We don’t define ourselves by what we do.  
WE DEFINE OURSELVES BY WHAT WE ACHIEVE.
Challenge the Status Quo

We are a results-driven group of strategic marketing experts who listen, understand, plan, measure and optimize, and then do it all again to create a customized solution that continually elevates the results of your marketing campaigns. We push the boundaries of proven direct marketing tactics, integrate those ideas into all marketing channels and use smart, conceptual thinking to execute programs that are anything but traditional.

Strategy
Define goals and help you achieve them.
We work with you to understand your particular market challenges and competitive landscape, and determine what will best motivate your audience. Then we come up with fresh campaign and business strategies that drive your prospects and customers to take the desired action.

Audience
Create a direct line to your audience.
We research all online and offline list options to identify the right audience and build the most appropriate and effective audience segmentation strategies. Then we create and execute intricate multi-channel marketing campaigns that target those specific segments, ensuring you reach the right audience at the right time with the right message.

Creative
Engage your prospects and drive them to action.
Our creative is more than just a pretty face. It's clever and conceptual, but most importantly, it's results-driven and specifically designed to engage and motivate your prospects and customers.
• Concepting and Copywriting
• Content Marketing
• Multi-Channel Direct Response
• Responsive/Mobile Design
• Variable and 1:1 Messaging
Quality Assurance

Execute quickly and flawlessly.
When you've been doing direct response marketing as long as we have...you're able to do amazing work at breakneck speed. Our finely-tuned quality controls and protocols ensure we execute flawlessly while carefully mapping our every move back to your budget and timelines.

Analytics

Continue to refine and improve your results.
Our only goal is to help you achieve your goals. That's why we perform ongoing testing — tracking and measuring your campaigns constantly to refine and improve your results. We don't get complacent – we're continually raising the bar to optimize your response.
Savvy, Smart Direct Marketers

Every marketing agency can offer you a similar list of services and tactics, so what makes Direct Associates different? It’s our people — our depth of experience, our individual skills and talents, our knowledge of what drives response, and our years of doing what we do best — direct marketing. Take a few minutes to get to know us and you’ll quickly begin to understand why we can do things for your business that no other agency can.

Eileen Carew
Partner

ecarew@directassociates.com
www.linkedin.com/in/eileencarew

Past Career:
Art Museum Curator

Can’t Live Without:
Laughter and Grandchildren.

Eileen is a partner in Direct Associates and has spent the last 30 years as a seasoned direct marketing strategist and practitioner. She has mentored many in the industry and stayed true to her primary focus – working directly with clients to achieve results. Prior to Direct Associates, Eileen was a founder of the National Strategic Accounts Division for SourceLink, Inc. She also held executive-level positions at CPS Direct, Duffy & Shanley Advertising and HMA Advertising. Clients have ranged from Fortune 100 companies to regional start-ups. Before entering the world of marketing, Eileen began her career in the fine arts, working as a museum curator for six years.

“I wanted to build a company that is, first and foremost, direct marketing at its very best. Second, a company committed to exemplary customer service as a top priority. And third, a company that is unquestioning in its integrity and ethical responsibility. The result for us has been clients we value and enjoy, the absolute best and brightest partners in the business and a company we are very proud of and excited to keep growing.”
Susan Feeney  
**Partner**

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www.linkedin.com/pub/susan-feeney/0/947/a07

❤️ **What Gets Me Up in the Morning:**  
My 100 lb Lap Dog, Gus

💬 **Most Surprising Trait:**  
I actually like to get my hands dirty gardening!

Susan is a partner in Direct Associates and has worked in direct marketing for more than 24 years focusing on client service and strategy. Prior to Direct Associates, Susan was a Client Relationship Director within the Strategic Accounts Group at SourceLink – the nation’s fifth largest direct marketing organization, where she helped to define, develop and implement strategic marketing campaigns. She has also held account service positions at several leading Boston-based shops, including Directech, Inc. and Arnold Worldwide, and has worked with companies such as MCI WorldCom, Sun Microsystems and Motorola. Susan earned her B.S. in Marketing and a Certificate in Direct Marketing Studies from Bentley University and lives with her husband, Chris, and their two children.

Deanna Dolecki  
**SVP, Business & Client Strategy**

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www.linkedin.com/pub/deanna-dolecki/2/248/45b

❤️ **My Happy Place:**  
Beach Off-season, In the Kitchen Cooking or Anywhere With My Kids

💬 **Can’t Live Without:**  
Coffee, Animals, Yoga Pants, Sarcasm and a Good Book.

Deanna has more than 18 years of experience creating and managing successful multi-channel marketing programs. In her role at Direct Associates, she manages the internal operations, including business development, client management, creative, operations and staffing/recruiting. As part of the management team, she also plays a critical role in developing integrated program strategies for clients and establishing growth goals for the company. Before joining Direct Associates, Deanna spent 10 years at Imagitas, a successful mover marketing company. Deanna held an executive-level position where she oversaw the Client Services team, which included account management, creative services, product management and development. Prior to Imagitas, she spent several years at agencies such as Arnold Worldwide and Directech. Deanna earned her B.A. and graduated with honors from the University of Massachusetts. She is married and has two children.
Dina Zoob
Client Executive

www.linkedin.com/pub/dina-zoob/9/399/9b8

In Another Life I Would Be:
Event Planner

My Happy Place:
Getting up early, watching food network with a coffee in hand. With two small children, it doesn't happen very often!

Calling on more than 14 years of direct mail and online marketing experience, Dina drives and leads strategy for one of Direct Associates' key membership clients, focusing mainly on acquisition programs. Prior to joining Direct Associates, Dina spent over 12 years at Imagitas, a successful mover marketing company, where she managed and executed as many as 10 client programs at a time, many of which were national brands in categories such as retail, home improvement, banking, home security, and the telecom industry. Dina has a B.B.A. from the University of Miami in Coral Gables, Florida. She is married and has two children.

Erin Curtin
Account Director

www.linkedin.com/in/elanzafame

Can't Live Without:
My Family, Early morning runs, A good glass of wine

My Happy Place:
A quiet weekend at home with some HGTV and Bravo.

Erin has a depth of marketing experience, having worked in account management for 10+ years at some of Boston's largest advertising agencies as well as a leading new business consulting firm. At Direct Associates, Erin works closely with the VP of Sales to identify new business partnership opportunities and build/strengthen new client relationships. Prior to joining Direct Associates, she was a successful new business consultant at Pile and Company where she managed the agency selection process for many Fortune 500 companies. She also has extensive experience managing a broad range of campaigns in direct, digital and traditional advertising for clients in the automotive, telecom and food+beverage industries. Erin earned a B.S in Marketing from Boston College's Carroll School of Management.
Jennifer Carney  
**Design Director**  

www.linkedin.com/pub/jennifer-carney/66/b2b/917  

🔍 **Can’t Live Without:**  
Fiction Books, Running Shoes, Sharpies  

🔍 **Funny Quirks:**  
Doodling and saving scraps of paper.

Jen brings more than five years of direct marketing experience and more than 10 years of design experience to her role at Direct Associates. Never one to accept the status quo, Jen is responsible for delivering smart, innovative creative while maintaining the highest level of quality and efficiency. Prior to Direct Associates, Jen worked as a Senior Graphic Designer at Imagitas, a national mover marketing company, where she provided strategic and conceptual art direction and created online and offline products. Before Imagitas, Jen worked with several different design firms leading the design and production of marketing materials for non-profit, technology and other start-up companies. She graduated Summa Cum Laude from Colby-Sawyer College with a B.F.A. in Graphic Design and a minor in Business Administration.

Cindy Panzera  
**Production & Traffic Director**  

www.linkedin.com/in/cindypanzera  

🔍 **In Another Life I Would Be:**  
Professional Dancer on Broadway  

🔍 **Can’t Live Without:**  
Mascara, Green Iced Tea from Dunkin Donuts.

A 23-year marketing veteran, Cindy creates and maintains all project schedules for Direct Associates and continually streamlines processes to ensure the agency is operating effectively and efficiently. Cindy also manages the production process working with our print and mail vendors to ensure that all jobs run flawlessly, are completed on time and stay within budget. Before joining Direct Associates, Cindy spent nearly 15 years at International Data Group (IDG), the world’s leading technology, media, events and research company. At IDG, Cindy worked within the Enterprise Group as a Senior Graphic Designer supporting the marketing and sales efforts of three of IDG Enterprise’s award-winning, high-tech, B2B media brands. Prior to IDG, she spent several years in a marketing communications role at Consolidated Group, a third-party insurance administrator. Cindy studied at Northeastern University.
Deanna West  
Client Executive

www.linkedin.com/pub/deanna-west/27/2a0/6b9

Favorite Weekend Activity:  
Cooking, Planning a Menu

Favorite Quote:  
“Do unto others as you would have done unto you.”

Deanna has more than 20 years of experience in direct marketing. She oversees multiple direct mail and email programs for key membership clients at Direct Associates and drives and leads strategy, generates new ideas and opportunities, and monitors response metrics to meet her clients’ overall goals. Before joining Direct Associates, Deanna worked for Liberty Mutual Insurance Company developing and executing direct mail and email marketing strategies for more than 25 of their large partnership groups. She also has an extensive background in Affinity Financial Marketing. Deanna earned a B.S. in Business Management, with a concentration in Marketing, from Bridgewater University.

Alyson Freeman  
Client Executive

www.linkedin.com/in/alysonsaltzman

In Another Life I Would Be:  
Storm Chaser

Guilty Pleasure:  
Chicago Style Deep Dish Pizza and Harry Potter.

Aly has over 10 years of experience developing and managing results-driven integrated marketing campaigns. At Direct Associates, Aly focuses on the strategic and creative development of multi-channel solutions for key membership clients. Prior to joining Direct Associates, Aly worked at a direct response television agency, where she led the media strategy for several of the agency’s largest accounts. In addition, she has extensive background in brand development as well as digital and email marketing having worked at a large advertising agency for several years. During that time she helped create and optimize programs for clients across a number of different verticals including Finance, Technology, and CPG. Aly has a B.A. in History, with a concentration in Communications from the University of Kansas.
Diane Dvorak
Client Executive

www.linkedin.com/pub/diane-palmiero-dvorak/3/914/630

Passionate About:
My Family, Hiking, Museums, Reading

Guilty Pleasure:
Champagne.

Diane has more than 20 years of direct marketing expertise. In her role at Direct Associates, she is responsible for implementing client programs from inception to completion. Diane is a strong team player with a talent for building relationships while gaining the trust and respect of clients and colleagues. Prior to joining Direct Associates, Diane worked at several small agencies in the Boston area including The Wilde Agency, CPS Direct and Target Marketing, where she provided hands-on direct marketing expertise to a wide range of clients, including Great-West Life/ADA Insurance Plans, United Healthcare/AARP and Dell. Diane earned a B.S. degree from Clarkson University in Potsdam, NY. She lives in Southern New Hampshire with her husband and teenaged son.

Katie Sampson
Production Manager

www.linkedin.com/in/katie-sampson-95065513

My Happy Place:
Poolside with my family

Guilty Pleasure:
Reality TV and Pizza

Katie brings more than 10 years of direct marketing and advertising expertise to her role as Production Manager. In this critical role, Katie is responsible for getting deadline-driven, detail intensive, direct marketing campaigns flawlessly executed from start to finish. Katie prides herself on being highly organized and detail oriented. Prior to joining Direct Associates, Katie worked as an Account Manager at Imagitas, a national mover marketing company where she managed and executed multi-channel marketing programs for her clients across many industries. Her background in account management allows Katie to have an even deeper appreciation for executing on behalf of our clients and doing everything we can to meet their goals. Katie also spent a few years in the magazine industry early in her career, developing custom advertising solutions for clients. She earned a B.S. in Business Administration with a concentration in Marketing, from Salem State University.
Andrew Ames
Graphic Designer

www.linkedin.com/in/andrew-ames-99bb4729

Can’t Live Without:
Tacos, Oceans, CrossFit, Coffee

In Another Life I Would Be:
A Stuntman/Stunt Driver

Andrew has more than 7 years of design experience having worked with a variety of businesses and non-profits in the Boston and North Shore area. As the Graphic Designer for Direct Associates, Andrew is responsible for developing high quality, innovative creative while bringing a fresh perspective to the table. Prior to Direct Associates, Andrew worked as a Graphic Designer and Marketing Specialist at the YMCA of the North Shore where he provided concept-to-final designs for the YMCA brand and its campaigns in both print and digital. He directed each project with the client to tell their unique business story and to market a successful brand image. He graduated Cum Laude from Salem State University with a B.A. in Graphic Design and a minor in Communications.

Kathi Hines
Production Designer

www.linkedin.com/in/kathihines

Passionate About:
Gardening, Trying New Restaurants

Daily Mantra:
Always trust your gut.

A seasoned professional in the direct marketing field, Kathi is responsible for executing creative changes and versioning for all Direct Associates’ clients. She moves effortlessly between jobs while consistently delivering high quality work, and ensuring client branding and objectives are being followed and met. Kathi received her B.F.A. in Graphic Design from the Mass College of Art & Design in 1997. Since receiving her degree, she has worked with a wide range of clients that include retail, membership, government, hi-tech, telecommunications, insurance, cosmetics, education, travel and banking.
Extended Team

**Experts In:**
All Things Marketing

**What Makes Them Unique:**
Expertise and Passion.

In addition to our internal team, we also work with an extended team of experts—Copywriters, Creative Directors, Proofreaders, Business, Finance and IT Consultants, Web Developers and Production Managers—who bring an exceptional skill set, years of direct marketing experience, new ideas and a fresh perspective to every collaborative project they take on for us. These seasoned professionals work with us regularly, so they understand our business and our clients’ goals, and can step in and add immediate value wherever it’s needed.
Working at Direct Associates

We are always looking for strong talent. If you are interested in joining our team, please send a resume and cover letter to careers@directassociates.com.

Have Fun. Work Hard. Make a Difference.

We are a team of marketing professionals who produce an amazing amount of strategic work for our clients. How do we do it? We start by hiring smart, experienced people with a unique set of complementary skills, then encourage them to collaborate, share ideas, and leverage one another’s strengths to help our clients achieve their goals. We’re serious, but not stuffy. Passionate, but with a purpose. Fun loving, but focused. We’ve proven that when you create a work environment that is built on mutual respect, support and trust, amazing things can be accomplished in a minimal amount of time. We continue to challenge our perceptions of success every day.
Targeted and Results-Driven

At Direct Associates, we don't believe in cookie cutter marketing plans or one-size-fits-all approaches because that's not going to get you the results you want for your business. Our job is to listen to your individual challenges and goals, put a long-term plan into place and be ready to adapt and change on the fly to optimize results. That's how we help you grow your business, increase your revenue and retain your customers. Check out some of our client success stories to see how it's done, or contact us today to discuss how we can help your business.
Retention Begins at Acquisition
To meet and exceed AAA’s aggressive annual new member growth goals, Direct Associates created a multi-layered testing strategy that looked at list resources, modeling, creative formats, offer positioning, frequency, timing and territory-specific performance. After five years of strategic testing, these acquisition direct mail packages have consistently remained highest in response and lowest in cost per member.
Reinforcing Membership Value Drives Record High Renewal

Focusing on vulnerable first and second year members, Direct Associates put a retention strategy into place to make sure that AAA maintained and exceeded a record high renewal rate in an increasingly competitive, saturated environment. Members received a series of self-mallers and emails, versioned by demographic, at key intervals throughout the year, resulting in higher transaction activity and a greater awareness of benefits and services.
Targeted Campaigns Generate $200 Million Investment

PetVet Care Centers wanted to acquire new hospitals to grow their veterinary hospital network. To achieve this goal, Direct Associates implemented an annual campaign strategy that included targeted monthly communications designed to fill the sales funnel and provide an ongoing flow of leads to the Chairman and CEO and his team. This campaign resulted in the close of 45 deals worth over $200 million.

“We feel completely confident placing our marketing efforts in Direct Associates’ hands. They’re smart, strategic, and they get our business and understand our goals. Since day one, they’ve come to the table with revenue-generating marketing strategies that have played an integral role in helping us grow our PetVet Care Center Hospital Network.”

-Gino Volpacchio, Chairman and CEO of PetVet Care Center
Millennial Focused Program Builds Life-long Membership

Our goal was to help AAA capture members earlier (at ages 18-35) and build life-long membership. To achieve this, we created an integrated program with an ongoing communication stream that reinforced the value of membership to millennials. Along with a targeted audience capture strategy, our communications plan included direct mail (an underused channel for millennials), email and social media advertising (Facebook) – all with content and messaging relevant to the millennial audience.
New Strategy and Approach Deliver Impressive Results

After years of working with the same agency and executing the same direct marketing strategy, ASCD was not hitting their member retention or acquisition numbers. They knew they had to do something to turn things around and brought in Direct Associates (and several other agencies) to test. We immediately began to look at new ways to reach and engage ASCD’s target audience. Using varying creative approaches that allowed prospects to sample ASCD’s rich educational content, we tested new member acquisition direct mail packages and emails against their current campaigns. Direct Associates was the only agency ASCD brought in that delivered results. Our test campaigns met and exceeded the incumbent agency’s acquisition results.
Integrated Email Strategies Maximize Response

At Direct Associates, we utilize the latest, most advanced tools and technologies to drive response rates for our clients. This includes effectively integrating email campaigns into our targeted strategies by identifying the best list sources and segmentation approaches, incorporating video and social components, and optimizing for mobile delivery.
We love what we do and it shows

Our creative work knows no bounds! Contact us now to see more examples of our varied strategic approaches and campaigns including:

- Life Event Trigger Marketing
- Variable Marketing
- Direct Response Print Ads
- Social Media Marketing
- Imbedded Video
- Content Marketing
Interested in Working With Us?

We would love to hear from you. Please take a few minutes to tell us a little about you, your company and your biggest direct marketing challenges. We’ll get back to you to set a day and time to talk about how Direct Associates can help you meet those challenges and grow your business. We look forward to speaking with you!

Contact by phone or email:

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