



## capabilities statement

OneEleven embeds with leadership teams to transform marketing into a driver of growth, reputation, and community connection.

We serve as strategic advisor, media partner, and trusted connector—aligning people, platforms, and purpose to produce measurable impact.

## what we do

### MARKETING LEADERSHIP

We provide senior-level marketing direction for organizations that need experience at the table.

- Advise executives on brand, positioning, and market strategy
- Build alignment between marketing, operations, and community priorities
- Strengthen messaging across stakeholders, media, and partners
- Provide experienced leadership for teams, launches, and transitions

### EVENT & EXPERIENTIAL ACTIVATIONS

We translate strategy into experiences people remember.

- Lead concept creation through full production oversight
- Create culturally relevant, revenue-generating brand moments
- Integrate sponsors, partners, and VIP engagement seamlessly
- Produce activations that extend beyond the event into lasting visibility

### COMMUNITY & PUBLIC SECTOR CONSULTING

We help organizations earn trust, not just attention.

- Partner with cities, agencies, and institutions
- Support stakeholder alignment and public engagement
- Build programs that reflect identity, pride, and participation
- Connect government, business, and community leaders

## case study

### HOLLYWOOD PARK CASINO – BRAND & MARKET TRANSFORMATION



HOLLYWOOD  
PARK  
CASINO

- Repositioned a 100,000 sq ft property within Hollywood Park entertainment district
- Led brand development, PR, advertising, and opening strategy
- Introduced retail and outdoor programming
- Elevated visibility among regional partners and media

# trusted partners



## naics codes

- 541810 ADVERTISING AGENCIES
- 541613 MARKETING CONSULTING
- 541840 MEDIA REPRESENTATIVES
- 541830 MEDIA BUYING AGENCIES
- 541618 OTHER MANAGEMENT CONSULTING SERVICES
- 541611 ADMINISTRATIVE MANAGEMENT AND GENERAL MANAGEMENT CONSULTING SERVICES
- 541921 PHOTOGRAPHY, VIDEO

## sbe certified



## portfolio



## contact

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## who we work with

Casinos | Sports & Entertainment  
Municipalities | Cultural Institutions  
Developers | Cities | Charities