

addisonclark

Capabilities
Statement



About Addison Clark



A smarter way to **grow**.

Addison Clark is a full-service marketing agency headquartered in Richmond, Virginia. We partner with clients to create and manage multi-channel marketing strategies that focus on delivering measurable business results. Our capabilities include branding and design, website development and management, videography, photography, and all aspects of digital and traditional marketing channel execution. Everything is managed in-house by a talented team of experienced marketing professionals.

- 18 years of success. Addison Clark has been delivering results since 2008.
- 18 marketing professionals make up our dedicated team.
- 100% in-house work and resources. Every project, every time.

Leadership



Andrew Rountree
MANAGING PARTNER



Jeff Allen
MANAGING PARTNER

Andrew Rountree and Jeff Allen are the Managing Partners of Addison Clark and bring decades of combined experience in brand strategy, performance marketing, and revenue-focused growth. Their backgrounds include leadership roles supporting financial services organizations, including over a decade each at Capital One. Together, they pair enterprise-level marketing discipline with hands-on execution, helping growth-focused companies build strong brands, generate qualified leads, and drive measurable business results.



STRATEGIC LEAD

Anne-Stuart Teter | Senior Director

Manages project delivery and communications. Conducts assessment, analyzes issues and opportunities, develops recommendations, creates deliverables.



DESIGN LEAD

Mary Kyle | Creative Director

In an advisory role, adjusts creative concepts and manages all graphic design functions.



TECHNOLOGY LEAD

Ryan Delafosse | Senior Web Developer

Provides technical support for platform development, coding and hosting.

Full-Service Team



Andrew Rountree
Managing Partner



Jeff Allen
Managing Director



Anne-Stuart Teter
Senior Director



Mackenzie Wilson
Director of Accounts



Mary Kyle
Creative Director



Ryan Delafosse
Senior Developer



Ben Cardwell
Senior Account Manager



Kaylee Brooks
Senior Account Manager



Beezer Butler
Designer



Mitch Vaile
Videographer



Liv Bridges
Account Manager



Patrick Schwab
Account Manager



Madison Whitley
Designer



Bailey Butler
Social Media Manager



Austin Hodge
Account Manager



Sean DeWitt
Photographer



Nick Lau
Social Media Coordinator



Whitney Torres
Copywriter

Core Capabilities

CREATIVE

- Visual Storytelling
- Brand Design
- Website Design
- Graphic Design
- Print Collateral
- Digital Campaign Design
- Tradeshow Collateral

MARKETING

- Search Engine Optimization
- Email Marketing Management
- Social Media Management
- Event Marketing

STRATEGY

- Marketing Strategy
- Brand Strategy
- Data & Analytics
- Market Research
- Channel Optimization

MEDIA

- Video Production
- Media Placement
- Photography
- Digital Advertising
- Traditional Media Placement



Our Approach

A smarter way to grow.

Our fractional marketing services model can augment your existing marketing team, or can even be your outsourced full-service marketing department. Our flexible model allows you to dial support up or down as needed, and is an ideal solution for startups and growing businesses. Our team includes seasoned specialists across every marketing discipline—strategy, branding, digital advertising, social media, web development, SEO, content creation, graphic design, video, and analytics—all working together under one coordinated plan.

Instead of hiring one generalist to juggle every responsibility, you get deeper expertise, faster execution, stronger results, and the flexibility to scale services as your business grows. The result is enterprise-level marketing leadership and execution at a fraction of the cost of building an internal team—or even hiring one full-time marketing manager.

Our Ethos

COLLABORATIVE

- An extension of your team.
- Driven by your business outcomes.
- Honest, straightforward guidance.

FULL-SERVICE

- Comprehensive services under one roof.
- Seamless brand consistency across channels.
- A holistic, fully integrated approach to marketing.

CUSTOM APPROACH

- Tailored solutions - Customized access, without unnecessary cost.
- Focused on what drives value, never wasted effort.
- Built to scale as you grow.

FLEXIBLE

- Agile and adaptable.
- Continuously optimizing.
- Strategy that evolves with results.

ANALYTICAL

- Reporting that drives action.
- Insights rooted in data.
- Metrics aligned to results.

EXPERTISE

- Multi-disciplinary specialists
- Diverse industry knowledge via client base
- Two decades of successful track record

RELATIONSHIP-DRIVEN

- Consultative, partnership-first approach.
- Approachable and easy to work with.
- Insight that informs, not confuses.

EXECUTION

- Active communication.
- Precise schedule management.
- Commitment to deadlines and expectations.

Contact

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