Brand Building on a Budget

PUBLIC RELATIONS
&
CONTENT STRATEGY
A Quick Intro

**Content Strategist:** Telling brand stories for over 15 years via tools that incite thought, desire and fervor – every time.

**PR Pro:** Using the right approach to bring the right story to key influencers – when they need it most.

**Social Media Expert:** Instagram, Twitter, Facebook, Pinterest, LinkedIn, Snapchat – no “social” stone unturned.

**Event Specialist:** Big or small, cocktail party or culinary competition, executing flawless events – start to finish.
Today We Are All Content Creators

Focus on content that:
✓ Engages by giving your audience new info and knowledge (informational vs. promotional)
✓ Is authentic and organically curated
✓ Generates awareness that builds into long-term loyalty
### The New Editorial Calendar & How it works in 2019

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Greetings from the TROVE Data Science Team!

Dear,

Greetings from the TROVE Data Science Team, where Adam Storz, The FLOT, and I are allowing the BRI detail Concomitant...

Both Adam and I will be presenting on important data science topics this week. I will be taking the "The Scientific Scene in Toronto" (June 12-14) and "The Scientific Scene in Toronto" (June 15-18). Please make sure to let us know if you have any questions or concerns.

Best regards,

[Signature]

The Scientific

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TROVE CTO Adam Storz on why "predictive analytics" is a blossoming field

SUBSCRIBER CONTENT:

Apr 10, 2017, 11:59 am EDT

Almost every large organization these days has a sophisticated IT ecosystem, capable of creating and storing vast amounts of data. But putting that data to use is a different endeavor -- and it's the core innovation for Cheektowaga-based Trove Predictive Data Systems, a startup spun out of CUBRC. Trove, which raised $11 million in growth-oriented funding last year, offers a software package that plugs into existing IT systems and allows them to "operationalize" their data, according to Trove CTO Adam Storz.

It's part of a new wave of predictive analytics that allows companies to tap data to peer into their future. That could mean new strategies tailored to specific subsets of customers and clarifying subtle trends affecting the business.

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Profile Image: Adam Storz, Trove Predictive Data Science CTO

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The 7 hidden biases keeping you from getting hired

Published on March 20, 2018

[Profile Image: Verma Myers]

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Case Study: TROVE @trovedata - 20 Dec 2018

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News & Resources

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TROVE NAVIGANT

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CLEA负债 CTO joins TROVE Board

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TROVE NAVIGANT

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A Powerful Partnership with Naviant

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TROVE NAVIGANT

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The 7 hidden biases keeping you from getting hired

Published on March 20, 2018

[Profile Image: Verma Myers]

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Case Study: TROVE NAVIGANT
THANK YOU!

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