



PHOENIX
LIFESTYLE MARKETING GROUP

REIMAGINING BOUNDARIES. REDEFINING CONVENTION.

Phoenix Lifestyle Marketing Group is a certified Black Woman-owned, strategic marketing firm. The Phoenix is not just culturally diverse, but our team members bring unique perspectives, diverse professional experience and subject matter expertise.

Our team has a history of developing iconic brands and bringing them to life using actionable insights and understanding of emotional and lifestyle drivers.

Everything that we do is rooted in insight fused with unconventional application to connect brands with their target audiences meaningfully and compliantly.

The Phoenix has unique experience in designing and implementing solutions for some of the most recognizable brands in the world.

We leverage our expertise in Brand Architecture to provide our clients with exceptional Brand Strategy, Campaign Design and Program Execution, customized to meet their business objectives.

Our extensive experience in brand strategy and design has resulted in The Phoenix becoming the go-to solution helping client partners infuse diversity, equity, inclusion and belonging into their brands.

Elizabeth Kemp Caulder

PRESIDENT • CHIEF BRAND STRATEGIST

PHOENIX LIFESTYLE MARKETING GROUP

9722 Groffs Mill Drive, Suite 522 • Owings Mills, MD 21117 • 1.855.4.PHX.LMG • DUNS: 053892003 • CAGE: 8DUY1
4 7 9 5 6 4

www.PhoenixLMG.com

The Phoenix specializes in innovative, integrated marketing strategy and flawless program execution

NAICS Codes

541340 Computer-aided Design Drafting Services	541430 Graphic Design Services	541511 Webpage Design Services	541613 Marketing Consulting Services
541810 Advertising Agencies	541820 Public Relations Agencies	541850 Indoor/Outdoor Advertising Display	541860 Direct Mail Advertising
541870 Physical and Electronic Media Distribution	541890 Keepsakes, Premiums, Merchandising	541910 Marketing Research and Public Opinion Polling	561920 Convention and Trade Show Organizers
611430 Professional and Management Development Training	711320 Promoters of Performing Arts, Sports, and Similar Events without Facilities	711510 Independent Artists, Writers, and Performers	

Certifications



Brands Supported

