



Hiring Freelancers? What to Expect

Everything you need to know, including: How to choose the right professional for you



Cami Travis-Groves

Camiimac • www.camiimac.com

Cami is a seasoned (grizzled?) graphic designer with more than 25 years' experience. She's also a freelance coach, a design strategist, a national speaker, an author, and a good juju spreader. Her experience includes designing in all forms and working for all types of clients, from a multi-million-dollar investment firm to one-person startups, from independent publishers to international recording artists. A serial volunteer, she feels honored to hold the title of President for The Freelance Exchange.



James T. Meadows ("Jim")

Freelance Corporate Writer • www.jimfreelance.com

For four decades, Jim has been helping a wide variety of corporations, companies, small businesses, nonprofits, professionals, entrepreneurs, and individuals fulfill their missions by creating complete, concise, convincing copy. He wants his clients to know that words are powerful—or they should be. The best words should fit the client's vision and mission. When the words are right, the future is bright! Drawing from his very diverse background, Jim adds significant value to every project. These have included white papers, ad copy, corporate reports, website copy, branding, research projects, marketing pieces, direct mail, technical reports, press releases, blogs, curriculum development, academic tests, leadership seminars, and social media. In addition to his role as a freelance corporate writer, Jim is a corporate trainer, a business consultant, an ordained minister, and a business blogger. He has earned a bachelor of science in chemistry from the Rochester Institute of Technology, a master of divinity from the Assemblies of God Theological Seminary, and a master of business administration from the University of Phoenix.



Sebastian De Geer

GeereD Up Films, LLC • www.geeredupfilms.com

Born in Stockholm, Sweden, Sebastian is a multiple Emmy-nominated videographer and the proud owner of GeereD Up Films, LLC, which he launched in 2014. As a passionate storyteller, he collaborates with clients of all sizes to help them engage with their audiences through compelling video. He serves clients locally and nationwide with video productions that influence viewers on social media platforms, websites, and TV. Sebastian enjoys collaborating with other creatives, especially from The Freelance Exchange of Kansas City. He loves every aspect of the video production process, including pre-production, shooting, and editing. A graduate of the University of Missouri - Columbia, he also holds a Master of Education degree from Rockhurst University.



MODERATOR

Byron Ginsburg

Ginsburg Consulting • www.byronginsburg.com

Byron provides content writing, media outreach and marketing consulting services to individuals and organizations seeking to raise their visibility, recognition and revenue. His marketing communications experience spans 25+ years in multiple industries for internal and external communications purposes. Byron helps clients creatively tell their unique and compelling stories, and his resume covers many tactics for single and multi-location clients. Byron holds a B.S. in journalism from the University of Kansas, and an M.B.A. in marketing from Avila University. His volunteer activities include arts and entrepreneurial organizations, including 5+ years mentoring early-stage business ventures. Byron is active in the Kansas City marketing community, planning nearly 50 "lunch and learn" events for creative solopreneurs. A lover of both the spoken and written word, he also writes about podcasts at www.startlandnews.com. Byron is the Programs Director for The Freelance Exchange.

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