



6 Orchard Drive
South Salem NY 10590
T 914.763.2494
F 914.763.5239
www.chalkdustconsulting.com

A boutique creative agency, ChalkDust Consulting offers a team of experienced professionals with a global reach who initiate, advise, create, and manage effective business communications.

Our approach is customized because we know that when it comes to servicing clients, one size does not fit all. We custom-select partner professionals with skill and knowledge in specific areas to target the exact needs of each project and client. Projects range from external forms, such as brand identities, websites, and marketing programs, to internal communications, including multifaceted production processes, asset management, project management, and more. We are highly attuned and responsive to our client's objectives, and we partner closely with them to attain their desired goals.

ChalkDust delivers a complete package and customized response, i.e., customizing services to meet each client's needs, rather than basing solutions on pre-conceived notions of what a client wants. Our structure is unique in that we retain a small specialized team. Our partner professionals are committed to delivering superior project results while maintaining a unique flexibility and individuality in their work and lifestyle.

Our portfolio includes marketing and strategy for start-up companies and re-branding of established businesses; leading-edge web technology implementation and application development; multi-channel development including print, outdoor and digital development; information architecture; design, commerce and non-commerce web site development and usability testing. Because of our unique approach, we are able to service our clients beyond the first engagement to enhance their business objectives.

Our clients include multinational consumer products companies, boutique marketing and creative agencies, non-profits, start-up companies, established local and regional firms, entertainment and music industries, and beauty and wellness businesses.

ChalkDust's roots began in a global market. Asked to lead the monthly updates of our client's dynamic, international websites and support the strategy of rolling out additional sites in various countries, ChalkDust saw the opportunity to grow a multinational team of experienced individuals in global communications. ChalkDust staffed each project with language specialists, ensuring the affiliate countries were fully supported. We also partnered with our clients to build the foundations for translation, web communication, and quality assurance for each country and brand launch. This continues as an organic process, and is re-evaluated at critical times as the business grows. ChalkDust has worked strategically, creatively, and technically to launch multiple brands in multiple countries, each with their unique brand standards. We have recommended applications that scale both domestically and internationally to achieve global objectives.

As always, our approach is based upon the business objectives of each client and market. With our international experience, we offer a global perspective and added value.