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The Belford Group introduces new management team

Fayetteville—The recent hiring of Angie Albright as Web and Marketing Project Manager completed the new three-member management team at The Belford Group. Sarah Scott serves as the Web Applications Project Manager and Stephanie McCratic is the Social Media Project Manager.

Sarah Scott and Stephanie McCratic joined The Belford Group in September. The management team each oversees a group of creative, well-trained staff members who work cohesively to find and develop solutions for clients.

Albright, McCratic and Scott bring a wealth of experience and knowledge to The Belford Group, which in turn will help the agency's clients.

More about The Belford Group

The Belford Group marries various marketing services with technology to provide effective and cost-efficient marketing and branding solutions for a diverse group of businesses and organizations that range from Wal-Mart vendors to local small businesses. Services include ongoing marketing, social media, website development, graphic design, branding, software design and SEO consulting. The Belford Group received the first ever Excellence in Small Business Award from the Fayetteville Chamber of Commerce in 2011.



More about Angie Albright – Web and Marketing Team Project Manager

Angie Albright is an experienced program developer, communicator and educator. Her varied work experience has uniquely prepared her to take over the web and marketing team management.

As director of the Northwest Arkansas Women's Shelter, Albright was responsible for overseeing all aspects of the shelter's operations and management. She was responsible for leading the organization's rebranding efforts, establishing a development and marketing program, and developing the organization's website. She also oversaw all client programs, trained shelter staff, and partnered with numerous agencies to meet the needs of the shelter's clients.

Albright, who did her master's and doctoral work in English at the University of Arkansas, is also an experienced college professor, having taught at NorthWest Arkansas Community College in Bentonville and Georgia Southwestern State University in Americus, Ga. She continues to write professionally and is an avid blogger.

Albright is also active in the Northwest Arkansas community, serving many organizations, including Fayetteville Northside Rotary Club, Fayetteville City Council Environmental Action Committee, Mercy Home Health Care Advisory Board, and NWA Emerging Leaders.



More about Stephanie McCratic - Social Media Project Manager

Stephanie McCratic came to The Belford Group with a well-deserved reputation for being a gifted blogger and social media strategist. Her Evolved Mommy blog has a high readership and she's frequently sought after for social media consulting, management, teaching and speaking.

Before joining The Belford Group, McCratic spent two years as a stay-at-home mom. Prior to that she worked primarily in the human resources and sales industries where she developed skills that include marketing and personnel management.

A graduate of the University of Arkansas with a dual bachelor's degree in Journalism and Advertising and Public Relations, McCratic also has experience as a freelance writer and public relations professional.

McCratic is a member of the Social Media Club of Northwest Arkansas and the founder of Fayetteville's Mothers of Preschoolers (MOPS) group.



More about Sarah Scott - Web Development Project Manager

Sarah Scott brings a dizzying level of expertise in software development, coding and business development to The Belford Group.

Most recently, Scott served as a technical analyst for SVI (Season Ventures International) where she developed systems using various databases, analyzed and articulated technology solutions for clients and internal projects and created an online presence for clients through WordPress websites and social media.

Scott has also worked at various technology, business or social media agencies in roles such as technical business analyst, director of technology, software business analyst, interactive producer/analyst, software developer and web developer.

Scott has a unique ability to understand coding and software—and to be able to explain the technicalities in layman's terms to the average user. She determines what clients need from their software programs and develops a plan to fit those needs. She's talented in working both with code and with people.

A native of Canada, Scott holds a master's of science in Information Technology and Education from Dalhousie University in Halifax Nova Scotia. Her degree has given Scott the ability and opportunity to work with universities on several continents both as a web and software developer, and as an educator.

Albright, Scott and McCratic will be working together to develop new business while also managing their teams to successfully deliver marketing solutions for existing clients of The Belford Group.