

BRANDI PALMER

MARKETING CAPABILITIES

GROWING AUDIENCES FOR THE BRAND

FLORIDA TREND

53,645 SUBSCRIBERS 2020

55,745 SUBSCRIBERS 2021



TELLING THE FLORIDA BUSINESS STORY

Award-Winning Design
Exemplary Writing



CUSTOM CONTENT

Monthly Community and Industry Portraits

Special Sections

Annual Standalone Business Magazines

Best Companies

Legal Elite

NEXT Magazine for Teens

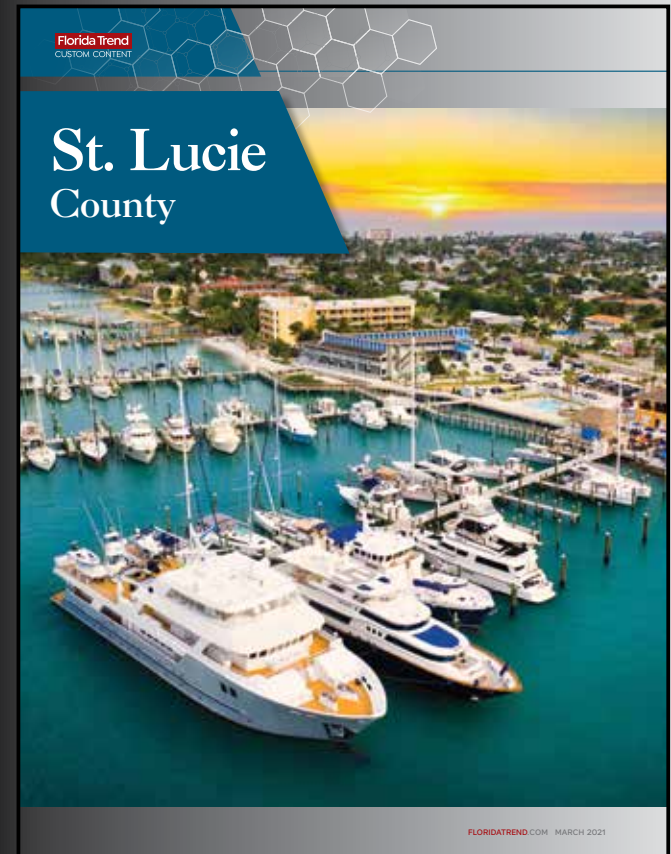
CUSTOM CONTENT REBRAND NEW PRODUCT DEVELOPMENT

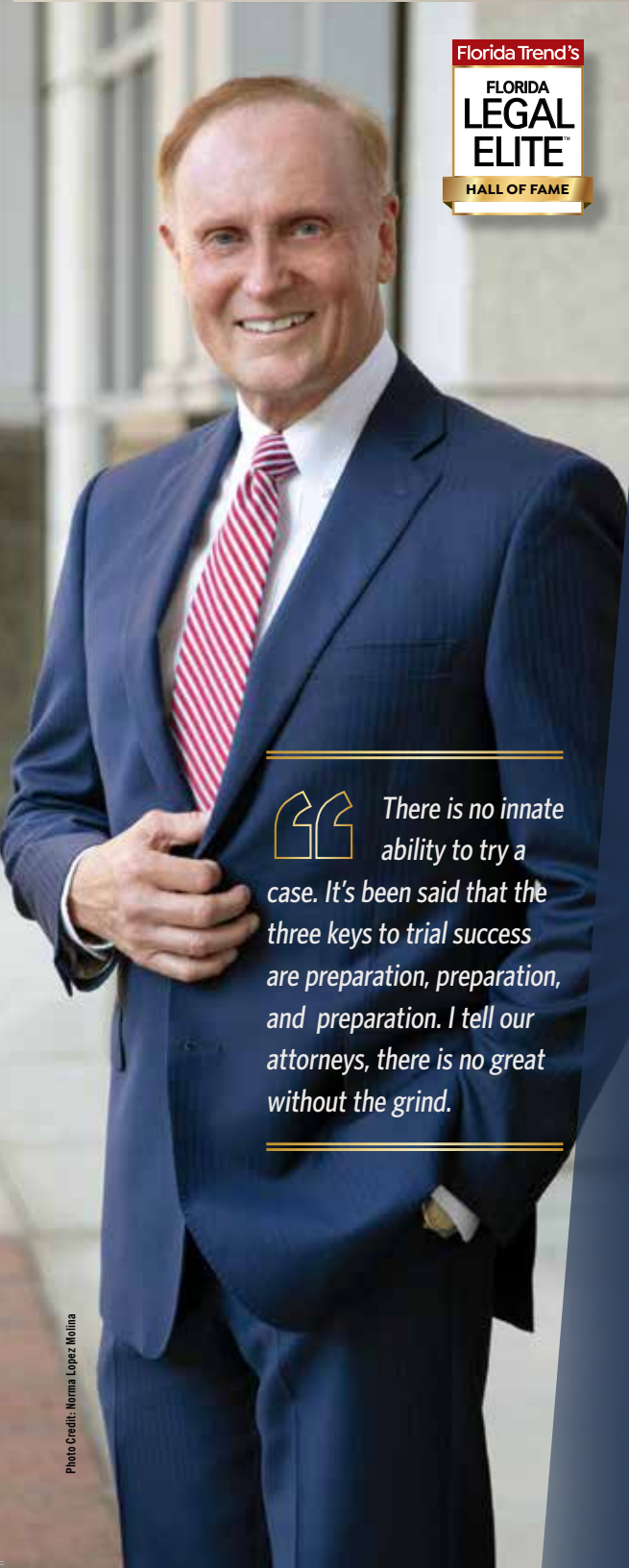
NEW PRODUCT =
100% INCREASE SALES YoY 20/21

COMMUNITY PORTRAIT REBRAND =
81% INCREASE SALES YoY 20/21 MAR

ANNUAL PUBS REBRAND =
72% INCREASE SALES YoY 20/21

SPECIAL SECTIONS REBRAND =
64% INCREASE SALES YoY 20/21





David H. Simmons

Founding Partner, Managing Financial Partner, de Beaubien, Simmons, Knight, Mantzaris & Neal, LLP, Orlando | Commercial Litigation

EDUCATION

Law degree from Vanderbilt University (1977); Bachelor's with highest distinction from Tennessee Technological University (1974)

ACCOLADES

David Simmons is Board Certified by The Florida Bar both as a civil trial lawyer and business litigation attorney; is certified by the National Board of Trial Advocacy in civil trial; and is AV-rated by the Martindale-Hubbell Law Directory. He spent eight years in the Florida House of Representatives and 10 years in the Florida Senate, where he ascended to Rules Chairman and President Pro Tempore, while maintaining an active trial practice.

FUN FACT

Simmons, 68, recently completed a Miami triathlon.

BIO

David Simmons recalls the moment he knew he was meant to be a trial attorney. He was having lunch with a client mid-way through his first jury trial back in the early 1980s when the client asked how many trials Simmons had handled. Simmons had litigated many non-jury cases, but told his client this was his first jury trial.

"There was quite a surprised look on his face," Simmons recalled. After the jury returned a verdict for his client and later applauded his handling of the case, "I knew I wanted to be a trial attorney."

Since then, Simmons has won verdicts as large as \$120 million - and the praise of jurors, judges and peers alike. He almost didn't pursue law. As an undergraduate, he was first in his class in mathematics. Once in law school, he was named an editor of both the Vanderbilt Journal of Transnational Law and The Vanderbilt Moot Court Board.

The Tennessee native clerked for a Florida law firm and quickly realized he wanted to live and work here. In 1981, he and four partners founded his current firm; today, it's one of Central Florida's largest firms.

Looking around his office adorned with statues and portraits of his role model, Abraham Lincoln, Simmons says, "He stood for everything I aspire to be. I love the excitement of getting a result for a client that is truly righting a wrong."

“There is no innate ability to try a case. It's been said that the three keys to trial success are preparation, preparation, and preparation. I tell our attorneys, there is no great without the grind.”

NEW PRODUCT

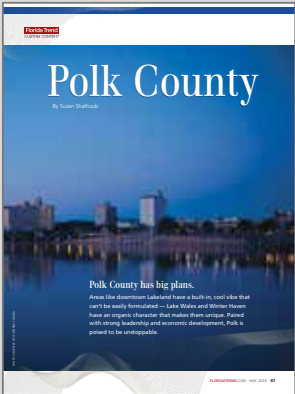
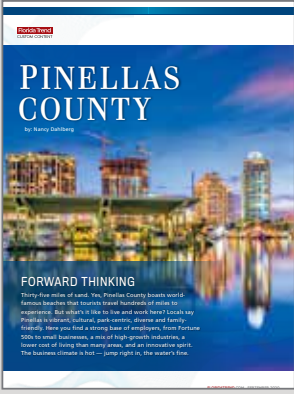
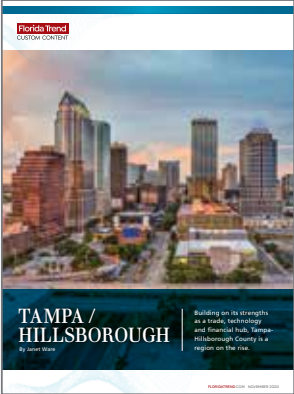
100% INCREASE IN SALES 20/21 YOY LEGAL ELITE

COMMUNITY PORTRAITS REBRAND

Florida Trend
CUSTOM CONTENT

(71% INCREASE SALES 20/21 JUN)

(81% INCREASE SALES 20/21 MAR)



REBRAND

ANNUAL

PUBS

72%

INCREASE IN

SALES

20/21

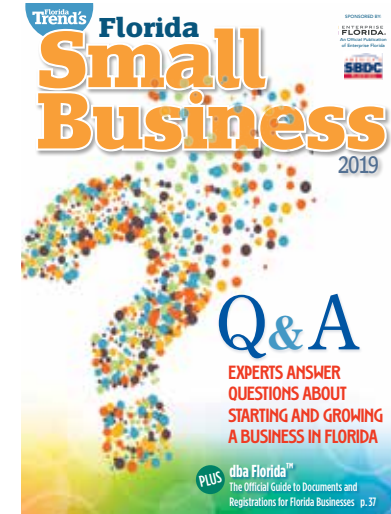
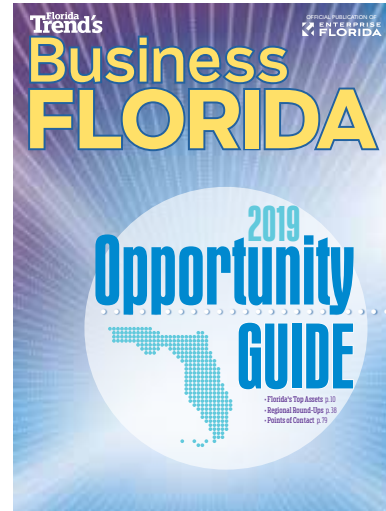
YOY

FLORIDA

SMALL

BUSINESS

(2019)



(2020)



ANNUAL PUBLICATIONS REBRAND

(stand-alone issues)

(NEXT 78% INCREASE
SALES 20/21)



Florida 500

65,000

Bonus issue for
Florida Trend subscribers



Florida Small Business

30,000

Small Business Owners,
Managers and Entrepreneurs

Bonus Distribution: 1,000



NEXT

225,000

College-bound Teens

Bonus Distribution: 1,000



Business Florida

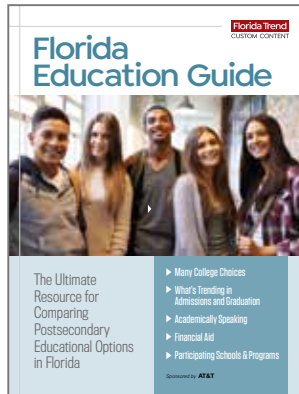
80,000

Business Relocation
Prospects Across
the Nation

Bonus Distribution: 500

SPECIAL SECTIONS REBRAND

(64% INCREASE
SALES 20/21 AUGUST)

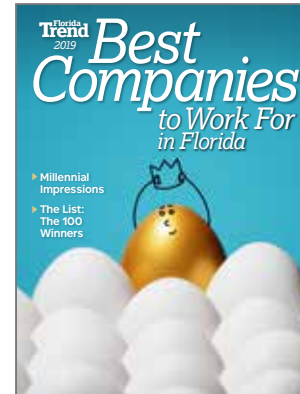


Florida
Education
Guide



Florida
Legal Elite

BONUS DISTRIBUTION
1,100 LE Winners
1,400 New Fla Bar Members



Best Companies
To Work For In
Florida

BONUS DISTRIBUTION
1,800 HR Professionals



Florida
Travel
Guide

herstoryboard@gmail.com
https://www.visualcv.com/brandi_palmer_pr/

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