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ClearVision Strategic Marketing, LLC  
1018 Woods Drive Suite #110, Hartland, WI 53029  
Media Contact: Michelle Love-Johnson, MBA  
C: 262-391-7868 E: [mlj@ClearVisionPR.com](mailto:mlj@ClearVisionPR.com)

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## **Chicago-based Schmidt named as Director, Creative Design and Interactive for ClearVision Strategic Marketing**

**Hartland, WI and Chicago, IL – February 23, 2011** ClearVision Strategic Marketing, a female-owned marketing and public relations firm, has appointed Wendy Schmidt as Director, Creative Design and Interactive.

In addition to staffing the agency's Chicago office, Schmidt's duties include visual design and technical execution of client campaigns – specifically internet marketing, direct and e-marketing, social media, lead generation with e-Intelligence, and print campaigns.

"Wendy is uniquely skilled in creating visual communications that enable ClearVision to not only meet, but exceed our clients' marketing goals. These, in turn, enable success of their specific sales and business strategies," noted Michelle Love-Johnson, President and Founder of ClearVision Strategic Marketing and ClearVision PR. "Wendy's promotion recognizes her talent and leadership within the measurement, technical, and creative aspects of electronic and print communications," added Love-Johnson.

"ClearVision has always emphasized making ideas work and is exceptional at the strategic level, so I'm excited to have a greater impact on the agency and our clients' futures in my expanded role as Director," commented Schmidt. "It's gratifying to know that our communications strategies and supporting marketing solutions work for our clients. A main reason for this is that we ensure the messaging, visual and technical execution is spot-on – no matter the campaign size or term," noted Schmidt.

Schmidt has been with ClearVision since 2008. She holds a Bachelor of Fine Arts degree from Milwaukee Institute of Art and Design and obtained her academics from Marquette University. Her graduate work focused on English at The University of Wisconsin-Milwaukee.

### **About ClearVision Strategic Marketing**

ClearVision Strategic Marketing is a full-service marketing communications and public relations firm located in Hartland, Wisconsin with service offices in Chicago, Illinois and Sarasota, Florida. Established in 2007 by President Michelle Love-Johnson, MBA the firm offers services in branding, social media, e-marketing, public relations and issues management, marketing strategy and execution, customer research, and lead generation with e-Intelligence. Visit [www.ClearVisionStrategicMarketing.com](http://www.ClearVisionStrategicMarketing.com) for more information. Call 262-391-7868 for a media interview.

WWW.  
clearvisionstrategicmarketing  
.com

corporate office: 262-361-4800 | fax: 866-523-1042 | 1018 Woods Drive Suite #110 | Hartland, WI 53029