



RENDIC OLIVIERI

President & CEO

"We create **meaningful connections to market those who care** about making a positive impact on people's lives."



EXECUTIVE SUMMARY

At IDX.Marketing, we empower healthcare providers, non-profits, and community-focused small to medium-sized businesses with effective marketing strategies and AI tools, creating meaningful connections so they can focus on **helping people**.

CORE COMPETENCIES

MARKETING CONSULTING



Provide the expertise and insights needed to optimize your market presence, allowing you to focus on helping people.

- Assess
- Strategize
- Implement
- Optimize

COMMUNITY HEALTH OUTREACH



Engage diverse communities through bilingual outreach, health education, and targeted campaigns to improve public health outcomes, ensuring peace of mind.

- Educate
- Engage
- Mobilize
- Support

WEBSITE DEVELOPMENT



Create and maintain high-quality, responsive websites that engage visitors and provide conversions.

- Design
- Optimize
- Secure
- Support

CAMPAIGN MANAGEMENT



Manage and execute digital marketing campaigns, including **SEO, PPC**, social media marketing strategies, and content marketing, connecting to your clients.

- Plan
- Engage
- Execute
- Optimize

SEO AND CONTENT MARKETING



Improve online visibility and attract visitors through effective **SEO** and content strategies, giving clients peace of mind.

- Optimize
- Create
- Amplify
- Analyze

AI INTEGRATION



Implement AI tools and technologies to enhance marketing effectiveness, offering peace of mind through advanced solutions.

- Analyze
- Personalize
- Automate
- Optimize

Differentiators:

Over **14 years of experience** in the **healthcare** marketing and communications industry.

Created over **10 Million views** on a **single campaign**.

Multiple **award winner** in communications and **marketing agency**.

Multicultural focus. Understanding the **cultural approach** for each **campaign**.

RECOGNITIONS



Four Time Communication Award (Winner)



Two Time Emmy (Nominee)



Five Time Telly Award (Winner)



Presidente Award (Winner)



New Business of the Year (Finalist)

CERTIFICATIONS



Digital Marketing



Marketing Director



Protege Program Graduate

CLIENTS



MEMBERSHIPS



Commodity Codes:

- 80141501 Marketing Analysis
- 80141505 Marketing Plans
- 80141612 Sales or Marketing Programs
- 80151505 Multinational Marketing Enterprises
- 80171600 Publicity and Marketing Support Services
- 80171603 Publicity and Marketing Advisory Service

NAICS Codes:

- 541613 Marketing Consulting Services
- 541870 Advertising Material Distribution Services



CONTACT US

Pablo@IDX.Marketing
(321) 321-9222
IDX.Marketing

8865 Commodity Circle
Ste 14-101 Orlando, FL 32819