



**Ann Marie Taepke**

*Director of Digital  
Media, Walk West*

As Walk West’s Director of Digital Media, Ann Marie lends a distinct “golden” fingerprint to anything she touches. Drawing from over 10 years’ experience in digital marketing, award-winning social media campaigns and explosive video launch strategies, Ann Marie’s track record of impressive case studies speaks for itself. Her “ask-the-expert” digital reputation has been drawn upon by local television networks as well as for regional marketing conferences and livestream events, and her envelope-pushing initiatives have spotlighted her for recruitment from the biggest names in the online space. (Boy, are we glad she’s ours!)

Born and raised in Detroit, MI, Ann Marie earned her bachelor’s degree in Advertising, Marketing, and Business Management from Northwood University, affectionately called “Car College” to her northern auto industry peers. As such, she loves to peek under the hood to examine the ‘why’ with clients—the process, the vision, the backstory. Ann Marie weaves this analysis with business objectives to tell a story that people connect with and believe in.

Like every other person, Ann Marie hates being “sold to”, and despises cheap, impersonal marketing that takes shortcuts. So, her unwavering dedication to telling compelling stories, no matter what brand or campaign she’s working on, is a personal and professional commitment that Walk West is proud to offer to our clients.

Barbara Mandrell once sang, “I was country, when country wasn’t cool”; translate those lyrics into the relevance of digital marketing, and you’ll understand the timeline of Ann Marie’s successful online strategizing for the select few visionary companies who trusted her expertise (before other brands even realized they needed to be bringing their messaging to the digital space).

A fan of musical theater and 80s music, she has been deservedly cast in some of Walk West’s most renowned, award-winning video projects. Look for the redhead on screen, or out strolling the karaoke scene with her husband, Steve, and two daughters, and you just might catch an impromptu Pat Benatar performance (or two).

*“When you tell stories using real emotion while weaving in business objectives, you give people something to connect with and believe in.”*