



## **Back 2 Basics Marketing, LLC Announces New Staff Member**

Businesses always look for ways to strengthen their base. They hire good people, create new ideas, and look to expand their horizons. Back 2 Basics Marketing, LLC did all three by hiring one person. The power marketing company recently hired Amy McVicar as assistant marketing creator, and she is thrilled to be part of the team.

The new team member comes with a solid background. She graduated from Baylor University and will complete her MBA at St. Louis University with an emphasis in marketing in December. If that wasn't enough, she has been doing marketing for several years, overseeing certain aspects of her father and brother's businesses. She says she feels she is split when it comes to being creative and business minded.

"I probably have more technical business knowledge just because of my education and past work experience, but I really enjoy utilizing my creative side," said McVicar.

Among her many duties are graphic design, copywriting, event planning/organization creating and maintaining social media networks for clients, and attending networking opportunities. In addition, she helps keep the business organized, which is a great asset for owner Michelle Nelson.

"I absolutely love working with Michelle. It's been wonderful teaming with her to accomplish our clients' marketing and sales goals," said McVicar.

Nelson returns the praise by adding, "McVicar is one of the best decisions she's made since starting the company. She's smart, hard-working, dedicated, and she keeps me sane. That's a full-time job in itself," said Nelson.

Nelson's trust in her grows with each day. So much so that McVicar is already meeting with new and potential clients. In fact, McVicar has done such a good job that Nelson has plans for her new team member to help her expand next year. The tentative plan is to have McVicar open a new office in the Denver, CO area for their west coast clients.

"We already have a very strong client base out there," said McVicar. "It will be a big transition, but I'm up for the challenge."

McVicar has moved around a lot in the past decade, but claims that Wentzville will always feel like home.

"I don't know what I ever did without her," said Nelson.

Back 2 Basics Marketing is located in Wentzville, MO. You can check out their website at [www.back2basicsmarketing.com](http://www.back2basicsmarketing.com) or call 636.293.5958 to set up a consultation for your business.