

## About Xynergy

### Credentials and Background

Launched in Santa Fe in 1994, Xynergy is one of New Mexico's leading new media agencies with a roster of over 150 clients in New Mexico and throughout the United States. Xynergy celebrated its 20<sup>th</sup> anniversary in 2014, and opened a 3<sup>rd</sup> location in Taos, New Mexico. For 20 years, Xynergy has successfully utilized new media technologies to create and promote the presence and capabilities of numerous government agencies and private businesses in tourism, outdoor recreation, entertainment, lodging, retail, the arts, and more.

Xynergy websites have received numerous design awards and recognition. Some of the more outstanding recognition has come from Forbes Magazine, the American Advertising Federation, and the National Axiom Awards Competition. We count among our clients many corporations and state agencies such as Los Alamos National Laboratory, U.S. National Park Service, the NM Tourism Department, New Mexico Economic Development Department, Southwest Airlines, and the Albuquerque Convention Center.

We have also worked with clients from Holland, Connecticut, Chicago, Seattle, California, Texas, Arizona, Colorado, and North Dakota. Some of these clients have been with us for over seven years, and enjoy a high degree of responsiveness and customer service.

### Our Awards include:

- 2015 – **Ranked in Top 3 New Mexico Web Development Firms** - [Albuquerque Biz First](#)
- 2015 – **Silver American Advertising Federation Award** for [Durango.org](#) - "Elements of Advertising" - Best Responsive Design
- 2013 – **Silver American Advertising Federation Award** for [SantaFeSpirits.com](#) - "Elements of Advertising" - Best Responsive (Mobile) Design
- 2013 – **Three Communicator Awards of Distinction** for
  - [Santafespirits.com](#) - "Food and Beverage" category
  - [Peyotebird.com](#) - "Shopping" category
  - [Thescreensf.com](#) - "Movie and Film" category
- 2012 – **Silver American Advertising Federation Award** for [DelCharro.com](#) – Business to Consumer Website.
- 2010 - **Ranked #1 NM Website Design Firm** by New Mexico Business Weekly - Third year in a row!

- 2010 – Jennifer Martin, Xynergy President, recognized as **one of New Mexico's Top 50 Women Entrepreneurs**.
- 2009 - **Ranked #1 NM Website Design Firm** by New Mexico Business Weekly - Second year in a row!
- 2008 - **Ranked #1 NM Website Design Firm** by New Mexico Business Weekly.
- 2007 - **Gold Addy** Awarded by the American Advertising Federation, district 12, for best consumer flash-based website for Standard Seventeen Films - [Standard17.com](http://Standard17.com).
- 2006 - Voted "**Best Santa Fe Web Design Company**" in Santa Fe Reporter's Annual Poll.
- 2006 - **First Place Gold "2006 Cumbre Award"** for the new [New Mexico Office of the State Engineer Website](#). The site also beat out many other sites to win the coveted "**Best Tactic of Show Award**" from the New Mexico Public Relations Association.
- 2006 - Xynergy is selected in Southwest Airline's Spirit Magazine & GoalLine Communications as one of the **top 10 website firms in the American Southwest**.
- 2005 - "**Best Interactive Media**" Website awarded by National Internet Advertising Association to Xynergy, Inc. for [New Mexico Film Museum](#).
- 2005 - [Portfolios.com](#) presented Xynergy with three national awards, **two Gold Awards for excellence in web design** and a **Bronze for animation**. Xynergy designed sites receiving Gold Awards are New Mexico's Tourism Department and the New Mexico Film Museum. The Bronze was awarded to Xynergy for distinction in animated [CD presentation](#).

#### **Our Specialties Include:**

- Custom Website Design and Implementation
  - Advanced graphic design, flash animation, internet audio/video
  - Custom content management system development
  - Customized information architecture and information management
  - Client-centered e-commerce and applications design
- Mobile App Development
- Corporate & Web-Identity Development
  - Competition analysis and go-to-market planning
  - Reputation management and review harvesting
- Online Marketing
  - Search engine optimization, keyword research, and link building
  - Social media marketing (Facebook, Twitter, etc)
  - Content marketing and blogging
- Digital Advertising: mobile, banner, and pay-per-click advertisements
- Email Marketing and Promotions

- List growth and custom targeting
- Campaign development and implementation
- Custom email newsletter templates

## Our Team

*The Xynergy, Inc. staff is knowledgeable, friendly and detail-oriented.*

**Jennifer Martin**  
President

**Ana Karina Armijo**  
Project Manager & Graphic Designer

**Curtis Ryan**  
Web Developer

**Jennifer Frye**  
Web Developer

**Vincent Nezzar**  
SEO Specialist, Online Marketing

**Demi Malnar**  
Senior Director, Online Marketing

**Sue Swanback**  
Senior Software Engineer

**Justin Alei**  
Web Developer

**Erin Sparkman**  
Social Media Specialist, Online Marketing

## Contact and Locations

[xynergy.com](http://xynergy.com)

**Santa Fe Office**

535 Cerrillos Road, Suite A2  
Santa Fe, NM 87501

**505-820-9357**

Toll-free: 888-996-3749

**Albuquerque Office**

315 Alameda Blvd NE  
Albuquerque, NM 87113

**505-247-2570**

[design@xynergy.com](mailto:design@xynergy.com)

**Taos Office**

201 Camino de la  
Merced, Suite C1,  
Taos, NM 87571

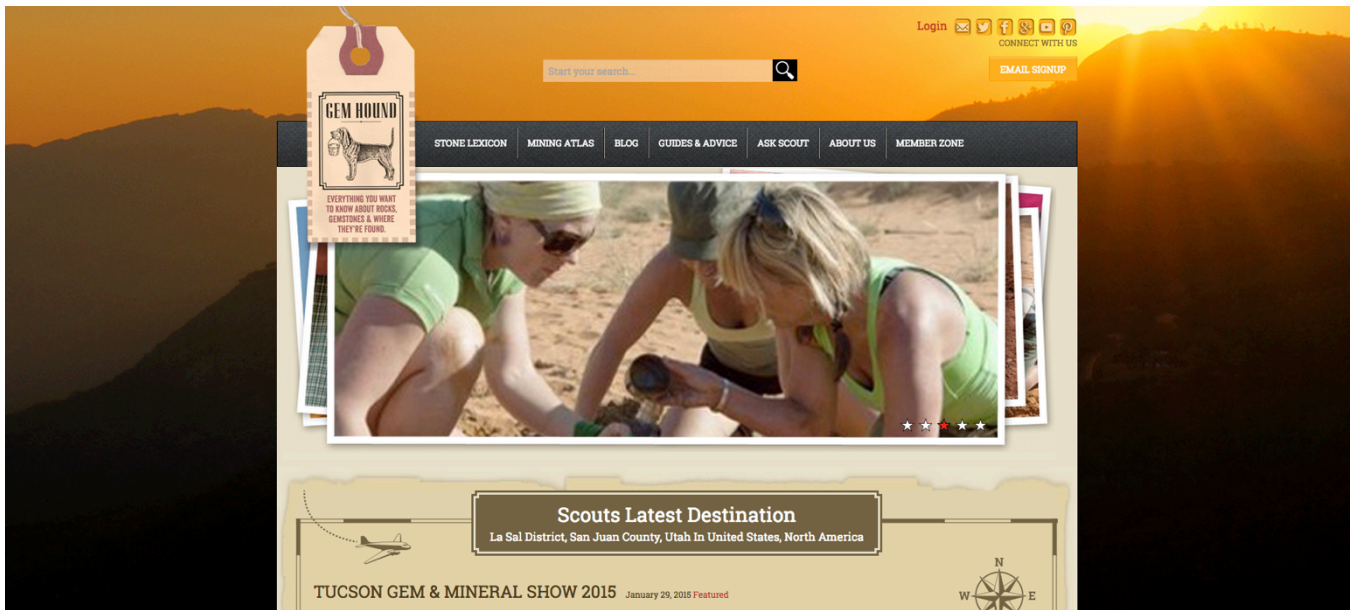
**575-613-1803**

Examples of Previous Work ([xynergy.com/portfolio](http://xynergy.com/portfolio))

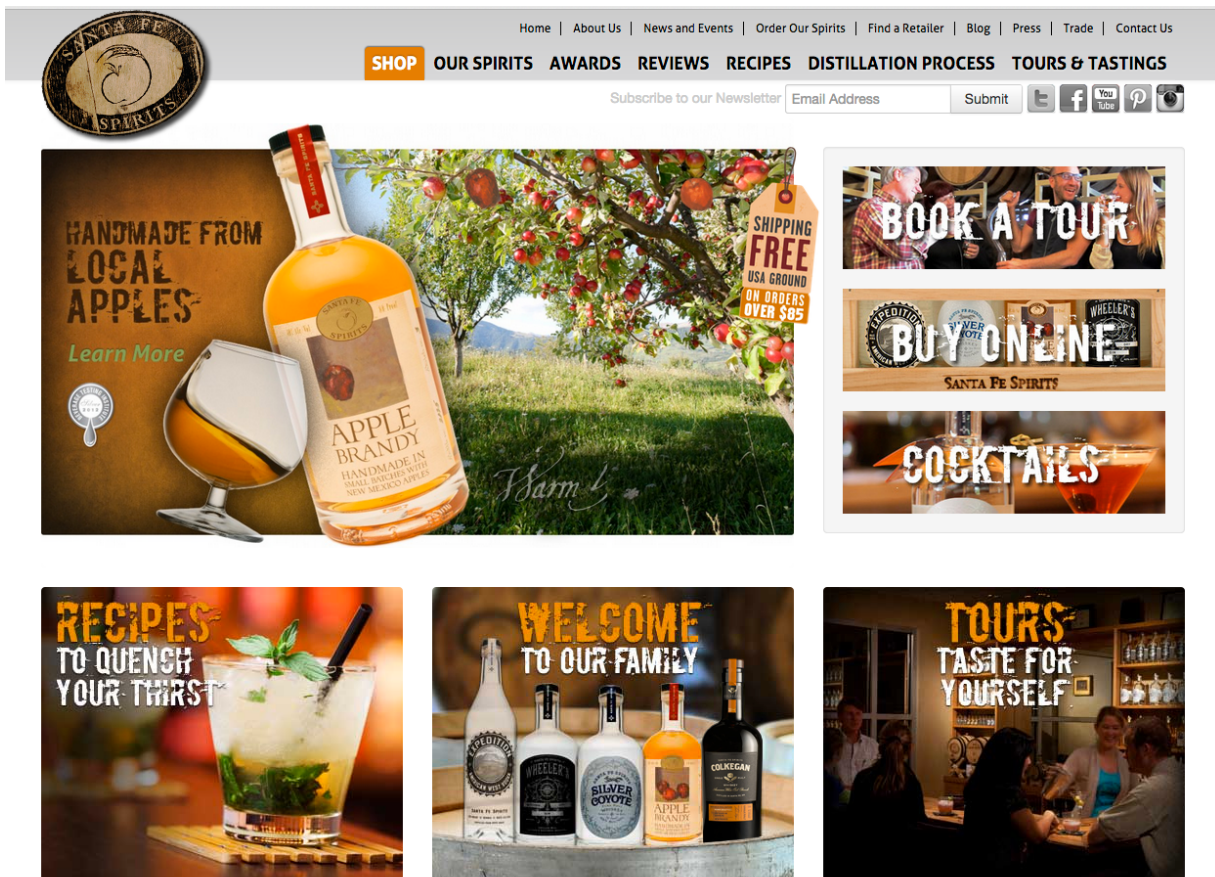
Ghost Ranch ([www.ghost ranch.org](http://www.ghost ranch.org))

Durango Tourism ([www.durango.org](http://www.durango.org))

**Gem Hound ([www.gemhound.com](http://www.gemhound.com))**



**Santa Fe Spirits ([www.santafespirits.com](http://www.santafespirits.com))**



**Uli's Los Alamos ([www.ulislosalamos.com](http://www.ulislosalamos.com))**

**Hunter Kirkland Contemporary ([www.hunterkirklandcontemporary.com](http://www.hunterkirklandcontemporary.com))**