

CALIBER

enterprises



Branding, Public Relations Services

(CORPORATE | SMALL BUSINESS | PRODUCT & INDIVIDUAL)

Our Mission

CALIBER enterprises values unity and commitment in purpose, truth, character, transparency, integrity, dignity, responsiveness, and profitable, healthy, fair, business practices. CALIBER enterprises purposes to live such to the best of its ability with its valued Clients, Vendors, and all our business relationships. CALIBER enterprises expects the same from other valued Clients and business relationships. We purpose and look forward to all parties cultivating an ongoing, harmonious, prosperous, wonderful experience throughout our business relationships.

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Services Offered:

- Advertising & Marketing Strategy
- Brand Community Development & Relations
- Business Brand & Culture Development
- Campaign Development
- Company or Personal Brand Logo
- Company or Personal Brand Press-Media Kit & Biography
- Company or Personal Brand Professional Photo Shoot
- Company or Personal Branded Events which includes conceptualization, planning, branding and execution (staffing included if requested)
- Company or Personal Branded Video and or Sizzle Reel which includes Script
- Company or Personal PR Brand-Strategy Project Mgmt. Timeline (which includes as applicable, Media-Press List, Strategy & Campaign(s))
- Content, Media, Message & Speech Writing
- Critical Paths | Timelines of Execution
- Graphic Design
- Handler Accompaniment to Strategic Events, Engagements & Administration Work For Brand
- Image Development | Photography| Videography| Styling| Creative Production
- Issues & Reputation Management
- Market Research
- Newsletters
- Press Releases (Media Liaison & Support)
- Project Management
- Public Relations & Publicity (Publicist Services-First Point of Contact and Voice for Brand with Media, Press)
- Scheduling, Securing of Attendance to Strategic Events & Engagements for Brand
- Secure Local Media / Press and business opportunity for Brand
- Secure National and or International Media / Press and business or licensing opportunity for Brand
- Secure Sponsorship Partners for Brand / Project
- Social Media Management & Blogging
- Speaking Engagements/Talent Bookings
- Sponsorship Decks
- Strategic Communications
- Website Development

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A Few Clients from our Client List

INDIVIDUALS:

Fred Schneider (Front man for iconic B-52's party band)
Cynthia Bailey (Supermodel/TV Personality/Entrepreneur/Actor)
Ludacris (Entertainer/Performer/Actor/Restaurateur)
Peter Thomas (Restaurateur/TV Personality)
Vernon Davis (NFL Player/ Entrepreneur)
Derek Warburton (Celebrity Stylist/TV Personality/LAPALME Magazine co-owner)
Chrishena Stanley (Stanley Group Real Estate/TV Personality)
Debra Johnston (Real Estate/TV Personality)
Dr. Jameelah Gater (Entrepreneur/TV Personality)
Dr. Eddie Richardson (Entrepreneur)
Judy Mauldin (Fulton County Arts Council Chair, Entrepreneur, Philanthropist, Entertainment Celebrity Figure)
Jonathan Shapiro (Jewelry Retail Owner)
Chef Natasha Wong (Celebrity Chef)
Randolph Duke (Celebrity Clothing Designer)

SMALL BUSINESS:

The Bailey Agency School of Fashion
barONE Restaurant & Lounge
Studio 905 on Juniper Art Gallery
Food & Lifestyle TV
RYSE Clinic & Spa
Midtown Neighbor's Association (Tour of Homes/Shop & Dine)
IIDA (International Interior Design Association)
Mixx Atlanta Night Club
SCIC
Auto Spa Bistro
Catalyst Fitness
Blue MedSpa
Pamfa Clothing
Jedal Shoe Boutique

CORPORATE BUSINESS:

GenoVive
Universal Gear
Cartier
Fendi
David Yurman
Tory Burch
7 camicie
Hugo Boss

SPECIFIC PRODUCT:

Cynthia Bailey Eyewear
Fred Schneider's Monster Blend Coffee
BODA Skins Designer Leather Jackets
Zirh Men's Grooming

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CALIBER enterprises CEO, Marcus Jackson's Bio

In addition to working with celebrity, Cynthia Bailey, in a variety of roles such as Personal Executive Manager, Publicist and Booking Agent, Marcus Jackson is CEO of CALIBER enterprises and has been for nine (9) years (www.calibereliteconsulting.com, Twitter: @calibere, Instagram: @calibere, Facebook: CALIBER enterprises). Marcus works and has worked with many celebrity noted National Entertainer and Personality clients including Fred Schneider of the B'52's, Vernon Davis, NFL Player, Entrepreneur, and Recording Artist, Actor, Restaurateur Chris "Ludacris" Bridges. CALIBER enterprises is an Atlanta based but internationally connected boutique PR-entertainment firm representing renowned entertainers. Our firm also works with a plethora of local and international businesses. Marcus has over nineteen (19) years of experience in the hospitality, fashion, media and entertainment industries including over thirteen (13) plus years specific experience in brand development and management, event planning, marketing and public relations.

Marcus's experience with planning and executing large-scale events includes: serving on the silent auction committee of A Tony Evening, serving as co-chair of Easter Seals Fashion Uncorked, serving as Fashion Director for Fashion's Night Out: A Night To Remember, the chairperson for the MNA Tour of Homes and co-chairing IIDA Georgia's Dressed fashion show to name a small few. In addition, Marcus's active engagement in his local community is displayed through his prior work with MODA (as a Board Member), the Alliance Theatre, Art Partners at the High Museum, the Georgia Restaurant Association, the Family Communications Group, Midtown Neighborhood Association (as a Board Member), Atlanta Convention and Visitors Bureau, Metro Atlanta Chamber, IIDA Georgia, the Atlanta Food Bank, Atlanta Chamber of Commerce, the Atlanta Cancer Society, AID Atlanta, Out & Equal, and ARCA to name just a few. He has secured significant business, political, entertainment and social relationships over the years. And consistently reaches out to new proprietors, corporations, profit and non-profit organizations securing new partnerships while simultaneously offering varied expertise for the execution of reciprocal organizational vision and goals.

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A Few Referrals

(Further referrals may be viewed at www.calibereliteconsulting.com and additional referrals can be requested):

"Hello. My name is Fred Schneider, and I'd like to say that Marcus Jackson and his team at CALIBER enterprises have been totally professional, consistent and reliable in working with them. I have known Marcus for several years and have been a client for almost as long. I am totally pleased with his work doing brand messaging, event development and media handling, amongst other things, for any type of business need. I enjoy working with him for my various projects and will continue to do so in the future."

Fred Schneider

Musician, Artist, Songwriter, Front Man for Iconic Party

Band: B-52s, Member of the fabulous Superions

"Marcus Jackson and the team at CALIBER enterprises are always great to work with. Marcus understands the partnership that needs to be developed from the very start of the marketing and advertising process. He understands his client's needs and translates that to quality and high-impact advertising. Because his execution and follow-through are always on point, the client is well represented and receives great service."

William Duffee-Braun

Director, David Atlanta

"Partnering with Marcus Jackson and CALIBER enterprises has been such a pleasure. Marcus' ability to anticipate his client's needs and questions, facilitate negotiations, and work quickly and accurately within a tight deadline to help deliver the final product exceeded my expectations. Marcus does an exceptional job of utilizing social media, event, digital and print opportunities to leverage his client's connections and exposure, and continually helps to brainstorm ideas for future marketing opportunities. I am looking forward to a continued, successful relationship for many years to come!"

Katie Suhr

Senior Account Executive, Modern Luxury

"You do a great job!"

Sasha The Diva

Radio Personality, Kiss 104.1 FM Atlanta's Best R&B

"Marcus, thank you for being the best publicist ever! You rock! :-)"

Dr. Jameelah Gater

Family Doctor, RYSE Wellness & Spa Owner, TV Personality

"I have worked with Marcus Jackson of CALIBER enterprises for years and he is one of the most professional, congenial, creative PR and marketing forces in the Southeast. I am always amazed at the ideas and connections he brings to the table on any given project. We've worked together on profile pieces, fashion spreads and business development endeavors and always with the same result—success!"

Stephanie Davis Smith

Former Editor in Chief, The Atlantan

"To whom it may concern:

It is my pleasure to recommend the public relations services of CALIBER enterprises to you. During the past eight months, our team has worked directly with Marcus Jackson, of CALIBER enterprises, on numerous projects. The company offers top-notch quality, service and professionalism. Across the board, we are pleased with their work.

Please consider CALIBER enterprises for all your corporate public relations needs. I recommend them and look forward to working with them again."

Sincerely,

Paul Clinkscapes

C.O.O. GenoVive LLC

"Marcus,

There are no words to express how your love & support has been such a blessing!! You have been wonderful to work with, and I am lucky to have you. This is the beginning of many wonderful adventures to come! I appreciate your hard work, commitment & dedication. We have done so much together and I'm excited to have you on my team. I love you!! There is not enough room on paper to fully express my gratitude to you. I could go on & on!

Cynthia Bailey

Supermodel, Entrepreneur, TV Personality