



Money talks.

We'll get your key audiences to listen.

With increasing competition and regulation, financial services companies, banks, credit unions, insurers and consumer associations turn to MC500 Marketing + Media for help creating smart, compelling marketing communications strategies, attention-getting content and persuasive promotional campaigns that build powerful connections and drive results.

Our expertise includes:

- Content strategy + copywriting for print + digital
- Multichannel marketing
- Internal/external communications
- Public affairs
- Executive/CEO communications
- Promotional campaigns
- Special events
- Family Office communication

representative experience

- **Content writer** for Credit Union National Association's Googolplex kids' financial literacy web site
- **Print + digital magazine copywriter** for Thrivent Financial + State Farm Insurance publications
- **Marketing + PR strategist** for AmLaw100 global law firm's financial services + bankruptcy legal practices
- **Editor** of Fortune 500 insurance company's **daily internal magazine** for 2,000+ home office and field staff
- **Led media relations efforts** for a Fortune 500 company's major initiatives, resulting in local and national media coverage

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"Your team is so talented. You have a knack for producing content that comes to life and connects with our customers!"
- Fortune 500 VP of Communications
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about us

MC500's team is led by Co-Founders & Principals [Jennifer Bridgman](#) + [Brian Hoffman](#), who each bring more than 20 years' experience in business communications; public relations; and executive support.

Jennifer, an award-winning communications strategist and copywriter, has worked for the leaders of established Fortune 100 corporations, innovative start-ups, mission-driven nonprofits and political organizations. Her work has appeared on behalf of executives in national media outlets, speeches, fundraising appeals and general communication.

Brian is an experienced, high-energy promoter and marketer. Originally from South Africa, he served as transportation/security detail for government and embassies internationally, and has provided executive services to private and international Blue Chip corporations for 20+ years.



CONTACT US

From our headquarters in Washington, D.C. and San Antonio, Texas, MC500 Marketing + Media connects great businesses with good people through marketing communications, content + promotional campaigns.

www.mc500marketing.com • (866) 625-0066