



Meet Jessica Scanlon

Owner and Chief Strategist at Hot Dog Marketing



Jessica Scanlon started Hot Dog Marketing and working with small business owners in 2008 while still navigating the corporate marketing world. For 10 years, she helped large corporations and established local businesses create and maintain successful and award-winning marketing and communications programs. It wasn't long before she realized that helping small business owners with her unique set of skills and experience was much more fulfilling than what corporate life could offer her. She officially left the corporate world to focus her efforts completely on growing Hot Dog Marketing.

Jessica is a trained public speaker with strong presentation skills. She has a passion for teaching and working on a personal level with small business owners. While serving as the owner of Hot Dog Marketing, she has personally consulted and coached hundreds of entrepreneurs. Jessica is available to speak or lead discussions on a large number of marketing topics including:

- Branding Your Small Business
- Writing a Marketing Plan
- Small Business Marketing Strategy
- Social Media Marketing
- Facebook Advertising
- LinkedIn For Personal Marketing
- Online Marketing with Content

She will happily customize a presentation for your group.

Contact Hot Dog Marketing to book Jessica for your next networking event, conference or in-office training. Phone: 512-537-6575 or email Jessica@HotDogPR.com.



Testimonials

“I was excited that Jessica could host my first event with a group of small business owners and freelancers. I asked Jessica because of her experience both as a small business owner and marketing professional. Her presentation was engaging and there were good discussions; it felt like everyone left with a better understanding of how to, at least, evaluate their marketing needs.”

– Jennifer Kready, Leader of Engage with Entrepreneurs

“Jessica Scanlon from Hot Dog Marketing presented to our group recently, and the results were terrific. She did an excellent job of interacting with the audience and taught us all a lot about using LinkedIn for business and career development purposes. A post-event survey of the audience reflected very high marks as well. We would definitely like to have her back!”

-Jill A. Holup, CFA, Board Member, CFA Society of Austin

“Jessica has served as a consultant since I opened my business. She created a custom presentation regarding customer service and presented it to my employees that helped us launch a new initiative. She has been very valuable to my business.”

- Pam Krueger, Entrepreneur

About Hot Dog Marketing

Hot Dog Marketing partners with small business owners in Austin, TX and provides first-class marketing services. Hot Dog Marketing is a full-service branding and communications company that can take the burden of marketing management off the small business owner and place it in the hands of professionals.

Our Philosophy

Hot Dog Marketing was created in 2008 to help independent businesses and organizations build their brands without breaking their budget. Every business owner deserves professional marketing assistance. When time, ideas, and resources are limited, Hot Dog Marketing is there to help businesses stand out.

We value customer service and our clients are always treated with respect.