

AGENCY PROFILE



Firm What Works Studio, LLC
8 Market Pl.
Suite 300
Baltimore, MD 21202
<https://whatworksstudio.com/>

Year Founded 2009

Certifications Maryland DOT MBE/DBE/SBE Certified #14-341
Baltimore City WBE Certification #: 12-358247
Woman-Owned Business

<u>NAICS Code</u>	<u>Certified Service</u>
541613	Marketing Consulting Services
541910	Marketing Research
541430	Graphic Design
541810	Advertising
541511	Software/Web Development

About What Works Studio is an award-winning creative agency focused on creating impact and improving communities. We are an interactive, design, social, strategy, research and full-service marketing and communications firm. What Works Studio has a track record of successfully transforming brands, fueling fundraising efforts, and launching large-scale campaigns that drive substantial ROI, economic impact, and international attention.

We're the creators of America's first large-scale light festival, Light City, which to date has generated \$111.6 Million in economic impact for Baltimore City. What Works Studio also created the internet celebrity, Mr. Trash Wheel, that is now an international icon for ocean conservancy and has become popular around the world. Before that, we helped raise \$5.9 million in a single day for local nonprofits on #GivingTuesday.

Awards

- Innovator of the Year Award, The Daily Record
- 25 Women to Watch, The Baltimore Sun
- 40 Under 40, Baltimore Business Journal
- Silo Breaker Award, Betamore
- Downtown Partnership of Baltimore Award
- Best Of: Light City, Baltimore Magazine
- Brava Award, SmartCEO Magazine
- Creative Group of the Year, technical.ly
- Innovation Award, Baltimore Social Innovation Journal
- Best Of: What Weekly, Baltimore Magazine

Services

- Advertising
- Art Direction
- Branding
- Campaigns
- Concept Development
- Content Development
- Copywriting
- Curation
- Design
- Digital Engagement
- Email
- Event Design
- Experiential Engagement
- Film and Video
- Identity
- Interactive
- Marketing Plan
- Messaging
- Mobile
- Naming
- Photography
- Print
- Signage
- Social Media
- Strategy
- Website

Contact

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Leadership

Brooke Hall Allen

Brooke Hall Allen has over 15 years experience in marketing and communications. She is the co-founder of Light City, America's first large-scale light festival, which has already added \$111.6 Million to the Baltimore economy. She is also the co-founder of What Weekly, an online magazine that documented the Baltimore Renaissance. Brooke was selected as one of only 50 Young Cultural Innovators from around the world by the Salzburg Global Seminar. Her work has been featured in New York Times, The Guardian, CNN, New York Magazine, and in a permanent exhibition at The Smithsonian's National Museum of American History. She earned a BA in Liberal Arts from the Wilkes Honors College of Florida Atlantic University.

Justin Allen

Justin Allen is COO/Creative Strategist at What Works Studio. He is the co-founder of Light City and What Weekly Magazine. His work has been featured in National Geographic, Discovery Channel, The Guardian, CNN, and New York Magazine. He has experience developing medical devices for which he holds multiple patents and has been featured in the Journal of Medical Physics. Prior to that, he was electrical engineer on contracts for the NSA, NASA, the U.S. Navy and the U.S. Air Force.