

ALICE & ALBERT

A simpler, more effective approach to brand loyalty and business growth.

A simpler, more effective approach to brand and business growth. Our approach to storytelling is simple... Go beyond creating content that your audience identifies with. And begin creating a narrative that truly identifies your audience. Following this approach, we have brought rapid growth to brands such as Strength of Hope Pure Hemp Extract, On Air Direct Logistics, bareMinerals Cosmetics, and many more. We can do the same for you.



Peter Farrell

Co-Founder, Marketing Strategist, Engagement Catalyst. Born in San Juan. Raised in Tokyo. Survivor of British boarding school.

Peter left college with a music degree, but landed a dream job in advertising on McCann's International Team running accounts in over 180 countries across EMEA, APAC and the Americas.

Whether presenting campaigns around the world or performing music around the country, Peter's focus has always been on creating experiences that inspire and engage audiences to take action.

Which he has done just that for many of the world's most recognizable brands: UPS, Bank of New York, Unilever, AT&T, Gillette, QVC, and TE Connectivity.

Music Maker. RV Adventurer. Student of Parenting.



Jenn Moyer-Smith

Co-Founder, Strategic Partnerships, Social Networks. A creative spirit who studied fine art and photography at Northern Michigan University.

An entrepreneurial spirit who watched her dad create and grow independent record labels.

Jenn brought both experiences to her brilliant work for Lane Bryant, bareMinerals, Office Depot, NFL, and QVC –where she spearheaded strategic partnerships that fueled social media growth to \$100M in revenue.

Mother of two beautiful girls. Wife of one witty husband. Owner of two adorable dogs. Publisher of one imaginative children's book series.