

Testimonials

(Additional references available upon request)

"I've worked with Craig Peters for close to 15 years as both a colleague and a consultant. I cannot give a higher recommendation to anyone - Craig is the best in the business. He is a superb marketing consultant, bringing great creativity to any project he handles -both off and online, and can handle any kind of writing from simple materials to complex. He provides extraordinary value for the fees involved, and delivers the work on time and on budget. Craig's integrity combined with his sense of humor makes him an ideal colleague or consultant and people love working with him. Hire him - you cannot go wrong."

---Barbara Pflughaupt, Principal, BP Media Relations

"Craig Peters is the type of vendor and business partner that most companies dream of working with. He is incredibly knowledgeable about marketing in all its forms and flavors, but especially at helping companies navigate the daunting world of electronic marketing. He is a great writer with a terrific sense of the client "voice" and message. He is also (gasp!) easy to work with -- honest, patient, responsive and good-humored. Especially when the pressure is on. Then you can count on both excellence in execution and a calm, cheerful attitude to get you through the crisis."

---Judith Kelley, Principal, New England Partners

"I have had the pleasure of working with Craig before I hired him to work for me in a start-up organization [when I was VP Marketing for kajeet]. Craig is one of those people who is multi-talented and offers a lot of value to an organization -- especially one in a start-up mode that has a few people doing lots of different things. Not only is Craig an outstanding copywriter, he knows everything there is to know about the online world (check out his blog) and then some. He understands how to think strategically while having the ability to develop tactical budgets and plans. He is a roll up the sleeves kind of guy who gets things done without a lot of supervision and always with a smile on his face and a quick joke to make the stress more bearable. I would hire Craig again in a heartbeat."

---Ann Rote, independent strategic marketing consultant

"Craig worked with Brandywine Technology for over 2 years on a high level, high exposure web project for a major bank in Wilmington, Delaware. His deep knowledge of his profession, coupled with his personality and work ethic has consistently brought our firm accolades from our client's management team. I look forward to working with Craig again and again."

--Joel Pierson, Owner, Brandywine Technology