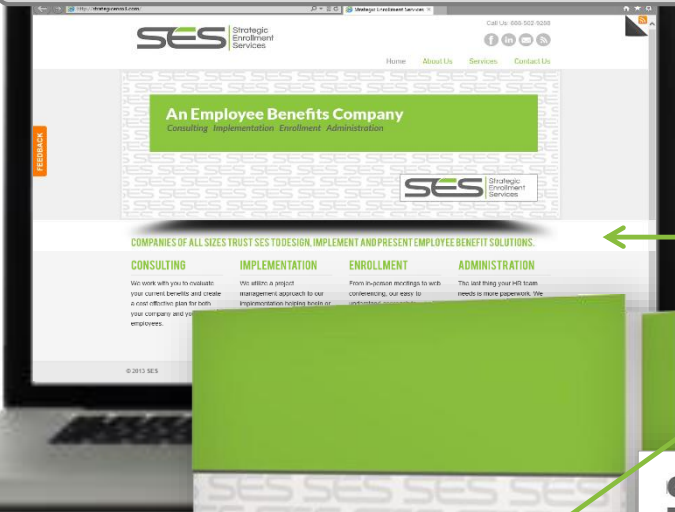


Case Study – Brand Development

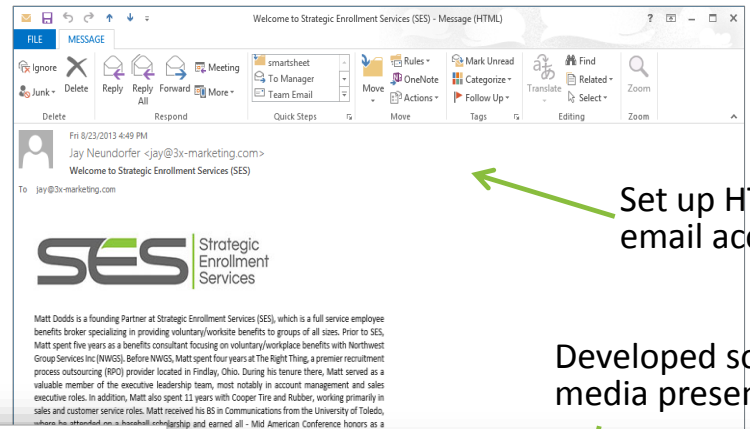


Strategic Enrollment Services is a full service employee benefits broker specializing in providing voluntary/worksite benefits to groups of all sizes, as well as a no-pressure, high quality enrollment services company. The client wanted to launch the brand in one week.



Finalized Brand Standards and built website, recommended and purchased domain

Created collateral and branded materials.



Set up HTML email accounts

Developed social media presence

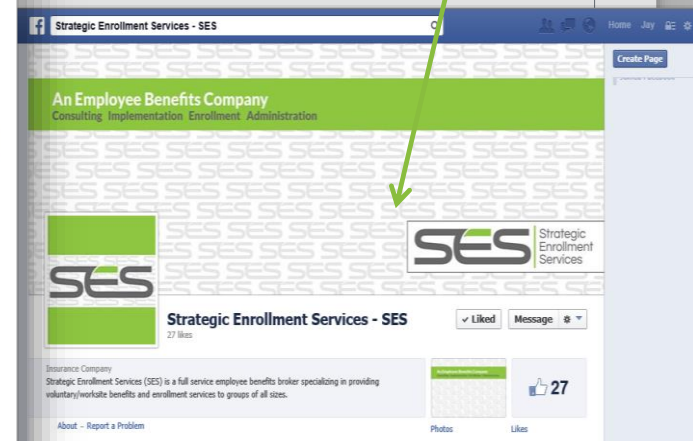


MATT DODDS
Partner, Strategic Enrollment Services



Matt Dodds is a founding Partner at Strategic Enrollment Services (SES), which is a full service employee benefits broker specializing in providing voluntary/worksite benefits to groups of all sizes. Prior to SES, Matt spent five years as a benefits consultant focusing on voluntary/worksite benefits with Northwest Group Services Inc (NWGS). Before NWGS, Matt spent four years at The Right Thing, a premier recruitment process outsourcing (RPO) provider located in Findlay, Ohio. During his tenure there, Matt served as a valuable member of the executive leadership team, most notably in account management and sales executive roles. In addition, Matt also spent 11 years with Cooper Tire and Rubber, working primarily in sales and customer service roles. Matt received his BS in Communications from the University of Toledo, where he attended on a baseball scholarship and earned all - Mid American Conference honors as a pitcher.

Married for 20 years, Matt and his wife Amy have four children together. In his spare time, Matt serves a Board of Director for the Sycamore Springs Golf Course and volunteers as a youth athletics coach for youth baseball, softball, and basketball programs.



Created employee profile bios