

# BEST OF BOTH WORLDS

This Cleveland-based marketing firm is a trusted partner to businesses nationwide and a sought-after employer offering a flexible, virtual workplace.

**E**ight years ago Jennifer Malcolm founded a one-woman marketing firm, seeking to work with small- to medium-sized businesses as a consultant. Today Jennasis & Associates has blossomed to include almost 40 team members nationwide on its marketing team, with hubs in Cleveland, Columbus, Philadelphia, and Kansas City. “We can take on projects as small as writing a few blog posts each month and as big as serving as a visionary Chief Marketing Officer, helping lead change within an organization,” says Malcolm, who describes the Jennasis team as “tenacious.”

As a result, Jennasis managed to double its business in 2018 and is on track to double business again by the end of 2019. Through it all, the key to the firm’s success, Malcolm says, has been simple. “We’re driven by a passion for our clients’ success. That’s how we build business—by fostering relationships based on authenticity and trust.”

## One Umbrella, Multiple Options

Clients are free to pick and choose marketing services a la carte, but Jennasis offers so many services under one umbrella that “we can also be a one-stop shop,” says Malcolm—think video production and editing, animation creation, content writing, and graphic

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Photo courtesy of Becky Workman Photography

design. “A lot of other marketing firms don’t have all this expertise in-house,” she adds. “With us, the ability to scale up or down to meet clients’ constantly evolving needs is there already.”

Another thing that sets Jennasis apart from other marketing firms is that “we’re not niched into any one industry,” says Malcolm. “We can do very customized, high-level work that finds the strategy within any industry to reach the target audience.”

And, as the firm’s client base has expanded both nationally and internationally, Jennasis has remained committed to both mentoring the next generation of marketing experts through internships and the constant addition of professional consultants to its team—writers, graphic designers, and SEO specialists alike—who are based throughout the country. “Even when we don’t have a job posting,” says Malcolm, “if the talent is right, we’re interested in working together.”

Whether client or team member, people pick Jennasis for the same reason, she continues. “We’re passionate, innovative, and collaborative marketing experts.”

Jennifer Malcolm’s path to founding Jennasis & Associates was by no means straight; a former high school teacher, she took some time off to stay home with her kids, lived through a divorce, and came through it all wondering what her second act could be. “I started this firm just for me,” she says, helping clients with their marketing needs but also allowing herself a flexible enough schedule to be home for her children when they were still young. “As Jennasis grew, I realized this gift could be given to other women and men with experience in marketing and design who wanted supplemental work.”

Looking back, Malcolm adds, “When I started Jennasis, virtual work was unheard of. But in a short time, its growth has surpassed my initial dreams to become an excellent option for fellow creative people who want to do dynamic work but still be present in life—travel, stay home with kids, or care for aging parents.” Recently remarried and raising her now three teenagers, her passion to “have it all” still resonates to her core, and this is what she hopes to gift her team to have, too.



jennasis & associates

Cleveland, OH  
440-580-0122

[jennasisassociates.com](http://jennasisassociates.com)