

WWW.SUCCESSMENT.CO

BE BOLD. TELL YOUR STORY. DRIVE SALES



SUCCESSMENT

BOLD GROWTH MARKETING

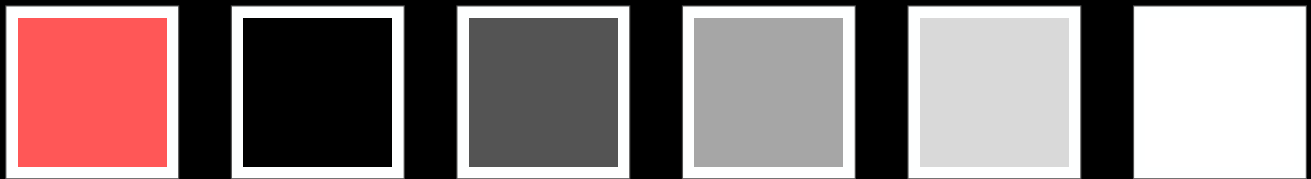
Strategy | Marketing | Content | Creative | Web

SUCCESS + COMMITMENT = SUCCESSMENT

2022 MEDIA KIT

SUCCESSMENT BRAND GUIDELINES

WE MAKE HIGH GROWTH, DIVERSE BRANDS, **BOLDER.**



Aa

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Website
Cooper Hewitt Heavy/ Light

Aa

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Documents
Oswald Regular



WHAT MAKES SUCCESSMENT BOLD?

WE MAKE HIGH GROWTH, DIVERSE BRANDS, **BOLDER.**

What is BOLD? **B.O.L.D** is our culture:

Brave

We are Success partners. Successment is relentless in the pursuit of our client's goals. As subject matter experts, we are the confidence our clients need to take calculated risks with enormous rewards.

Original

We take poignant concepts and convert them into high-growth machines. Our team is a purposeful collective of diverse marketers. We are obsessed with the enablement of innovative enterprise with sweeping visions of the future.

Limitless

We put the dream back into the focus of our clients by constantly ignoring the status quo. To scale is to delight in the Successment culture. We excel at working on the "impossible" because what others see as obstacles we see as opportunities.

Diverse

Our approach represents a prism of color, thought, experience, and professional discipline. Our proud inclusion of Black, Latinx, LGBTQ, Differently Abled and Female innovators gives us a distinct cultural advantage that empowers our clients to lead market categories and set trends.



OUR **PURPOSE** STATEMENT

WE **REPRESENT THE UNDER-REPRESENTED**

We are dedicated to provoking market disruption for under-represented startups and establishing their permanent place of power within the global economy.

We pledge to make diversity & inclusion of thought, race, religion, age, identity, gender, ability, color, class, and background a lifestyle.

We will only use our electrifying marketing magic for the forces of awareness, empowerment, and mindfulness.



THE SUCCESSMENT SQUAD

WE MAKE DIVERSITY A LIFESTYLE



Jonathan J Mentor
Founder & CEO

New York City native, Jonathan J. Mentor is a respected marketing expert and the founder of Successment, a premier growth marketing solution.

As an author, founder, business leader, nationwide speaker, and consultant, Jonathan's work has been featured in national publications as a disruptive influencer of color within the start up, B2B and eCommerce market segments.

Seen in B2B Growth Podcast, FitSmallBusiness, Business Insider, Business News Daily and Business Insurance Magazine.

Jonathan recently relocated to sunny Florida. Outside of work? Catch him biking through the city with his daughter Zariah Rose or coaching others on business strategy, self-improvement, and fitness

Jahnelle Seaman has been leading marketing attributed revenue growth for over 20 years. Her specialty verticals are SMBs, SMEs, and Fortune 500 companies. She has developed and managed thousands of pieces of conversion content across multiple industries including tech, renewable energy, and digital marketing.

Her superpower is leveraging data and systems to optimize marketing programs for greater revenue exposure. As the managing partner of the Successment team, her thought leadership keeps teams and processes growth-focused to the benefit of Successment's bold community of innovators, clients, and teammates.



Jahnelle Seaman
Managing Partner





THE SUCCESSMENT SQUAD

WE MAKE **DIVERSITY** A LIFESTYLE



Tasha C. Miller
Content Director

Brooklynite, Tasha C. Miller is a writer, artist, and content strategist. Tasha partners with early-stage B2B tech and eCommerce startups to grow their brands with "conversion by design" content. After spending nearly two decades working in New York City higher education and marketing for government agencies, Tasha knows what drives conversions.

In addition to her extensive tech and graphic and web design experience, Tasha is a published fiction writer and abstract artist.

Currently living and working in Central Florida, Tasha holds a BA in Literature and Creative Writing from Harvard University Extension School.

A proud Cuban-American, Javier's experience is well known throughout the media industry having held enterprise leadership positions with organizations such as Miami Dade College and Web Design of Miami.

Javier earned his BA in journalism and mass communications from FIU in 1994 and has kept his finger on the pulse of the media industry ever since. He leads cross-functional teams in the areas of web design, social media, graphic design, video, photography, special events technology and, media systems integration

Capable of managing up or downstream, Javier is a proficient web designer, creative artist, and media expert that handles frontline tasks as well as brand strategy projects with a proven track record of success.



Javier Rodriguez
Creative Director



THE SUCCESSMENT SQUAD

WE MAKE DIVERSITY A LIFESTYLE



Louis Ortiz
Business Development Dir.

Louis is a native New Yorker and has been building business relationships for over 14 years. With expertise in sales, Louis has generated millions of dollars for Fortune 1000 companies through process improvement, problem-solving, and brand development.

Louis graduated from Marist College with a BA in Public Relations and Journalism. Louis passion within the Successment leadership team is refining the agency's growth and demand generation processes in order to grow, nurture and coach the business development team.

Louis is someone inspired by the journey to success, feedback, education, motivation, and above all, his family (Melissa and Grayson).

Agnel is a seasoned UI/UX software engineer and design professional with more than 12 years of experience in the creative and technology industries, driving brand growth using technology as the main medium.

His drive to learn and give back to the tech community has led him to participate as a judge in various Award agencies and open source communities such as Webby Awards, WebSummit, Facebook Circles, NuxtJS, Webaward.org and YCombinator accelerator program.

He has worked on projects from well-known companies such as: Adobe, AT&T, UKG, Borden, Centrum, Advil, Panadol, Lexus, and many others.



Agnel L Nieves
Sr. UX/UI Software Engineer



THE SUCCESSMENT SQUAD

BOARD OF ADVISORS



Francois Modarresse
Board of Advisors

Francois Modarresse is a seasoned marketing executive and serial entrepreneur with over 20 years of experience in digital media technologies, web & mobile services and social media.

After spending time leading global product development and marketing with industry leaders such as Philips Electronics and Dolby he moved on to consult for multi-national operations such as to the European-American Enterprise Council and the Entertainment Identifier Registry (EIDR) and is involved with the acceleration of several startups.

Francois sits on Successment's board of advisors and advises the team on marketing operations, venture capital, strategic planning and service development.

Irfan Jafrey is a father, serial entrepreneur, philanthropist, accomplished author and contributing editor for Forbes, Inc., and CIO Media. Irfan's career in technology spans nearly 20 years. Of his achievements was engineering the digital marketing agency Performics- Doubleclick which has since been acquired by Google

A native of Pakistan and resident of Chicago, IL Irfan has found his passion in supporting promising technology ventures including his current project: Roosterly, a social media automation technology.

Irfan sits on Successment's board of advisors and provides the team insight on business development, legal counsel, sales, venture capital, and technology.



Irfan Jafrey
Board of Advisors



SUCCESS IN FOUR SIMPLE STEPS CALLED:

B . O . O . M .

1. Begin

Goal: Develop a data-informed marketing & distribution strategy, and revenue lifecycle plan

Action: Perform in-depth marketing research & discovery, and develop an organic digital strategy

2. Operate

Goal: Execute a data-informed strategy, develop content, and activate marketing channels

Action: Deploy brand, influence, content, social and product campaigns, and support sales

3. Obviate

Goal: Leverage data to develop and deploy paid lead gen campaigns on marketing channels

Action: Deploy paid social, search, influencer and media campaigns to amplify growth

4. Maximize

Goal: Proactively leverage data and market feedback to elevate success and effectiveness

Action: Analyze campaigns and partner feedback, refine tactics, and increase lead exposure



PARTNERS WHO MAKE US **BOLDER**

WE SPECIALIZE IN **STARTUPS**



 **accenture**


bolster


techstars

FASTCOMPANY



WHAT **BOOMING** SUCCESS LOOKS LIKE

PIPELINE EQUITY: **TECHSTAR** ALUM



12%

Percentage of increased
sales <> marketing
output efficiency

40%

Percentage of
lead volume
increase

38%

Increase in sales
velocity by utilizing a
brand specific lead
scoring model



SUCCESSMENT is a rare breed in that they can tap into creative genius without compromising on **process efficiency**. My favorite mantra of the team was, "**let's run in place**," which means let's hit the ground running without re-inventing the wheel.

The SUCCESSMENT team is **adept at data analytics**, managing diverse projects, and marketingOps. It was a pleasure to work with them and I look forward to seeing their magnificent accomplishments in the **world of marketing** and beyond!



Hannah Szabo
Content Director,
Pipeline Equity



WHAT **BOOMING** SUCCESS LOOKS LIKE

WM

50%

Increase in marketing
production

17%

Reduction in
operational
budget

50%

Reduced project
timelines

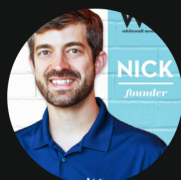


If your business demands a highly integrated marketing system, with creative campaigns, then Successment will be your energetic, motivated, and diligent partner I recommend to conduct your marketing orchestra. Within 100 days they were able to re-build the structure of our own marketing agency, including Marketing, Sales, and Innovation platforms.

This includes everything from the rollout of project management tools to the thoughtful **creation of branded content** - and the pulling together of outside workers that would have been too time consuming for me to have found. It's hard to express in a short testimonial but **their work really is all encompassing**. I've had the privilege of working with Successment on several projects.



Regardless of industry they excel. And they're super nice.



Nick Moss
Founder & CEO
Whitewall Media



CONTACT US FOR **MORE** INFORMATION

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Successment



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