



# Allow Us a Brief Introduction

We thrive on bringing people and ideas together, discovering an organization’s brand and articulating the story through all channels, and hitting target audiences for our clients to meet their goals.

We collaborate with corporations, small businesses, and non-profit organizations to supersize their marketing and communications initiatives through strong marketing communications plans, new business development initiatives, and proven social media strategies.

## what we've done

- **Partnered** with the only law school in Nevada on its strategic marketing needs.
- **Planned** and executed 10 year anniversary party for long-time legal client.
- **Designed** custom crisis communications strategy.
- **Crafted** website content for global solutions provider to the world’s leading brands.
- **Created** employee benefits guide for global gaming company voted as a Top Place to Work.
- **Scripted, produced, and delivered** video series for new physical therapy client.
- **Conducted** large-scale website and social media audit for largest provider of temporary electrical solutions.
- **Drafted** client business development tools to help land concierge services at the 2022 and 2023 Pro Bowls, Super Bowl LVII, and Super Bowl LVIII.
- **Executed** comprehensive campaign for Best of Las Vegas therapy center.
- **Delivered** over 25 brand studies to help clients evaluate their value propositions to tell their unique stories.

## you don't say

**Leah Chan Grinvald**  
Dean & Richard J. Morgan Professor of Law  
William S. Boyd School of Law at UNLV

“When Boyd Law’s marketing team had some vacancies, we turned to Shan for support during this time of transition. She took the time to understand our brand and audiences, and I am pleased with the strides we have made during our partnership. Shan now supports our social media strategy and has helped on several strategic marketing projects.”

**Lori Wilkinson**  
Vice President  
Brown & Brown Insurance of Nevada, Inc.

“We partnered with Shan to revitalize an existing campaign. While I was initially drawn to her branding and knew it would be a great fit for our messaging, I was impressed by her communication skills and quick understanding of my business. I would recommend Shan Bates, LLC to any business with strategic marketing needs.”

## get in touch



**Shan Bates, LLC**  
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