



# SUCCESS STORIES

AMEE BELLWANZO

# WHEN CREATIVE MEETS STRATEGY

I help organizations turn complex ideas into clear, compelling marketing that drives action.

Whether building from the ground up, launching something new, or evolving an existing brand, I bring strategy, storytelling, and creative direction together to create marketing that connects and performs.

## The results? Work that:

- Transforms organizations into market leaders
- Launches new concepts with immediate traction
- Creates campaigns that people don't just notice, but remember

## What's most valuable to your organization? Click and see:

- [Creative + Results](#)
- [Brand Transformation + Systems](#)
- [Positioning + Speed to Impact](#)
- [Scale + Orchestration](#)
- [Brand Activation + Emotional Connection](#)





# JOHNNY LOGIC CREATIVE CAMPAIGN AND DEMAND GEN

## OVERVIEW:

When Logicalis sought to increase sales pipeline in a crowded and highly technical market, the challenge was clear: stand out to a skeptical, oversaturated audience with messaging that was easy to understand, and presented in an engaging way.

I developed and led a bold creative strategy that broke from traditional B2B marketing conventions. Centered around "Johnny Logic," a campy spy character who personified Logicalis' expertise, the campaign used humor and storytelling to translate complex IT solutions into relatable, memorable narratives.

I directed the end-to-end campaign development, including concept, copywriting, creative direction, and execution across multiple formats. Logicalis' differentiators came to life through a series of graphic novels, animated videos, and integrated marketing assets designed to capture attention and drive engagement.

**The result?** A breakthrough campaign that cut through the noise, built a loyal following, and delivered significant pipeline growth. [See numbers on next page.](#)



# JOHNNY LOGIC CREATIVE CAMPAIGN AND DEMAND GEN

## RESULTS:

The campaign **combined standout creativity with measurable business impact**, proving that even highly technical B2B marketing can engage and convert:

- **\$8M+ in sales pipeline** generated, delivering an estimated **40:1 ROI**
- High **audience engagement and recall**, with the campaign earning a cult following among IT decision-makers
- **Earned industry recognition**, with features in multiple business and marketing trade publications
- Sustained brand impact, with campaign assets and character recognition continuing to circulate **years after launch**
- **Effective message translation**, using storytelling and humor to simplify complex service offerings and increase audience understanding

**Trade articles about the campaign:**

[DIRECT MARKETING NEWS](#) | [BRANDCRUNCH](#)



# ECDI BRAND TRANSFORMATION AND GROWTH STRATEGY

## OVERVIEW:

When Economic & Community Development Institute was called on to support thousands of small businesses during the COVID-19 crisis, the organization had the resources, but not the marketing strategy, stories, systems, or visibility to meet demand at scale.

I led a full-scale marketing transformation, building a new brand and strategic foundation from the ground up. This included rebranding, overhauling the digital presence, a PR and media strategy, and developing integrated outreach programs designed to engage underserved entrepreneurs at the moment they needed support most.

Working quickly and without existing infrastructure, I built the marketing team, systems, and processes needed to support rapid growth, aligning messaging, channels, and the customer journey. A long-standing “best-kept secret” soon became a highly visible, scalable organization.

**The result?** The organization went from a small, local nonprofit to the **#1 SBA microlender** in America. [See numbers on next page.](#)



# ECDI BRAND TRANSFORMATION AND GROWTH STRATEGY

## RESULTS:

Within three years, ECDI was **America's #1 SBA microlender**. Driven by solid strategy, systems, and brand voice, the results kept coming:

- **314% increase** in lending volume over four years (\$56M → \$177M), surpassing the previous 16 years combined
- **\$15M+ in publicity value** generated through **430+ media placements**, elevating ECDI's brand message on a mass scale
- **350% growth** in digital audience and nearly **25,000 engaged email subscribers**
- **High-performing demand engine**, with marketing programs consistently generating inbound interest and client engagement
- **Multiple industry awards** recognizing ECDI's growth, impact, and leadership

[VIEW WEB SITE](#)

# ECDI BRAND TRANSFORMATION AND GROWTH STRATEGY

## BRANDED MATERIALS

**ECDI** | Investing in the growth of small businesses | **INVEST LOCAL OHIO**

### A better way to invest

Support local small business, with a guaranteed return

The Invest Local Ohio (ILO) program provides community members the opportunity to make a smart investment while directly supporting the visions of innovative, hardworking entrepreneurs. Your investment provides funding for loans to startup and existing businesses in a variety of industries. Every dollar invested in ILO supports small businesses, right here in Ohio.

From restaurants and hair salons, to transportation and yoga, ECDI-funded small businesses play an integral role in creating sustainable, vibrant communities.

Economic and Community Development Institute (ECDI) | 1655 Old Leonard Avenue | Columbus, Ohio 43219 | 1-888-210-3039

**Invest. Educate. Innovate.**

**OPEN**

**Le Vieux Lyon**  
French Bakery Cafe

## IMPACT REPORT 2020

Small Business Lifeline

**ECDI** | Investing in the growth of small business

**ECDI** | Economic & Community Development Institute

Investing in the growth of small businesses.

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Columbus, OH 43219

ECDI

## Resources for Ohio Small Businesses

Affordable Capital  
Entrepreneur Training  
Business Services

**ECDI** | Investing in the growth of small businesses



“When I'm sending documents to clients—especially knowing that they're trusting us with an important part of their business—it makes such a huge difference to send them something that looks professional and polished. I am much more confident. I'm even proud to flash my business card. I feel like I'm working for the industry leader now.”

-Tim Kehoe, ECCDI Client Services



# REV1 AT THE PENINSULA LAUNCH AND MARKET POSITIONING

## OVERVIEW:

When Rev1 Ventures launched a new innovation space, Rev1 at The Peninsula, the challenge was not only awareness. Differentiation was the ultimate key to standing apart from traditional coworking spaces, to appeal to a highly specific audience of high-growth startups in enterprise software and advanced technology.

I developed a targeted messaging platform that clearly articulated this value and positioned the space as a hub for the people, conversations, and resources these founders need to scale. This strategic foundation guided all aspects of the launch, from website development to email campaigns, PR, sales enablement, and on-site experience.

With a tight timeline and multiple stakeholder inputs, I directed the end-to-end creative and marketing execution to deliver a cohesive, high-impact launch across digital, physical, and experiential touchpoints.

**The result?** A high-demand launch that exceeded **annual** membership goals **within two months**. [See numbers on next page.](#)



# REV1 AT THE PENINSULA LAUNCH AND MARKET POSITIONING

## RESULTS:

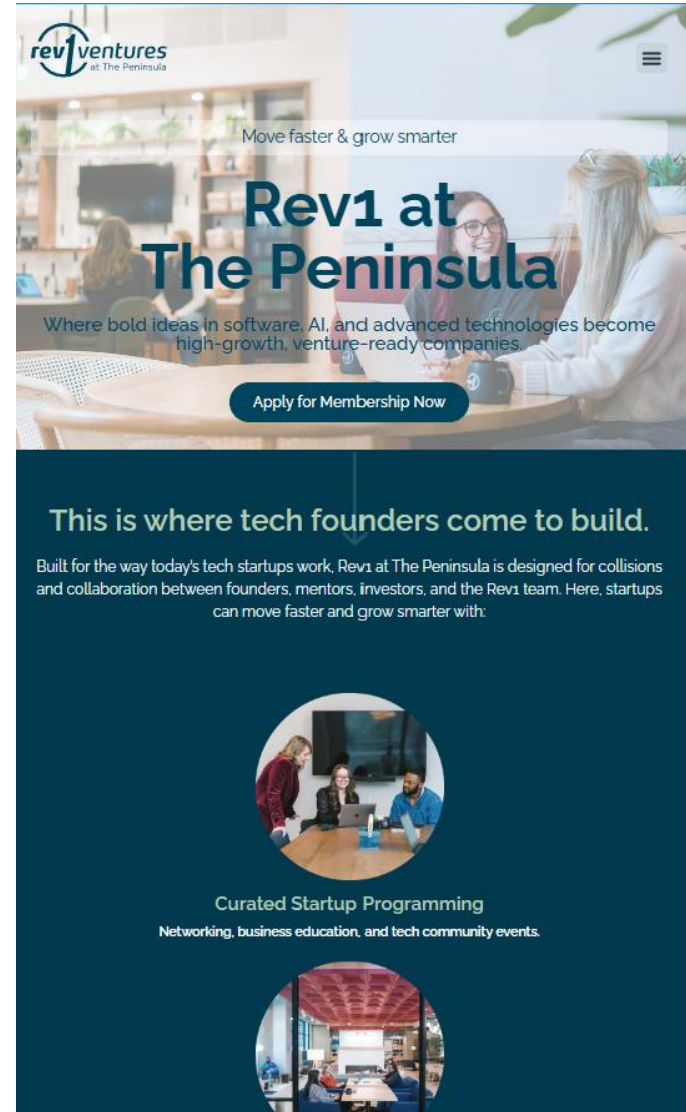
The launch generated **immediate traction**, quickly establishing the space as a high-value destination for its target audience:

- **Exceeded first-year membership goal by 34% in two months**, securing 67 members vs. a goal of 50
- Strong early demand and engagement, with nearly **1,000 attendees across ~30 events** in the first two months
- High inbound interest, generating **60+ event requests** and putting the team on pace to exceed annual event goals by **7.5x**
- Earned media visibility, with **10 media placements** supporting awareness and credibility at launch
- Clear **market differentiation**, successfully positioning the space beyond traditional coworking as a hub for high-growth, innovation-driven companies

[VIEW WEB SITE](#)

# REV1 AT THE PENINSULA LAUNCH AND MARKET POSITIONING

## COLLATERAL, WEBSITE, PHOTOS





# ASAE ANNUAL MEETING & EXPOSITION INTEGRATED CAMPAIGN AND EXPERIENCE

## OVERVIEW:

When American Society of Association Executives selected Columbus to host its high-profile annual meeting, I led the creative development and execution of a comprehensive, year-long marketing and communications campaign targeting association decision-makers.

Working across internal teams and community partners, I helped excite and align stakeholders around a unified vision for how Columbus would show up, ensuring a consistent, compelling brand presence at every touchpoint. I also led the creation of a custom visual identity that balanced the Experience Columbus brand with ASAE's event branding, creating a seamless experience for attendees.

Over the course of the campaign, my team developed and deployed more than 180 integrated assets—including signage, digital content, advertising, and on-site communications—bringing the experience to life before, during, and after the event.

**The result?** A unified, high-impact experience that drove immediate economic value and positioned Columbus for long-term growth. [See numbers on next page.](#)



# ASAE ANNUAL MEETING & EXPOSITION INTEGRATED CAMPAIGN AND EXPERIENCE

## RESULTS:

The campaign delivered immediate impact and long-term business value, elevating Columbus's position as a convention destination:

- **\$16M in economic activity** during the event and **\$500M in post-event pipeline**
- Large-scale audience reach, **engaging 5,476 attendees**
- Dominant social presence, with #ASAE19 trending as the **#1 Twitter topic** in the Columbus market for 3 of 5 conference days
- High engagement across channels, including nearly **1,000 hashtag uses** on Twitter (reaching ~219,000 accounts) and **1,500 uses on Instagram**
- Overwhelmingly positive sentiment, with attendee feedback describing the experience as **"incredible," "welcoming," and "memorable"**
- Real-time reputation management, with only one negative comment—**resolved within minutes**
- Valuable content capture, including **16 attendee testimonial videos** and **149 social testimonials** for ongoing marketing use

[VIEW STAKEHOLDER WRAP-UP VIDEO](#)



**We tend to be a picky bunch, but your well-trained volunteers ... plus great restaurants, won us over.**

– @kristinclarkeva



**"I've been on-site for less than 6 hours and love your convention centre so much!**

– @lindsaythecmp



**The volunteers, Uber drivers, store shop owners, convention centre, and hotel staff have 100% bought in and it's magical.**

– @ottawalesley



**Amazing end to an amazing few days in Columbus. @ASAEannual has been a fantastic experience. Heading back to the UK full of motivation and ideas!**

**See you in Vegas!**

– @ThereseDolan



**Wow – what a gorgeous stroll on the Scioto River downtown. Great location for all the inspiration, insights, conversations and connections coming over the next 4 days!**

– @HeatherPownall



**ASAE has had some great hosts, but you may be the friendliest and most welcoming yet!**

– @kristenkess



10 likes

Tanya Kennedy Luminati The view from my Holiday Inn room, modified to reflect what it feels like here in Columbus. ASAE everywhere! #artofasae



Allison Abayasekara  
@aaabayasekara

Truly living my best life at #ASAE19 🇨🇪🇺🇸



#mythiccosi

# EQUITY PLEDGE ACTIVATION AND AUDIENCE CONNECTION

## OVERVIEW:

Columbus has long struggled to clearly define and communicate what makes the city stand out as a convention destination. When Experience Columbus secured an activation at *PCMA Convening Leaders*, a premier event for meeting planners, we had an opportunity to create a powerful narrative with our key audience.

Rather than repeating typical logistics and features messaging, I led a shift in strategy: positioning Columbus through the lens of shared values. I worked with community partners to highlight the city's innovative work in gender equity in a way that felt relevant, engaging, and memorable to our largely female audience.

With a tight timeline and limited budget, I directed the end-to-end development of the activation, aligning internal teams and an agency partner to deliver a compelling and cohesive experience including speakers, graphics, microsite, video content, collateral, and follow-up engagement.

**The result?** The activation transformed booth engagement from transactional to emotional, creating lasting connections and brand advocates. [See numbers on next page.](#)





# EQUITY PLEDGE ACTIVATION AND AUDIENCE CONNECTION

## RESULTS:

The activation resonated deeply with the target audience, delivering:

- **140 high-value opt-ins** from meeting planners, executives, and emerging leaders (~10% of non-supplier attendees), each signing Columbus' Equity Pledge
- **Extended, high-quality engagement**, with visitors spending **5–10 minutes** at the booth (vs. typical pass-through traffic), actively participating, sharing their contact information, capturing photos, recording videos, and even getting tattooed with the campaign theme
- Strong post-event performance, with automated follow-up emails achieving a **48% open rate and 10% click-through rate**
- **26 video testimonials** captured on-site, later packaged into one inspiring video:

[VIEW STAKEHOLDER WRAP-UP VIDEO](#)

# EQUITY PLEDGE ACTIVATION AND AUDIENCE CONNECTION



INTRO VIDEO ([click to view](#))



WEBSITE  
Desktop and mobile friendly



# EQUITY PLEDGE ACTIVATION AND AUDIENCE CONNECTION

## ATTENDEE TESTIMONIALS



"...I'm a Hispanic female. I'm the first in my family to go to college. It's important not only to show people that you can get an education, but that you can go to the workplace and get equal pay... We're doing this for a purpose. We're moving forward generations ahead of us."

– Victoria Banuelas



"...When I saw this Columbus booth talking about empowerment and inspiring equality, it got my attention. I'm here to urge everybody to take action around wage equality, human equality and be on the right side of history."

– Jeff Tidwell



"Equity is important to us at Cardinal Health because we believe that the future is female and the future is all together. ...We are a huge supporter of the city of Columbus and we love to incorporate the diversity and inclusion in our workplace and in our future."

– Julia Kellow



Amee BellWanzo

**Clear strategy. Bold ideas. Real results.**

**Amee BellWanzo**

Brand + Marketing + Creative Strategist

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