



Yvette Craddock

Yvette Craddock, Managing Member of Click Marketing Solutions, embraces marketing with a passion.

Her career as a marketing practitioner spans more than a decade. Yvette spends her professional energies developing brands through unconventional approaches producing stellar marketing campaigns for her varied clients.

Her acute instinct, combined with a strategic approach encompassing all marketing tactics, has generated successful short and long-term results for many world-class brands.

In 2002, she established Click Marketing Solutions a full-service marketing firm which received immediate industry recognition and awards. The firm represents clients in multiple business sectors from finance to fitness. The thriving firm is among a handful of female and minority-owned agencies in the country.

Yvette is a strong leader with focused dedication. She is currently an active board member and has served in several key leadership positions for organizations which include, Toastmasters International, Board Member of Association of Image Consultants International (AICI, Los Angeles Chapter), Founding Member of the AICI (Phoenix Chapter), the American Marketing Association, the Gannett Corporation, and most recently, the Scottsdale Museum of Contemporary Art (SMoCA). She is also the visionary and catalyst for the creation of the Phoenix Spectrum Awards, serving as Chairperson during its inaugural year.

Her career transitioned from Fortune 500 corporate America to marketing as the marketing director for The Giorgio Collection. After successfully launching new collections and a new showroom, her marketing focus turned to television advertising. While serving as a nontraditional brand builder and sales account executive for the FOX and Univision networks, she created and/or implemented marketing campaigns for and in conjunction with Best Buy, Blockbuster, Disneyland, Wendy's, Qwest, CIGNA HealthCare of Arizona, Subway, and Ralph Edwards Films. Partners for these campaigns include, Intel, Gateway, the Phoenix Suns, Shamrock Farms and Sonic.

Yvette's career repertoire has placed her on Phoenix, Los Angeles, and national television as a spokesperson and program host. A creative writer, Yvette has authored articles for *Phoenix Magazine*, *East Valley Lifestyles*, *Today's Arizona Woman* and *Century City Chronicle*. Her celebrity interviews capture conversations with Billie Jean King, Tom Hopkins, Connie Hawkins, Oscar de la Renta, Diane Von Furstenberg and Jeremy Roenick. She has represented Bill Duke (Hollywood icon); Reginald Hudlin (A-list film producer) and Lisa Nichols (*Chicken Soup for the African American Woman's Soul* author and teacher in the internationally acclaimed life changing program, "The Secret") among other notables.

Ms. Craddock believes in giving back to the community, and has generously provided both in a monetary and creative effort in the areas of art, business, fitness and children.

[MEDIA CREDITS, AWARDS & MORE >>](#)



Media Credits

Television: ABC, BET, CBS, FOX, "Good Day LA", NBC, News Channel 3, The Learning Channel (TLC), Univision

Print: 944, 101 North, Angel City Voice, Arizona Informant, Arizona Woman, Century City Chronicle, Charlotte Style Magazine, Desert Living, Drama Beat, East Valley Lifestyles, East Valley Tribune, East West, Essence, Frontdoors, Glance, JAVA, Jewish News, Phoenix Business Journal, Phoenix Magazine, Razor, Scottsdale Life, Scottsdale Magazine, Southwest Graphics, The Arizona Republic, The Tribune and Today's Arizona Woman

Radio/Pod Cast: KYOT, Power92, KIIS, KZON, KDKB and thefamilycoach.com

Online: azcentral.com, bizAZ.com, e-commerce-marketing.com, fashionfile.com, janepollackblog.com, more.com, prospere.com

MC: American Marketing Association (AMA) Phoenix Spectrum Awards, Association of Image Consultants International Annual Convention, Black Board of Directors Annual Awards Program, Chicken Soup for the African American Woman's Soul Phoenix Tour Event, Gold's Gym "Mr. Puniverse" Contest, Glance Fall Fashion Show, Hal Jackson's International Talent Show, Los Angeles Black Promoter's Award and the Children's Angel Foundation Halo Run (co-MC)

Presentations: Ad 2 Club, Advertising Federation of CR-IA, American Marketing Association Collegiate Chapter (ASU), Arizona Small Business Association, Arizona Woman Networking Symposium, Scottsdale

Chamber of Commerce, Scottsdale Papago Rotary Club, APS AAAME, City of Phoenix, INROADS, MARSH, Arizona Black Film Showcase Marketing, Greater Cedar Rapids Homebuilders' Association, Hollywood High School, Phoenix Newspapers, Inc., CBRE, Arizona Women's Educational Employment (AWEE), Chicanos Por La Causa, Business & Professional Women, Business & Professional Women Midtown Chapter, Landlocked Film Festival, University of Iowa Business School, University of Iowa Collegiate Advertising Association, Arizona State University, Arizona Women's Educational Employment, FastTrac, Women Entrepreneurs' Small Business Boot Camp

Awards:

- bizAz as one of the Valley's Top 10 "Up-and-Coming Advertising/PR Agencies."
- American Marketing Association (AMA) Support Award
- AMA Leadership Award for inaugurating the AMA Spectrum Awards
- AMA Spectrum Award for Public Relations; Non-Profit & Printed Marketing Collateral
- AMA Spectrum Award for New Product or Service Campaign
- The Arizona Partnership for Infant Immunization
- Association of International Graphic Artists (AIGA) Prism Award for Logo Design
- Four International The Communicator Awards of Distinction for various campaigns
- Inclusion in the Logo Lounge Volume 4 Book recognizing logo design excellence
- Master Wordsmith of the Southwest Award in Create Magazine's editor's choice awards
- Top 10 List 2007 Ranking Arizona: The Best of Arizona Business "Small Advertising Agencies" - *Arizona Business Magazine*