

Blue Scorpion Reputation Management 2022 Case Studies Eat Right Atlanta



The Objective:

By Dec. 31, 2022, we sought to improve access to food and raise awareness around the problem of food deserts among residents in the City of Atlanta and the greater metro Atlanta area.

The Approach:

“Human Centric,” Fostering Human Connections



Media Coverage:



Authority Magazine



The Atlanta Journal-Constitution



VoyageATL

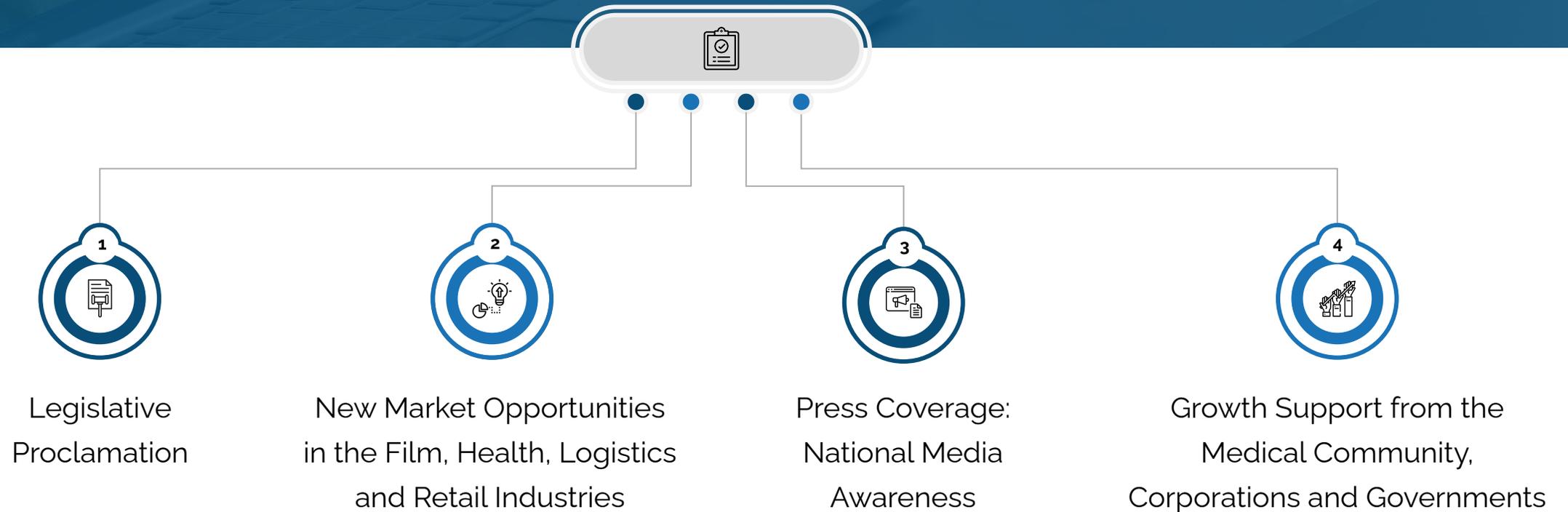


Content Creation:



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Outcomes



Testimonial

I'm so pleased. Every day Kimberly surprises me with just how much she's willing to do, and how on point she is. We're lucky to have found her and her team. We, at Eat Right Atlanta, feel extremely well taken care of, and that's really something. These days, a lot of companies don't give you very much. You get the basic services and not much else. Kimberly just keeps giving... and doing ... and working (a little too hard in my opinion - but that's a good thing!). And she keeps thinking up great ideas for us! Blue Scorpion Reputation Management is a truly amazing company, and we're extremely pleased with them.

**Nicole Folkes-Johnson, co-owner of Eat Right
Atlanta, with husband, Donsha Johnson**



Principal Consultant



Kimberly M. Starks, APR is an accredited public relations practitioner with a specialization in reputation management. She is the principal consultant of Blue Scorpion Reputation Management, a PR firm specializing in the areas of video gaming, agribusiness, pet health and wellness, and government contracting. She also is the cofounder and CEO of Immense DC, an esports consultancy. Prior to launching her firms, she served as the spokeswoman for the Georgia Lottery Corp. and was a print reporter at a number of newspapers throughout the Southeast. She is a board member of the Georgia Game Developers Association (GGDA), and Positive Growth Inc.

FEDERAL PERFORMANCE

USDA-NRCS



Qualitative and Quantitative research throughout the City of Atlanta and its 10-county metropolitan area through Bibb County (middle Georgia)

MUNICIPAL PERFORMANCE

City of Atlanta



2020 Small Business Development Program for Watershed Management and Hartsfield-Jackson Atlanta International Airport

Let's Collaborate



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