals

- We are flexible. You can work with an experienced PR and marketing professional for hourly brainstorming sessions, on a project basis or on a monthly retainer.
- We speak your customer's language. We do the research - we learn, understand and continue to grow to know your audience. Based in Connecticut with nationwide experience and reach, we are highly networked throughout the state and country with the individuals, businesses and organizations that you are trying to reach.
- We love to raise your profile and increase your visibility. Our client placements include, but not limited to: The Wall Street Journal, Fox Business News, The Today Show, CBS Eye on Parenting, Main Street.com, The Hartford Courant, Connecticut Magazine, Fox 61 News, WTNH, WFSB, WVIT, Better Connecticut, CT Style, Mommy Minute, The Middletown Press, The Valley Courier, Pregnancy Magazine, Pregnancy & Newborn Magazine, KIWI Magazine, Fit Pregnancy, Various top rated blogs and social media sites.

CURRENT & PAST CLIENTS: Angelini Wine, Aroma Beauty & Wellness Spa, Audiology Concierge, Alicia Farrell, PhD, Connecticut Ballet, CT Spring Boat Show, Connecticut Sun, Dreamscapes Design Group, Essex Boat Works, Essex Elementary School Foundation, Girl Scouts of Connecticut, Hamburg Fair, Hollister House Garden, Hunter Law, JUVEA/Talalay Global, La Marea, Little Scientists, Long Island Wedding Planners, Lyme Academy of Fine Arts, Reno Machine, Reno Properties Group, Sankow's Beaver Brook Farm, Sunny Dispositions, Sussman Properties and Total Design Source.

*We are passionate about our work, with a persistent commitment  
to meeting our clients' goals.*



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## Testimonials

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*"She put her whole heart into every project and left no stone unturned in her quest to secure PR for her clients....I appreciate her no-fluff, direct approach; it serves her clients well too."*

-Jenny Finke, Founder and CEO, Red Jeweled Media (PR Agency)

*"Always on the cutting edge of communications technologies, Sarah is not only able to do, but also teach her clients to use these skills on a sustainable basis. She is a hard and focused worker who thinks beyond the four corners of "the box" and is never afraid to confront obstacles."*

- Mary Barneby, CEO Girl Scouts of CT  
Formerly affiliated through UBS Financial Services

*"She has the rare talent of listening to her clients, understanding their business, professional goals and bringing their vision to life. She kept our projects on task and made sure that all the timelines were coordinated. I have the utmost respect and admiration for her talents..."*

- Nancy Jablonski, Owner, Audiology Concierge

*"Like the best of dance (and business) partners, there are times she leads and other times, she's content to move to the music and lose herself in the moment!"*

- Brett Raphael, Artistic Director and CEO, Connecticut Ballet

*"Sarah exceeded my expectations in launching press and exposure for a major Hollywood level feature film that I recently produced. By utilizing clever ideas ingrained within a traditional framework, the outreach and scope was tremendous. I cannot imagine making another film without First Position Media at the helm of the publicity."*

-David Gere - Producer

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