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Who says you can't have it all? You just have to find the right employer to do it all for.
Finding the balance in motherhood and a career.

Phoenix, AZ: Raising a child is one of the most rewarding and challenging jobs a mother can face in her lifetime. You learn very quickly how to adapt to an ever-changing environment. Without even thinking about it, you find yourself as an expert at negotiation tactics, time management, effective communication, people management, problem solving, and let's not forget organizational skills.

When founding E Squared Marketing back in 2017, Ashley Richards knew there was a need for a company that allowed women to put these skills to use while still maintaining the flexibility working mothers need in their lives. This is precisely the reason why Richards put more emphasis on working remote and life balance instead of the more traditional office setting.

"Motherhood and a career can go hand in hand for women if they have the drive, passion, and motivation to do them both. Our business was built on this balance, and I am honored to help bridge the gap of these two incredible dynamics in a woman's life. More companies should encourage working from home to allow mothers to follow both dreams!" says Richards.

Her team of powerhouse working mothers has an appreciation for how their founder has kicked the traditional work environment to the curb. Stephanie Christensen, one of E Squared Marketing's social media copywriters said, "After walking away from corporate America for a few years to be home with my babies, I really was ready to find something to call my own again professionally. E Squared was exactly what I was looking for! It really is a unique opportunity that allows for that perfect balance between work and family life. It feels great to be able to get my creative juices flowing and put my marketing skills to use again!"

Much like Christensen, many women are faced with the difficult choice of staying home to raise their little ones or paying for childcare. With the rising costs of childcare, some women have found it more cost effective to stay home as opposed to heading into an office. However, for those who have chosen the childcare option, the recent Covid-19 pandemic has been proven to be problematic. There has been a high volume of working parents who have had to reevaluate their childcare and school options due to government mandated closures. Amid this chaos, E Squared Marketing has been a beacon of light, showing other companies how working from anywhere can be beneficial.

If motherhood had its own job description with a detailed outline of responsibilities and skills, more companies would be open to adjusting their work locations to accommodate these ambitious women. The women of E Squared Marketing will take every real world experience they bring to the table to your business. It's what sets them apart from all other digital marketing firms. They consistently use their unique set of skills, both from being mothers and from their previous work experience, to go above and beyond the expectations of every single one of their clients.

About E Squared Marketing: E Squared Marketing is a boutique digital marketing agency founded and operated by a team of powerhouse women who bring a personal touch to everything they do. Built on the idea of having fun and delivering results, they believe above and beyond is always the standard when it comes to marketing. Specializing in social media marketing, e-newsletter/digital newsletter campaigns, graphic design and influencer marketing, they are the industry professionals who can take your marketing goals and knock them out of the park. To learn more please visit www.esquaredmarketing.com and connect on Facebook @ESquaredMarketingServices and on Instagram @ESquaredMarketing.