

## **aMark Marketing Company Celebrates One Year of Business**

Appleton, Wis. - October 2, 2012 — aMark, LLC, a full service [marketing consulting company](#) in Greenville, Wis., celebrated its one-year anniversary this month. For a small business startup, surviving your first year in business is no small feat.

According to Andrea Dunsirn, president of aMark, the year was not only one of survival—it was one of personal and business growth. Dunsirn spent the year establishing new client relationships, expanding business partnerships and securing the direction of the business.

“Running a new business is both exhilarating and terrifying at the same time,” said Dunsirn. “Every day is new and different, and sometimes you have no idea what to expect. But I love the challenge and have enjoyed each and every customer I have had the pleasure to work with.”

aMark, LLC was incorporated on October 1, 2011 in partnership with Dunsirn Partners, LLC. aMark supplies marketing consulting to clients throughout the Midwestern U.S., including marketing and social media strategy, branding, public relations, market research, web site development and more.

Dunsirn said aMark’s unique outsourced business model has been a success. Customers receive a boutique, personalized experience, but have access to a robust, highly creative network of marketing professionals. Because aMark acts primarily as an outsourced marketing services department, they eliminate overhead costs associated with a physical business location, and prices remain low.

“What that means for our customers is professional, full service support, at a fraction of the cost of a traditional advertising agency,” said Dunsirn.

Prior to launching aMark LLC, Dunsirn established her marketing career in the healthcare field, working for a large university hospital in Wisconsin and a medical marketing firm in Southern California. Dunsirn then moved back to the Fox Cities and helped local businesses with marketing and advertising initiatives on a project basis. With several clients on her hands and a large network of designers, web programmers, and PR professionals, Dunsirn decided to launch aMark.

Andrea Dunsirn can be contacted at 920-205-2541 or [adunsirn@dunsirn.com](mailto:adunsirn@dunsirn.com).

### **About aMark, LLC**

aMark is a boutique marketing firm headquartered in Greenville, Wis., offering innovative communications strategies with personalized attention. Their unique approach of partnering with award-winning designers and web developers, as well as operating a virtual office, enables them to deliver high-quality work at a fraction of the cost of the typical marketing, PR or advertising agency. With an extensive network of PR and marketing professionals within Wisconsin and nationally, aMark provides solutions to clients in an array of industries such as manufacturing, healthcare and medical device, food and restaurant, education and non-profit.