

EXPERT SOURCE SHEET – DIGITAL MARKETING

Roster of Available Expert Sources for Digital Marketing Stories & Speaking Engagements

About Unthink Solutions (unthinksolutions.com)

Unthink Solutions is a Denver-based digital marketing agency founded on providing small- and mid-sized businesses with nimble, straightforward, results-driven digital marketing solutions in mind. With a proprietary approach built to directly address critical client milestones – attracting, getting and keeping customers – Unthink Solutions offers clients the full-service capabilities of a seasoned in-house marketing team, while providing as much flexibility and control as they wish to have over their campaign.

To arrange an interview or speaking engagement with any of these sources, please contact: Jackie Wright, 480-361-4348, jackie@rmimpr.com

Gretchen Lehman, Co-Founder, Executive Marketing Director



Available to discuss:

- Buyer Personas
- Customer Journey Maps
- How marketing has changed in the last 5 years
- Social Media
- The way to attract, get, keep customers
- Time management and productivity
- Goal setting tools and techniques
- Digital marketing trends
- Biggest digital marketing challenges for small- and mid-sized businesses in Colorado
- Using data to develop, implement and design digital marketing campaigns
- Speaking about marketing to non-marketing professionals
- Maximizing customer engagement in the digital world
- Boosting open rates, completion rates and conversion rates

Disillusioned with digital marketing solutions that all but ignored small- and mid-sized businesses, Gretchen Lehman took matters into her own hands and set out to develop a digital marketing solution that was exclusively geared to helping these entrepreneurs meet their goals of attracting, getting and keeping customers.

Together with her partner Liz Pineda, Gretchen created Unthink Solutions and its proprietary Attract, Get, Keep© program that focuses on maximizing lead generation and converting those leads into long-term customers.

Gretchen provides a unique blend of people skills, design, and quantitative and strategic marketing consulting services to new and existing clients, helping them attract and retain more business. Her data-driven focus directly resulted in unmatched results, including attaining a 41% open rate on an e-mail marketing campaign; 74% completion rate for a video campaign; 23% conversion rate to monthly newsletter subscription; and 55% engagement rate on a social media campaign.

No stranger to the agency world, Gretchen is a former creative director who understands the complexities of the industry, as well as how to effectively create campaigns that not only meet, but exceed client expectations.

Education:

- Cornell Johnson Graduate School of Management
Psychology of Leadership certificate (2017)
- University of Cincinnati
BUP Urban Planning (1997)

Certifications

- Customer Acquisition Specialist
- Customer Value Optimization
- Hubspot Sales Software Certified

Professional Courses

- Advanced Marketing Program with Neil Patel
- Clicks Into Customers with Billy Gene Is Marketing

Liz Pineda, Co-Founder, Chief Strategist



Available to discuss:

- **SEO**
- **Agile Project Management**
- **Social Media**
- **Competitor Analysis and Reverse Engineering**
- **Trending Marketing Tactics**
- **Digital marketing trends**
- **Designing digital marketing campaigns for small- and mid-sized businesses**
- **Maximizing inbound sales**

Results driven, with a voracious appetite for learning, Liz Pineda's mission is to help keep her clients ahead of the curve.

That's what led her to co-found Unthink Solutions with her partner Gretchen Lehman. Seeing a huge chasm between effective digital marketing solutions and real-life implementation challenges for small- and mid-sized businesses, Liz saw a huge opportunity to serve a growing business audience.

With a background as a business analyst in CSM, and a small-business owner herself, she and Gretchen created a unique, proprietary approach to delivering results-driven, yet cost-effective digital marketing results to small- and mid-sized business owners. The program, built around a client's core goal of attracting, getting and keeping customers, Liz leads a team that helps clients generate quality leads that convert into sales.

As chief strategist, Liz has provided strategic digital marketing counsel to clients across a wide range of industries, including: professional services and retail sales.

Education:

- Universidad de Puerto Rico
B.B.A. Finance 2007

Certifications

- Salesforce.com Certified Administrator
- Scrum Master Certification
- Google AdWords Certified
- Hubspot Sales Software Certified