



Cure for the Common Brand®

AGENCY FACT SHEET

FIRM Vitamin, Inc.
3237 Eastern Avenue
Baltimore, Md. 21224
www.VitaminIsGood.com

YEAR FOUNDED 2002

TEAM 10 full-time employees

CERTIFICATIONS Maryland DOT MBE/DBE/SBE-Certified #10-389
Woman-Owned Business

<u>Certified Service</u>	<u>NAICS Code</u>
Graphic Design	541430
Web Design	541511
Advertising Agencies	541810
Public Relations Agencies	541820
Display Advertising	541850
Direct Mail Advertising	541860

ABOUT Vitamin® is the Cure for the Common Brand®. We take our clients from ordinary to extraordinary through strategic and dynamic public involvement programming. We are a full-service public involvement company that specializes in providing high-quality, process-driven deliverables within the disciplines of branding, website design, digital marketing, public relations, social media and graphic design.

The experience at Vitamin goes far beyond giving our clients a product — like a logo, website or press release. We create holistic, strategic and meaningful experiences that define our clients’ public involvement initiatives and bring unique differences and characteristics to life.

SERVICES INCLUDE

ADA compliant website design & development
Advertising
Annual reports
Branding
Brochures and other printed collateral
Crisis communications
Email marketing
Event planning
Illustration
Logo design
Media relations
Press kits
Public relations
Search engine optimization
Signage
Social media
Speech & article writing
Thought leader positioning
Trade show exhibits & promotions

CONTACT

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LEADERSHIP

Amanda Karfakis, President + CEO

Amanda Karfakis has nearly 20 years' experience in strategic marketing-communications. She is a published writer who has overseen the successful implementation of aggressive public awareness campaigns that have resulted in tremendous visibility for clients and their initiatives across Maryland and the U.S. She earned a bachelor's degree from Towson University in business administration. She also studied abroad at the Universidad de Sevilla in Spain. She is conversational in Spanish and Greek.

Michael Karfakis, COO

With nearly two decades of experience in digital and traditional marketing, Mike is responsible for overseeing Vitamin's branding, messaging, web design/development, graphic design and copywriting teams. Mike's passion for best practices has become the basis for the agency's continued ability to deliver work that is high-impact, goal-oriented and message-driven. Mike earned a bachelor's degree from Towson University in mass communications. He is an avid blogger and mountain biker.