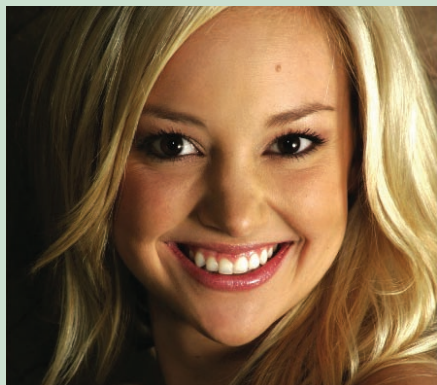


Leah Manlove Howard

Senior Marketing Consultant



Education

B.B.A. in Marketing
Baylor University

Experience

2005–Present: Account
Executive at John Manlove
Marketing & Communications

2009–Present: Senior Marketing
Consultant at Biz Oxygen

Tools

Sales Force
Microsoft Office
BaseCamp
Network Solutions / Monster
Commerce
ReachLocal Platform
Social Networks

Leah grew up in the marketing business. She now uses that expertise when planning and strategizing for her clients. As a marketing consultant at John Manlove Marketing & Communications, Inc. (JMMC), she serves as a client's direct contact, and she assures that each project is on time, on message and effective in reaching its goals. She has developed strategic campaigns for local, national, and international clients.

Leah has an entrepreneurial spirit and has helped companies build a strong business plan as well as start-up her own ventures. During her time at JMMC, she has helped launch many of the company's internal ventures, including a magazine and an international flower delivery company.

Currently, she has started Biz Oxygen, a DBA of John Manlove Marketing & Communications, that serves small businesses in the Houston Metropolitan area and employs local interns and contract graphic designers to work under an award-winning Creative Director. The idea is to provide a breath of fresh air in digital marketing solutions, and help bridge that gap between art school and the corporate world for new artists. Biz Oxygen has multiple goals similar to those of JMMC — create influence, develop your message and build your marketing mix so that you are accessible to your consumers at every level of the buying process.

Emerging Trends

Leah has become JMMC's expert and consultant on emerging trends in technology.

“We can't pick up a magazine these days without seeing the words: Web. Social media. Social network. Mobile applications. Consumer videos. And the list goes on... Emerging trends in technology and new developments in the way consumers are marketed to will affect the way we market. Continuing to educate, train and present innovative technologies and applications to our clients is what has kept JMMC successful for over 40 years. We have built our reputation on our capability to use leading edge marketing technologies for our clients in an evolving marketplace. We have found it extremely valuable to leverage partnerships with emerging companies that are leading the industry in their respective trade.”

Her core expertise lies in research and sorting vast amount of publicly available information, and objectively analyzing the information to help make smarter decisions about online marketing, emerging technologies and e-business. Leah is committed to staying objective with the information available and create actionable steps that are cost-effective and most of all smart for the client.

Big Picture

Most importantly, Leah understands the big picture, and can adapt to new trends quickly.

“Over the years we have seen a lot of fads in advertising and marketing. We remain keenly aware of what's happening in the industry, and new technologies. We make judgments about new media technologies based on proven marketing fundamentals: Which technologies are best for driving interest? Which technologies are best for responding to interest? Which technologies are most cost effective and how do they fit into your overall marketing objectives?”

Leah's hobby is singing and traveling. She is part of a local band, *Rockit Bayou*, and will regularly sing at her church. Leah has written songs with her father and recorded in Nashville, TN with members of Faith Hill's band.