

mm  
madison/  
miles  
media

madison/miles media  
our culture



**madison/miles' ridiculously quick response and turn times have been such a welcome change from the plodding approach of big agencies that we had grown to accept. And while the fast work is appreciated, it's really the strategic approach of madison/miles that has made all the difference to us. Thank you for your vision and efforts. We wouldn't be where we are without you.**

Betsy MacKay,  
Health and Wellness  
Alliance for Children

# the madison/miles media story

---

Before forming madison/miles media in 2010, founders Adam Weiss and Mario Medina saw countless ad agencies churning out ineffective ads that interrupted audiences instead of informing and entertaining them. They knew they could do better.

They started with Mario's knowledge of content and digital platforms and Adam's sales and business development expertise, a leadership team with more than 50 years combined industry experience. They added a team of top-notch creative professionals — writers, editors, designers, developers, and strategists — and a roster of talented sales experts. The result? One of the nation's top content marketing agencies.

Today, our fast-growing company provides inbound marketing, content strategy, creative content services, interactive design, and advertising strategy and sales for businesses ranging from two-man shops to Fortune 500 companies. Our clients consistently say that we exceed their expectations and give personalized service that can't be matched by large companies and that we provide expertise far beyond that of smaller agencies. We know what it takes to develop and deliver stories that build audiences — and increase revenue.





**I feel empowered, encouraged, and supported by all my colleagues, every day. There's a genuine, deep concern for doing what's best for our clients. Mario and Adam have cultivated this terrific working environment that truly embraces quirk and intellectual curiosity.**



**Kristin Masters,  
Marketing Specialist**

# the madison/miles media team

When you work with madison/miles media, you get the benefit and experience of our entire talented team. You'll be working with knowledgeable professionals who are experts in...

- ▶ Ad sales and developing new sources of ongoing revenue
- ▶ API integration
- ▶ Award-winning content creation
- ▶ Content and brand strategy
- ▶ Content marketing
- ▶ Custom app creation
- ▶ Development (Python, PHP, HTML, CSS, Javascript, MySQL, ASP, and more)
- ▶ Digital and print publication launches
- ▶ Graphic design
- ▶ Illustration
- ▶ Management and client services
- ▶ Pay-per-click campaigns
- ▶ Photography and videography
- ▶ Product development
- ▶ SEO and SEM
- ▶ Social media marketing
- ▶ Writing and editing

Our awards include Folio, Magnum Opus, Telly Awards, Pearl Awards, and MAGS Gamma Awards, and our certifications include Google AdWords, Bing Ads, HubSpot, HubSpot Inbound Marketing, and more.

In short, you're in very good hands.





**What we love most about madison/miles is that they don't just do what we ask verbatim. Instead, they ask questions to get to the root of our goals, offering direction and proactive strategy that takes us a step beyond what we initially considered. They truly understand the big picture.**

Lindsey Rattan,  
Director of  
Communications,  
Earth911

## our core values

---

Our eight core values are more than just feel-good catchphrases. They are our guiding principles, and we use them every day. We operate, make decisions, hire, review, reward, and grow around them. They have made madison/miles media the company that we are today, and they'll help us continue to grow and flourish tomorrow. They are:

- ▶ Do the work. Love the work. Wow our clients.
- ▶ Take care of our clients' bottom line. The rest will take care of itself.
- ▶ Do what's right, not what's easy.
- ▶ Treat others right.
- ▶ Own your actions.
- ▶ Be honest, open and real.
- ▶ Family first — always.
- ▶ Do tell.





Every company I've worked for has values, but **madison/miles media is the only one I've seen actually live by them. I've seen each value in action, as well as the results: awesome work and inspired people.**



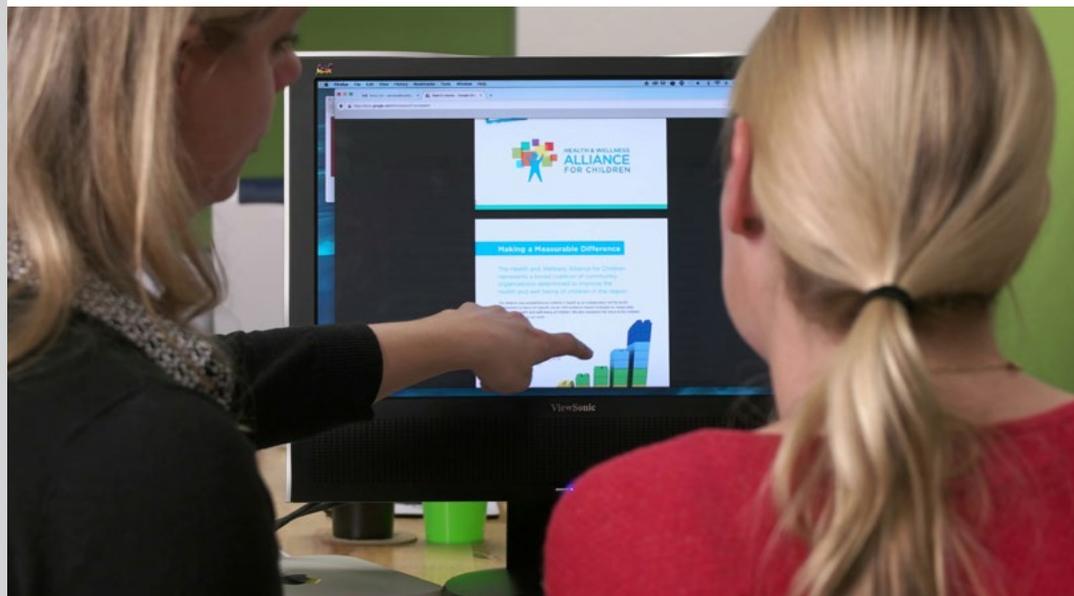
Laura Kajpust,  
Graphic Designer

## **Do the work. Love the work. Wow our clients.**

We're great at what we do because we put in the time, energy and effort required to be awesome. We love finding ways to improve and grow. More training? Sharpening our creative skills? Working with new clients? Determining ways to generate more leads? Bring it on! Simply put, we give clients what they want: results.

## **Take care of our clients' bottom line. The rest will take care of itself.**

What's good for our clients is always good for us. We never have a dilemma about what to do, because we always make the choice that makes the most sense for the client. We're not looking for short-term wins; we're in it for the long haul.

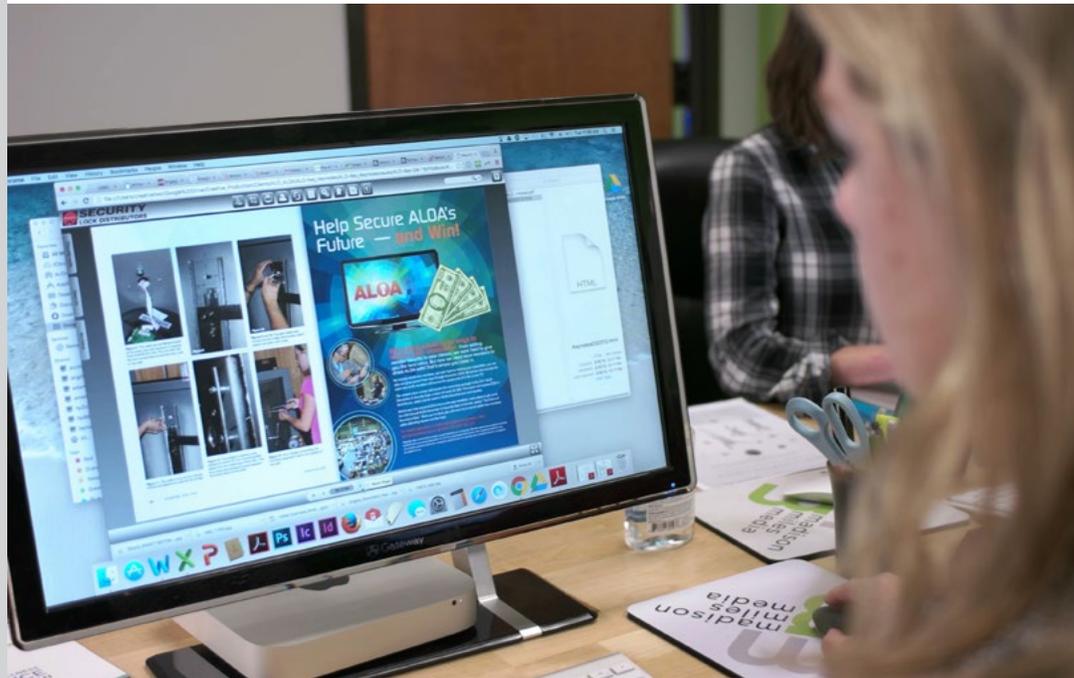




This is the most flexible job that I've ever had. We take care of our clients' needs, of course, but we also get to take care of ourselves; m3 works with our busy schedules, from family obligations to personal pursuits. This environment allows us all to work at our best and bring fresh, creative minds to the table to offer strategic solutions to our clients.



Wendy Angel,  
Marketing Specialist



## Do what's right, not what's easy.

Always do the right thing. Enough said.

## Treat others right.

Be nice to everyone: coworkers, clients, vendors, the UPS guy — everyone. We are always responsive, courteous and respectful. You know, that whole Golden Rule thing.

## Own it.

We never blame others. Every one of us is 100% responsible for the work we do, the projects we manage, and the clients we help. Our favorite words: "I got this." (Coming in a close second: "It's on me.")



**Every single person on our team is committed to doing their best work. This commitment stems from a desire to make sure our clients' needs are met, but it also comes from a sense of pride that every m3 employee has in their work. We put our brains to work and are challenged to come up with creative ways to meet our clients' business objectives.**



Melanie Medina,  
Marketing Strategist

## **Be honest, be open, be real.**

We are all about candid, respectful communication. If you've got spinach in your teeth, we'll tell you — nicely. No BS. No jive. No nonsense. We talk honestly and openly about our company, work, clients and results.

## **Family first — always.**

We work hard and are building something great for our families — but not at the expense of our families. By working as a team, we can ensure that all of us are there for the important moments in our families' lives.

## **Do tell.**

Everyone has a story to tell. What's yours? We are in this together, so let's share.





# about madison/miles media

---

madison/miles media is an independent DFW-based inbound marketing agency that provides content strategy, creative content services, interactive design, and advertising strategy and sales for businesses ranging from two-man shops to Fortune 500 companies. The agency's Arlington office may or may not be home to way too many pieces of superhero paraphernalia. For more information, visit [www.madisonmilesmedia.com](http://www.madisonmilesmedia.com).

624 Six Flags Drive, Suite 226 Arlington, TX 76011 • p: 817.908.7827 • f: 877.845.1230

**Contact:** Adam Weiss, Co-Founder, [adam@madisonmilesmedia.com](mailto:adam@madisonmilesmedia.com)