FIRST POSITION MEDIA

Who do you want to REACH in 2026?

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, photographers, and videographers. Our specialties include:

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

First Position Media | Confidential
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What are you reaching for?

FPM can help you reach your PR, marketing and social media goals with a variety of initiatives, including:

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

At First Position Media, we value integrity and craft. Our team excels in polished creativity rooted in purpose—the kind that drives real results. We're a close-knit team of six women, each bringing a distinct set of skills to the table, from public relations and digital marketing to graphic design, advertising, engagement, brand strategy, social media, and photo/video production. Together, we combine strategy with execution to build brands that stand out and stories that resonate.

Meet our brand strategy experts.



Sarah Wadle is the founder of First Position Media and a communications strategist with 29+ years of experience in finance and marketing. She helps individuals, companies, and organizations build brand credibility and visibility through strategic public relations, marketing, and social media initiatives. A How To Fascinate® Certified Advisor, Sarah also guides clients in defining and leveraging their personal brands for greater impact and confidence.

Brand strategy experts.



Erin Depot is a marketing and social media specialist with nine years at FPM, driving engagement and visibility through creative campaigns, product launches, events and influencer partnerships.



Jennifer Carmichael is a writer, editor and PR consultant with 25+ years of experience, specializing in strategic storytelling, media relations and content development.



Maddy Mangiafico is a marketing and communications specialist focused on SEO-driven content, email marketing and social media strategies that elevate brand visibility.



Hannah Martin is a graphic design and digital marketing specialist who blends strategic thinking with strong visual design to strengthen brand identity and drive growth.



Jenna Bennard is a marketing and design specialist who builds brand awareness through strategic digital marketing, graphic design and social media campaigns.

To learn more about the FPM team, visit firstpositionmedia.com/about/

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, taking a research-driven approach to understand and connect with your audience. Based in Connecticut with nationwide reach, we are deeply networked with the individuals, businesses and organizations you want to reach.

We elevate your profile and increase visibility through strategic media placements, with client coverage in outlets such as *The Wall Street Journal*, *The Today Show*, *Fox Business News*, *Hartford Business Journal* and *Connecticut Magazine*, along with top-rated blogs and social media platforms.

We are experts in the most popular digital platforms. As technology and trends have evolved, so has our scope of services. Our clients benefit from both effective advertising and strategic content creation on Instagram, Facebook, LinkedIn, Pinterest, Twitter, TikTok, YouTube, Google and others.

Current and Past Clients:

- Alicia Farrell, PhD
- Angelini Wine
- Aroma Beauty & Wellness Spa
- Audiology Concierge
- Construx
- Connecticut Ballet
- Connecticut Sun
- CT Spring Boat Show
- Dreamscapes Design Group
- Ellafi Federal Credit Union
- Essex Boat Works
- Essex Elementary School Foundation
- Fair Weather Growers
- 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 Company
- Reno Properties Group
- Roger Tory Peterson Estuary Center
- Sankow's Beaver Brook Farm
- Sunny Dispositions
- Sussman Properties
- The Griswold Inn
- Total Design Source

Testimonials

"I have been working with Sarah at First Position Media for 10 years...She is a true expert who has helped me conceptualize and position my business for success...In addition to being a PR/marketing whiz she does her job with integrity, honesty and commitment. She is dependable and always supports her clients well beyond the scope of her responsibilities — with her heart and her head. Not sure where I would be without her."

– Alicia Farrell, Ph.D., Clearview Counseling

"Sarah and her firm have been fantastic partners of the CT Spring Boat Show for nine years, executing pr and marketing functions for the event and providing general advice and counsel on the management and promotional aspects... her team did a remarkable job getting television news and social coverage across the greater Hartford and CT Shoreline areas. I would whole heartedly recommend Sarah and her team for your next campaign."

– Benjamin Cesare, Managing Director, CT Spring Boat Show; Publisher, WindCheck Magazine

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