

TOMARKIN/GREENAWALT, INC.
DIRECT MARKETING CREATIVE SERVICES AND CONSULTATION

PEGGY GREENAWALT, PRESIDENT/CREATIVE DIRECTOR

PEGGY GREENAWALT has 25 years of experience in the direct marketing field, first as a copywriter, then as a creative director, specializing in direct mail, direct response television, radio, print, and Web promotions. A winner of numerous prestigious creative awards and judge of many awards contests, Peggy is listed in *Who's Who in Advertising*, *Who's Who in America*, and *Who's Who in Direct Marketing Creative Services*. She is a Past-President of the Westchester Association of Women Business Owners. She has been featured on ABC's *Channel 7 Eyewitness News*, in *TTGhe Journal News*, and *The New York Times*.

Her most recent experience before starting Tomarkin/Greenawalt was as Senior Vice President/ Creative Director of D'Arcy Direct, the direct marketing arm of D'Arcy, Masius, Benton & Bowles. Prior to that she served as Vice President/ Associate Creative Director at Ayer Direct. She began her direct marketing career as a copywriter at Wunderman.

**TOMARKIN/GREENAWALT HAS PROVIDED CREATIVE SERVICES
AND DIRECT MARKETING CONSULTATION FOR:**

American Cancer Society	Hearst Magazine Group	Smithsonian Magazine
American Express	CosmoGirl!	Southern Progress Corp.
Bank of New York	Cosmopolitan	Coastal Living
Bloomberg Personal Finance	Country Living	Health Magazine
Book-of-the-Month Club	Country Living Gardener	Southern Living
Children's Television Workshop	Esquire	Sports Illustrated for Kids
Citibank	Harper's Bazaar	Time-Life Books
Condé Nast	Healthy Living	Time-Life for Kids
Golf For Women	House Beautiful	Tufts University Health &
Gourmet	Lifetime	Nutrition Letter
Consumers Union	Marie Claire	TWA
Consumer Reports	Offspring	Vanguard Media
Consumer Reports on Health	Seventeen	Savoy
Consumer Reports Travel Letter	Smart Money	Us Weekly
Zillions	Talk	Vibe
The Walt Disney Company	Town & Country	Weider Publications
The Equitable	Johnson & Johnson	Natural Health
Essence Publications	Kidder, Peabody & Co.	Jump
Essence	Lamaze Family Magazine	Shape
Latina	Leeb Capital Management	Wildlife Conservation
Exxon	Leeb's Aggressive Trader	Working Mother Media
Fairchild Publications	Lenox China	CLIENT RESPONSIBILITIES AT
Jane	McGraw-Hill Companies	PRIOR AGENCIES INCLUDED:
W Magazine	Aviation Week Group	Amoco Motor Club
Golf Digest	Manufacturers Hanover	AT&T
G&J USA Publishing	Medco Containment	Avon
Child	NAFE	Banquet Foods
Family Circle	Natural History	Bear, Stearns & Co.
Fast Company	Newsweek	Business Week
McCall's	North American Affinity Clubs	Casablanca Records
Rosie	Oxmoor House	Columbia House
YM	Cooking Light Books	Condé Nast
Gerber Life	Health Books	The Equitable
Grolier Enterprises	O, The Oprah Magazine Books	GEICO Insurance
Guide Dog Foundation/Blind	Southern Living Books	General Motors
Guideposts	Weight Watchers Books	Grolier Enterprises
Hachette Filipacchi Magazines	PC World	Harlequin Romances
American Photo	Primedia	J.C. Penney Financial
Elle	American Demographics	Johnson & Johnson
ELLEgirl	Reader's Digest	KISS (rock music artists)
Road & Track	American Woodworker	Southwestern Bell
Woman's Day	Rachael Ray Every Day	Time-Life Books
	Reader's Digest	Xerox
	Rodale Press	
	Betty Crocker Books	