

Michelle Nelson Chosen as one of St. Louis's Most Influential Women of 2009 by Alive Magazine

Each year Alive Magazine chooses a select few from 1000's of St. Louis women to feature as St. Louis's Most Influential Women of 2009. This year, Michelle Nelson, owner and Chief Marketing Creator of Back 2 Basics Marketing, LLC has been selected to receive this honor.

In 1989 Nelson received an internship in event promotion with the St. Louis Cardinals, and soon thereafter founded Media, Mix Inc. She went on to own three other marketing companies, including an event company, direct mail company, ad agency, as well as founder of the Outdoor Experience Show. The blend of these experiences has resulted in her latest success—Back 2 Basics Marketing, LLC. August 13th, of this year, marked her 2 year anniversary of the company.

Back 2 Basics Marketing provides St. Louis Metro area business clients, in addition to nationwide clients, with corporate branding, copywriting, web site development, broadcast scripting, corporate video, print and billboard design, direct mail, market consulting, and multi-faceted graphic design. Nelson and her staff pride themselves on being able to offer full array of marketing services that can be catered to nearly any budget.

"I attribute my success to my failures. Without them, the important lessons are lost" said Nelson. Nelson grew up in Industry, Illinois—population 650.



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**If you have any questions regarding information in the press release, please contact Amy McVicar, Back 2 Basics Marketing, LLC.*