

# Mightybytes Press Kit



Mightybytes

# About Mightybytes

**Mightybytes is a full-service creative firm for conscious companies.**

Our broad range of service offerings, from branding and content strategy to web and product development is guided by our unique commitment to a triple bottom line of people, planet and prosperity.

We help companies and organizations:

- solve communication, design, and technical problems
- build online brands
- create software-based business solutions
- nurture and support customer communities
- reach new, targeted audiences
- develop digital products
- meet marketing goals

**Ecologically friendly, socially responsible.**

As a [certified B Corporation](#) and a green business, we are committed to making a social impact with our work and are equally passionate about environmental stewardship. We love to work with clients who are committed to making the world a better place, even if it's just one small pixel at a time. We embrace an imperative for sustainability and apply that passion to our work, our office environment and our personal lives.

Visit us online at [mightybytes.com](http://mightybytes.com) or on Twitter [@mightybytes](https://twitter.com/mightybytes).

# Team Bios



## Tim Frick, Principal

Tim has provided creative and interactive media services to an extensive client list throughout his career. He regularly presents at conferences and contributes to a variety of publications on aspects of marketing, digital media, social responsibility and entrepreneurship. Tim is the author of two books, *Return on Engagement: Content, Strategy and Design Techniques for Digital Marketing* and *Managing Interactive Media Projects*. He sits on the board of Climate Ride, a national bike ride for sustainable solutions.



## Peter Athans, Operations & Business Development Director

Peter holds a Bachelor's degree in graphic design and an MBA in international business. He has helped businesses transition to high technology solutions for the last few decades. He is a triathlete, avid environmentalist and sits on the board of Citizens' Greener Evanston. He is also deeply involved in improv comedy. Peter is dedicated to creative problem solving in both his personal and professional life.



## **Sarah Best, Content & Social Media Director**

Sarah is an alumni of New York University and the University of Chicago. She played a lead role in the development of a \$1.5 million dollar website at the Chicago Office of Tourism and Culture. As one of Foursquare's first business partners, she produced four partner badges including the world's first city badge. She has won seven awards for her work as a social media strategist. Outside of work, Sarah puts her creative talents to use as an artist and film curator.



## **Julian Rockwood, Project Manager for Ecograder**

Julian attended the University of Toledo and worked at Signal, a software startup in Chicago, prior to his project manager position at Mightybytes. He enjoys working at the intersection of technology and design, bringing beautiful web experiences to life for his clients. He also produces hip hop records and attends his wife's dance shows in his life outside of work.

# Recent Press



# FAST@MPANY

## Measuring The Energy Efficiency Of Fortune 500 Websites

Fast Co.Exist - May 2013

A website isn't just a flat image on a screen. Somewhere it's taking energy to produce what you're looking at right now. And some companies use a lot more than others. [Read More...](#)



## 5 Questions with B-Corp Innovator Tim Frick

My Corporation - August 2013

For Tim Frick and the team at Mightybytes, sustainability means more than trending on a Google search – it's how they do business. A full-service creative firm for conscious companies in Chicago, Mightybytes provides branding, content strategy, and web based services to its clients along with being a certified B Corporation. They're passionate about making a social impact with their work to make the world a better place, even if it happens, "just one small pixel at a time." [Read More...](#)

# DNAinfo

## North Center Web Firm Gets Creative Juices Flowing with In-office Microbrew

DNA Info Chicago - August 2013

In this weekend update, DNAinfo takes you inside North Center-based creative firm Mightybytes, which has redefined the art of brainstorming. [Read More...](#)



## EcoGrader Helps Companies Evaluate, Reduce the Carbon Footprint of Their Web Presence

Sustainable Brands - April 2013

The world of corporate social responsibility has long been dominated by the physical needs of sustainability, with companies focusing on implementing recycling programs, reducing emissions or using renewable energy. Mightybytes, a full-service digital creative firm in Chicago, hopes to add a new dimension to the field. [Read More...](#)