

Business Growth Fueled by Strategy, Marketing & Public Relations

OUR TEAM

Ira M. Gostin, MBA, APR
President & Chief Marketing Officer
ira@120west.biz

Nicole Emmerich
Communications Manager

Lori Kunder
Art Director

Matthew Starrett
Digital Marketing Consultant

Kathie Taylor, APR, CAPM
Sr. Communications Consultant

David Millar, MBA, PMP
Financial Analyst

Erin Gostin, RN, CMSRN
Partner

INDUSTRIES



MINING



INDUSTRIAL



HEALTHCARE



TECH/STARTUP

120 WEST is forged in investor relations and financial marketing communications, so we understand how to develop public relations campaigns specifically designed to impact your company's growth.

Likes, clicks and shares are great but they don't necessarily move the needle. Entertaining the web and going viral aren't our goals. Instead, we work with you to develop campaigns that get your goals accomplished.

To us, big, brainy thinking is cool! Everything we do is based on the strategic plan we design to fulfill your goals as effectively as possible. No one-off answers here.

Our engagement campaigns are designed to reach, touch and positively impact all stakeholders of your business. "Touch points" are the times your brand reaches the target audience and we view your audience as spherical, not just linear.

We can be big tech nerds when we need to be, but we are passionate about the written word and using words to influence behavior—on your behalf.

We'd love to grab a coffee and chat about your business needs—how to move the needle on your business, achieve your goals and use a strategic marketing and public relations campaign to blow away your competition.

INVESTOR RELATIONS

- IR strategy and execution
- Stakeholder engagement campaigns
- Corporate branding and rehabilitation
- Corporate presentation design
- Media and executive presentation training
- Analyst and shareholder events

MARKETING & PUBLIC RELATIONS

- Public relations and business communications
- Growth strategies
- Strategic engagement campaigns
- Communications strategies
- Branding and marketing design
- Corporate events

2018: BEST INTEGRATED MARKETING CAMPAIGN, AMERICAN MARKETING ASSOCIATION

2017: TOP AGENCY IN THE WESTERN U.S., CORPORATE VISION MAGAZINE

2017, 2018: ONE OF BEST PR AGENCIES IN RENO, EXPERTISE.COM

2017: MOST INNOVATIVE STRATEGIC MARKETING AGENCY – NEVADA, ACQUISITION INTERNATIONAL

CONTACT

775.525.9371 Office | ira@120West.biz | www.120West.biz

