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Vicki Morris has more than 20 years of marketing and communications experience. She is an avid strategist at heart. Vicki believes in asking the right questions to the right audience to help her client develop an on-point marketing strategy that is customized to create a message that resonates with the customers her clients most want to reach.

The process that Vicki hangs her hat on is simply based on data. She collects the right data and knows how to use that data to create the right message, on the right platforms, and in the right doses to help her customers achieve their overall corporate goals. There is no guesswork involved in her process. While she leans on her years of experience and knowledge about current and effective marketing trends, this is nothing without the necessary data to craft content, messages, and goals for her clients.

Who is the perfect client for 'The Vicki Process' as she likes to call it: A business ready to start doing marketing that works. A business ready and poised for growth but has an obstacle in its path. The obstacle is an unseen lack of an effective marketing strategy. Her ideal client is not about an industry, but rather about a mindset. She has served cyber security firms, auto dealerships, pet supply companies, law firms, startups, small businesses, B2B, and B2C clients.

Vicki graduated from Georgia State University with a degree in Marketing. She has worked in corporate America as a systems application engineer for an international telecommunications firm. Vicki is also a member of several community and entrepreneurial focused organizations including, Women's Economic Development Council (WEDC), the Women's Business Council for the Huntsville Chamber of Commerce, she was the first African American to chair the Women Honoring Women Event for the WEDC Foundation, and former board member of the organization. She was also appointed as Area Director for BNI chapters of Northern Alabama. Vicki graduated from class L36 of Leadership Greater Huntsville. She is a member of 3 local Chambers of Commerce, and she manages and hosts one of the premiere networking events in the Huntsville area, RISE, formerly known as HOT Coffee!

Vicki is married to Earl Morris and the couple has 2 adult sons Joseph and Michael. She resides in Madison, AL with her husband and they are happy empty nesters.