

“Leap and the net will appear.” This sounds like a good concept, unless you realize after you leap, it’s you holding the net. At the height of the recession, Kay Stelling decided to leave Clear Channel after eight years as General Sales Manager and establish Genius! Advertising and Marketing. “Running your own business is like riding a roller coaster. You enjoy the thrill of the high points and you hang on when there are dips,” says Stelling. She attributes her success to staying focused on goals.

Clients benefit from her 25 years’ experience in media, management and marketing. As a full service agency she can research and buy media and help a business develop better brand messaging with customer focused sales collateral.

Genius! Advertising and Marketing handles media relations for clients. On a pro bono basis, she is working with national and international media on behalf of Talia Castellano, a thirteen-year-old Internet sensation. Talia is a beauty guru who is battling two forms of cancer. Her dream was to be on the “Ellen Show,” and Kay secured that appearance.

In the early days of her career, she was a radio and television reporter, news director and radio program director. While in radio, Universal Orlando was her media client. She kept sending them creative ideas for promotions. They liked her ideas so well they offered her a position in Strategic Alliance Marketing. Kay had the opportunity to work with major brands such as Nabisco, Coca-Cola, Hewlett Packard and Dodge. Kay negotiated a complex partnership with the Florida Lottery tied to the opening of the ride, “Men In Black Alien Attack.” The campaign included seeding scratch-off tickets with Universal Orlando prizing and creating an admission ticket offer that



KAY STELLING

BIG BRAIN

lifted attendance to exceed goals.

“Marketing is valuable if it helps to move the needle on your bottom line,” says Stelling. Her definition of marketing in its simplest form is

getting your ideal prospect to know you, like you and trust you so they will do business with you.

Genius! Advertising and Marketing is a full service agency, established in 2009. The agency offers a range of services including: media buying, radio and television production, website development, branding and general marketing services.



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