



FIRM FACT SHEET

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

YEAR FOUNDED 2002

CERTIFICATIONS Maryland DOT MBE/DBE-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®, a boutique firm that intensifies the strength and awareness of each client's brand by taking a holistic approach to the creation of identity, print, web and public relations programs. We are the first boutique in the mid-Atlantic to integrate each of these services under one roof and to manage them all according to best industry practices. This approach results in stellar customer service, incomparable expectation management and work that is high-impact, sales-focused and message-driven.

While our client list includes regional and national companies in diverse fields, from education to hospitality, we have particular expertise in working with the built industry – architecture/engineering/construction, real estate development and property management.

SERVICES INCLUDE

Integrated marketing communications
Meeting facilitation and event planning
Public involvement (outreach and support)
Media relations
Press kits
Social media
Crisis communications
Speech & article writing
Logo development
Brochures
Annual reports
Advertising
Indoor & outdoor signage
Trade show exhibits & promotions
Web site design & development
Email marketing
Search engine optimization

LEADERSHIP

Amanda Karfakis, President/CEO
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Michael Karfakis, COO
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TEAM

Vitamin leverages in-house talent to craft, manage and complete all client deliverables. We follow the very best industry standards and focus on meeting the highest level of customer expectation.

FIRM LEADERSHIP

AMANDA M. KARFAKIS - President/CEO

As Vitamin's president/CEO, Amanda Karfakis is most active in lead generation and business development. Amanda is responsible for Vitamin's own business strategy, as well as its clients' marketing-communications strategies. Her specialties include public relations, integrated marketing, business copywriting, and serving as the account lead for large-scale marketing/PR programs.

Amanda sits on the board of the American Diabetes Association's Maryland Chapter and chairs the chapter's media advisory committee. She is president-elect for the Society for Marketing Professional Services (Chesapeake Chapter). She is also active with the Greater Baltimore Committee's emerging business council, serving on the council's steering committee and chairing its media advisory subcommittee. In addition, she serves as member-at-large and secretary for the Baltimore-Piraeus Sister City Committee.

Born to a family of Greek immigrants, Amanda grew up in the public eye. "I practically lived in my family's diner," she says. She ran the cash register in fifth grade. During her teens, she mastered the art of communicating with the public, from promotion to community relations to damage control. Interacting with hundreds of people daily, she found she had a knack for making a diversity of people feel comfortable.

From the ages of 13 to 18, Amanda was a lacrosse junkie. She helped found the first grade-school lacrosse program in Ithaca, NY, and she quickly earned a starting position as attack wing. Her abilities caught the eye of the woman's lacrosse program at Towson University, where she ultimately earned her bachelor's degree in business and marketing.

While at Towson University, Amanda studied abroad in Sevilla, Spain (at the Universidad de Sevilla) where she lived with a host family and learned to converse quite fluently in Spanish. Prior to graduating, she landed a job with one of the country's top 100 design firms: the now defunct Gr8. A series of events, which eventually sent the company into bankruptcy, caused the sudden resignation of Gr8's PR director. Amanda suddenly found herself in charge of Gr8's corporate communications. As the company slowly unraveled (and jilted workers took their stories to the press), Amanda earned a trial-by-fire degree in crisis communications.

In 2001 she was hired by Planit, a Baltimore ad agency, to establish the company's public relations department. She successfully launched and managed the department, overseeing its growth into a highly profitable enterprise. During her tenure, Amanda grew the department into a five-person team while also handling new business development, PR writing, account management, personnel management, and the agency's own PR plan.

In 2005, Amanda founded Vitamin's public relations department to round out the firm's holistic approach to marketing. As a result, Vitamin became the only boutique in the mid-Atlantic to offer a comprehensive marketing strategy where service quality and final deliverables are equally balanced across all disciplines.

MICHAEL KARFAKIS - Chief Operating Officer

As Vitamin's COO, Mike's duties include creative director, creative copywriter, business development manager, and lead project manager for brand, print, and web projects. He founded Vitamin in 2002 after identifying a need in the marketplace for a full-service brand management boutique that specialized in providing clients high-quality deliverables within the disciplines of print, public relations, and web design.

Mike has been responsible for countless identity, print, brand, and web development projects for clients throughout the United States. His strong desire to adhere to best practices in print and digital design are the basis for Vitamin's continued ability to deliver work that is higher-impact, more sales-focused, and more message-driven. His love for creative writing, progressive thinking, and the digital world serve as the catalysts that drive Vitamin's graphic design and technology deliverables.

Mike grew up working in his family business where he quickly learned the value and importance of relationships, running a tight ship, and operating debt-free - strictly on a cash basis. These values drive Vitamin to this very day.

At the age of 15, Mike rescued a 1982 Pontiac Trans Am from the junkyard. He rebuilt and restored the car using his own money and his own hands. It took him five years to complete the restoration and he drove that car as his everyday vehicle for years to come. His love of mechanics resulted in seven consecutive years of employment behind parts counters in Pennsylvania and Maryland.

Throughout high school, Mike was never much of a grade earner. As a result, he found himself at a junior college near Scranton, PA. Quickly realizing how important grades were, Mike earned a 4.0 his first semester and immediately transferred to Towson University where he graduated with a bachelor's degree in mass communication, along with a minor in English.

Working for what was then known as MBNA America, Mike was employed as a credit card debt collector for his first "real" job. The position taught him the meaning of professionalism. It also taught him how to cold call and close difficult sales; attributes that would prove paramount to Vitamin's early success as a start-up.

Following his time at MBNA, Mike gained design, marketing, and communications experience as the operations manager for G.1440, which was then a web, branding, and technology firm.

While with G.1440, Mike managed creative teams, helped close sales, wrote contracts, pitched new business, and managed the production of creative projects as well as web technology projects.

Mike envisioned a company that handled print, public relations, and web design cohesively, and with as much respect to process as possible. And, with as much respect to the client's success. Shortly thereafter, Vitamin was born.