

Capabilities & Competencies

Insiders with an Outside Perspective™

Capabilities Statement

Coconspirator is a marketing and communications strategy firm led by big brand veterans with experience in brand storytelling and marketing activation. Our unique business model leverages senior talent and a network of vetted contractors to make marketing investments more efficient and effective.

Core Competencies

We are embedded partners to brands and marketing and share a focus on desired outcomes and not just billable hours.

- Branding & Identity
- Strategy & Research
- Messaging & Positioning
- Activation Planning & Marketing Operations
- Staff Augmentation & Outsourced CMO



“I challenge any organization to find a better partner in telling their brand story than Coconspirator.”

-Richard Heruska , Board President, TIE Tampa Bay



Objective Insights



Embedded Partners



Team Leadership



Diverse Experience

We work with some truly remarkable brands



Whether you're an established brand or in the early stages of growing your organization, we specialize in both offensive and defensive strategies to better marketing outcomes.

Team & Management Beyond Agency

Our team has nearly 70 years of collective experience working with large brands, startups, the public sector, and advertising agencies. We approach our relationships with intention, flexibility and focus, striving to make big brand talent and experience accessible to companies that need it most.



COMPANY OFFICERS

Ally Gannon
Chief Connection Officer & Partner

Saya Heathco
Chief Brand Officer & Partner

Shane Needham
Chief Growth Officer & Founder

Past Performance Our Work

AGW Capital Advisors - Brand Story, Identity & Activation
2021- Present

Beach Bank - Outsourced CMO Retainer
2018-Present

Boatsetter - Strategy & Brand Messaging
May 2021

D-Mar General Contracting - Brand Refresh
May 2020

MetroLagoons - Brand Story & Website
February 2022

Streetleaf - Brand Identity & Website
April 2022

References

Clients & Advocates

Beach Bank

Henry Gonzalez - henryg@beach.bank

D-Mar General Contracting

Doreen Caudell - doreen.caudell@d-mar.com

Metro Development Group

Vaive O'Grady - vaive@metrodg.com

TiE Tampa Bay

Rich Heruska - rheruska@gmail.com

Company Information

NAICS & NIGP Codes

NAICS 541613 & NIGP 91876

Marketing Consulting Services

NACIS 541810 & NIGP 91501

Advertising Agencies

NIGP 91807

Advertising Consulting



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