



Barker Enterprises, Inc.

Hop to it, precise segmentation for princely returns

Testimonials

Nicole gets it. There's a lot to know in the gaming industry, and she's able to drop in, unravel complex issues, and deliver."

Dennis Conrad, President
Raving Consulting

Nicole and I have worked together on database and marketing reinvestment projects for half a dozen casinos over the past year. Nicole successfully creates the "Eureka" moment for the client - bringing clarity to sometimes misguided perceptions of customer worth. She offers realistic recommendations for leveraging the property's database and improving direct marketing programs to drive revenue more profitably. She has a keen ability to shed light on data for even the most number-phobic managers and marketers. Her relationships with clients are built on mutual trust and respect. Our cooperative projects have been both educational and rewarding.

Toby O'Brien, VP of Marketing & Client Services
Raving Consulting Company

"The innovative database analysis and spreadsheets provided by Nicole allowed us to look at our entire player base with new goals and objectives. We will be incorporating the marketing and database analysis in to our 2011 marketing plan. In cooperation with Toby O'Brien from Raving Consulting, Nicole understood our challenges and we were very pleased with the way they worked with our team to understand and provide us with alternative approaches to our reinvestment programs. We have engaged the same two consultants to partner with us for review and analysis over the next four quarters."

James Snead, Chief Financial Officer
Suquamish Clearwater Casino

Nicole asks a million questions to make sure she understands our objectives. Then she applies her uncanny business intelligence to integrate strategic marketing initiatives across multiple communication channels."

Rhonda Basler, VP Marketing Services
Mail Print



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Testimonials continued...

"I have three words for you: turn around time. What Nicole can accomplish in short order helps our timelines and dazzles our clients. We all look like heroes.

Rosanne Kirn Project Manager for Edina Realty
Mail Print

Nicole writes 'clean copy' as we used to say in the newspaper business. She knows how to persuade, she knows how to motivate, and she can turn out a first draft that's dead one—which is why she's one of my favorite writers.

John Romero
Author of *Casino Marketing* and *Secrets of Casino Marketing*

Nicole walks the tight line between professionalism and personable charm effortlessly. Her sense of humor helps deliver endearing messages that endure much longer than your average and staid business-to-business communications.

Sarah Kelly,
Marketing Director, New Products,
Amgen, Inc.

Nicole's timely turnarounds keep pace with the real-time marketing demands of our business. She anticipates our needs, her copy requiring minimal edits to custom-fit our audience and our offers.

Kyle Gawthorp, Database Manager
Harrah's Ak-Chin Casino & Resort

Nicole has the unique ability to develop creative marketing collateral without overlooking the technical details. Nicole readily adapts to new subject matter. Her ambidextrous (right brain – left brain) marketing talent makes her an invaluable to an organization requiring impactful promotional materials in a highly regulated environment.

Martha Townsend, President
MarketReady Rx, Inc.



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Testimonials continued...

The variable brochures that Nicole has developed have helped to solidify our brand across six product categories as well as provide a cutting edge tool for our sales force.

Michael Massari, Vice President
Amy Dosa, Sales Marketing Manager
Las Vegas Meetings by Harrah's Entertainment

Nicole has the unique ability to distill complex and technical subjects down to clear and concise communications for a broad customer mix that includes laboratory technologists, financial administrators, physicians, and patients.

Doug Sweet, Vice President Marketing, Sales & Support
Celerus Diagnostics