



www.remixaction.com  
Sunnyvale, CA

Dena Ware  
dena.ware@remixaction.com  
970-404-1630



## Remix Action Marketing

In August 2014, I became an independent marketing services provider, now operating under the name of Remix Action Marketing, providing a wide range of services to clients in several industries including:

Animal Pharmaceuticals  
Premium Auto Resales

Smart Home Technology  
Loyalty Programs

Identifying target audiences and delivering relevant messaging where they are most likely to encounter it, is the basis of investment-returning and revenue-growing solutions for our clients.

## Services

- Market, competitor, and trend analysis
- Target market identification
- Branding/messaging
- Strategic marketing plan development
- Industry networking with key opinion leaders, influencers, and specialists
- E-marketing, social media
- Website development/refresh
- PR/advertising/direct mail
- Customer education programs
- Product literature development
- Sales training
- Campaign metrics/analysis

## Client Projects

### Animal Pharmaceuticals:

- Website consulting, SEO, App development, Email campaigns, Welcome kit design, Social media
- Website refresh, Product brochures/data sheets, Product label consulting, New product ideation
- Webinars

### Smart Home Technology:

- Website refresh, Direct mail campaign

### Premium Auto Resales:

- Website refresh, Logo redesign, Enhance customer experience

### Loyalty Programs:

- Website strategy consulting, Photo shoot, Customer Acquisition, User experience consulting

## Marketing Experience

Dates	Company	Industry
09/10-07/14	Dechra Veterinary Products	Animal Pharmaceuticals
10/07-09/10	Virbac Animal Health	Animal Pharmaceuticals
07/03-10/07	Heska Corporation	Animal Pharmaceuticals
01/01-07/03	Waterpik Technologies, Inc.	Consumer Health Products
09/95-01/01:	Sight Resources Corporation	Consumer Eye Care
	Aerometrics	High-Tech - Specialized
	Biocircuits	Medical Instruments

## Education

MBA, Business  
Arizona State University  
BS, Business  
Arizona State University