In addition to event planning, the boutique-marketing agency offers its clients an array of services, including media planning, public relations, visual communications and design.

Ohio's premier multicultural marketing agency marks a significant milestone despite struggling economy

CLEVELAND - Singleton & Partners, a multicultural marketing agency specializing in helping businesses craft targeted messages to diverse audiences, celebrates 10 years in business as Ohio
's foremost agency of its kind.

Able to sustain in an economic downturn, Singleton & Partners has stayed resilient and steadfast in their endeavors.

“We are deeply appreciative and humbled to have worked and succeeded in the Cleveland area for the past 10 years,” said Renee Singleton, president and CEO of Singleton & Partners. “Our business has thrived because our clients understand the necessity of multicultural marketing and its relevancy to today’s market bottom-line and are committed to pursuing this initiative.”

Singleton began her career as a promotions director for Cleveland urban station WZAK in 1982 and excelled in business to become general sales manager of four radio stations, now a part of Radio One, the first African-American to hold this position. She has been recognized as Northeast Ohio Top Ten Business Owners by the National Association of Women Business Owners and Kaleidoscope Magazine’s Top Entrepreneur among others.

Singleton & Partners secured its first account with Popeye’s Chicken and Biscuits and has since worked with local, regional, and national companies including, Tri-C, University Hospitals, Case Western Reserve University, Greater Cleveland Partnership, Commission on Economic Inclusion, Rock and Roll Hall of Fame and Museum, Sherwin-Williams and is the multicultural agency of record for the State of Ohio Tourism Division.

“Singleton & Partners has a deep understanding of the importance of reaching diverse communities,” said Donnie Perkins, vice president for Diversity and Inclusion at University Hospitals. “Their expertise in the field of marketing to multicultural audiences has been essential to developing relevant messages that resonate with diverse communities in Northeast Ohio.

Singleton & Partners develops successful marketing strategies for businesses and organizations in a variety of market sectors, including government, corporations and nonprofits. The firm specializes in connecting its clients to diverse audiences such as women, African-Americans, Asian-Americans, Hispanics, teens, and faith-based.

In addition to event planning, the boutique-marketing agency offers its clients an array of services, including media planning, public relations, visual communications and design.

Additional information on Singleton & Partners is available by visiting their website at www.singletonpartners.com.