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Background:

From a young age I have always picked up technology quickly and showed curiosity toward it. Among all of what I learned, social media was a large part of it. After trial and error, I was able to take my knowledge and experience to piece together the digital marketing agency I own today.

Overview:

United is a social media/digital marketing agency. In today's day and age, no longer are traditional methods of advertising cost effective. Businesses need an online approach to reach their customers, otherwise they will find themselves like so many others, out of business. My company is a part of multiple local chambers of commerce. We run Facebook and Google Ads of our own as well as have a sales team.

Personal Qualities:

I am a very hard worker who also knows the importance of working smart. In order to maximize efficiency I put systems in place to ensure the business can continue to scale. Every day I am motivated by my own success and goals for the future. It is no uncommon occurrence to see me working 16 hours or more in a day. I surround myself with a team that believes in the vision as well as with friends who push me to do even better. When I first started my company four and a half years ago I had to deal with being young working with people 3-4x my age. For projects like WOW, one of the largest restaurants in Wausau, I worked on it for months before closing. I have also been fortunate enough to recently close our largest deal so far with a \$10,000,000 a year company. This journey has had many obstacles but I persevere and get through them.

The Future:

My vision is to continue to grow and help thousands of other businesses get up-to-date with the digital age, bringing them a higher return-on-investment (ROI) than they even thought possible. I will grow this business past its current multi-six figure evaluation into the seven figure plus mark. In 2019 I was fortunate enough to be able to provide the opportunity for my father to quit his full-time job in order to work for me. This has helped with my load management on the work I do so that I am able to oversee more areas

while putting my time into my strength of sales and running advanced ad campaigns for high ticket clients. The vision is to continue with our current service range that was expanded in 2019, and to become some of the best in the nation in those areas. I also work with multiple independent contractors because as any good leader and business owner, I know where it makes sense to hire someone that is even better than I am for certain aspects of the company.