



Macleod & Co. is a premier Twin Cities agency specializing in B2B digital marketing. We partner with businesses of all shapes and sizes, from startup hustlers to established empires, to create and execute strategies that drive revenue.

2018
FACT
SHEET

AGENCY INFO

Founded
2014

Employees
6 humans & 1 canine

Leadership
Allison Wasz
Owner & Agency Director

Jacklyn Heinlein
Creative & Strategic Director

CAPABILITIES

- Digital Strategy
- Inbound Marketing
- Full-Service Strategy & Design
- Social Media Management
- Content Creation
- Email Marketing
- Web Design
- SEO/SEM
- PPC Advertising

PURPOSE

To leave everything we touch better than we found it.

CORE VALUES

At Macleod & Co, we...

- 01 Are committed to continuous personal and professional growth
- 02 Act with integrity in all dealings
- 03 Take initiative in problem solving
- 04 Use strategy to inform everything we do

WHY PARTNER WITH US?

We are highly organized, efficient, and pretty damn creative. We approach research, project management, reporting, and even design, with the same analytical mindset we apply to our marketing strategies. Bottom line: we don't send anything out the door unless we have the utmost confidence it will work.

MEET OUR TEAM

Working with Macleod & Co. means working with a nimble team of passionate people who share a common vision: to leave everything better than we found it.



Allison Wasz
Owner & Agency
Director



Jacklyn Heinlein
Creative & Strategic
Director



Abby Knudtson
Communications
Director



Samantha Stender
Business Development
Director



Kate Nelson
Senior Designer



Meg Vondirska
Social Media
Coordinator



Dallas
Office Dog

WE LOVE OUR CLIENTS. AND OUR CLIENTS LOVE US.

“The Macleod & Co. team did an amazing job. They understood what we were about and created a brand that sets us apart from the competition.”

—Operations Manager, CRMG

“The Macleod & Co. team just got it. They knew what to do, and their strategy worked.”

—Director of Sales, Medafor



CONTACT

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