



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 currently is a contributing writer for *The Arizona Republic* and *Create Magazine*. She 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", KAZ "The Pat McMahon Show", NBC, News Channel 3, The Learning Channel (TLC), Univision

Print: *944*, *101 North*, *Arizona Business Magazine*, *Angel City Voice*, *Arizona Informant*, *Arizona Woman*, *bizAZ*, *Century City Chronicle*, *Create Magazine*, *Desert Living*, *Drama Beat*, *East Valley Lifestyles*, *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: KYOT, Power92, KIIS, KZON, KDKB, and KUPD

Online: azcentral.com, bizAZ.com, Career Inspirations

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 2003 Children's Angel Foundation Halo Run (co-MC)

Presentations: Ad 2 Club, Arizona Black Film Showcase Marketing session panelist; Arizona

Small Business Association, Arizona Woman Networking Symposium, City of Phoenix, CBRE, Scottsdale Papago Rotary Club, APS AAAME, INROADS, MARSH, Hollywood High School, Phoenix Newspapers, Inc., Scottsdale Chamber of Commerce and Women's 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
- The Arizona Partnership for Infant Immunization
- Top 10 List 2007 Ranking Arizona: The Best of Arizona Business "Small Advertising Agencies" - *Arizona Business Magazine*
- AMA Phoenix Spectrum Award for New Product or Service Campaign (Small Budget)
- Association of International Graphic Artists (AIGA) Prisma Award for Logo Design
- Four international The Communicator Awards of Distinctions for various campaigns
- Inclusion in the internationally published LogoLounge Volume 4 book recognizing logo design excellence
- Freelance Journalist
- Crowned the Master Wordsmith of the Southwest in *Create Magazine's* Editor's Choice Awards