

Marylee Moore
ZoZo Group, LLC
Phone: 720-949-2020
Email: mmoore@zozogroup.com



Local, Minority-Owned Agency Celebrates 10 Years of Business
Internet marketing and public information agency reaches 10-year milestone

DENVER, CO —ZoZo Group, LLC is a certified small, woman- and minority-owned business located in the Five Points neighborhood of Denver. Founded by LaSheita Sayer, ZoZo Group specializes in marketing communications and public information and has developed dozens of customized strategies for Colorado-based law firms, local non-profits, community organizations and construction companies.

Sayer is a graduate of the University of Colorado School of Business with a degree in marketing and international business. She has more than 20 years of specialized training in strategic planning, project management, public speaking, adult learning theories and internet marketing.

In March of 2003, Sayer founded ZoZo Consulting, a business venture that began in a small townhome in Aurora, CO. The agency's main focus was providing legal marketing and business development services to law firms and attorneys.

The origin of the name ZoZo was derived from the word "Zo," a wise and unpretentious member of an African tribe who was a well-respected adviser to the tribal leaders. "I feel that ZoZo Group has been able to hold true to the origin of our name," said Sayer. "We provide creativity and insight to our clients, bestowing knowledge and expertise, and giving them the tools they need to help make an informed decision."

Sayer brought her several years of marketing communications expertise to the table and ZoZo Group experienced much success. However, the economic downturn in 2008 and 2009 was detrimental to many small businesses in the area, so she decided to look for new opportunities that would ensure the agency could withstand the economic hardship.

Sayer expanded ZoZo Group's scope of expertise and clientele, and capitalized on a growing market: public information for Colorado Department of Transportation (CDOT) construction projects. In 2009, the agency began taking on its first CDOT projects. ZoZo Group now manages public information for 25 percent of all CDOT highway projects throughout the State of Colorado.

"Evolving ZoZo Group's scope of expertise was a challenge, but something that was important to the growth and success of the agency," Sayer said. "I've always had a passion for community outreach and had developed a diverse team of creative talents, all of whom had communications experience, so moving into the public information market seemed like a natural fit," Sayer said. "After 10 years, it is good to see ZoZo Group as a small business that is creating jobs, providing transparency to the public and facilitating community involvement."

To commemorate the milestone anniversary, ZoZo Group will be hosting a *Monday Morning Mimosas and Melons* celebration.

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