

Stack 1

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Rating Explanation

The rating is based on a complex formula comprised of many different factors such as the type of business, length of time in business, licensing compliance, complaint history, and our overall experience with a company's industry in general. The scoring system takes into account the importance we feel each factor is to the company's reliability.

The general factors that impact your rating are:

- **Background Information** - this factor considers whether or not important details of business ownership and operation have been provided to us by the company.
- **Length of Time in Business** - this factor reflects a business's ability to successfully operate through economic business cycles and is an indicator of a business's probability of success and therefore its reliability.
- **Complaint History** - this factor takes into account the volume, history, and type of complaints as well as our evaluation of the relative seriousness of these complaints.
- **Type of Business** - certain industries, especially those we deem problematic, are inherently susceptible to greater numbers of consumer complaints. BCA assigns a value to all businesses based on our long history dealing with thousands of different industries.
- **Licensing Information** - this factor verifies compliance with competency licensing requirements. It does not include non-competency type licensing that are simply a form of taxation, such as city business licenses.
- **Government Actions** - this factor weighs the seriousness of regulatory actions that are relevant to a business's reliability.
- **Advertising Review** - this factor addresses concerns with a company's advertising practices and the company's efforts to mitigate these concerns.

Our ratings do not take into account:

- The number of times a report has been accessed.
- A business owner's gender, race, religion, whether the business owns or leases its location, or the geographic location of a business.
- Complaints that BCA does not process because they're outside of our purview.

Our rating of a company and our BCA Report on a company reflect our conclusions and opinion about the company based upon information in our files and our experience with the company. Neither the rating nor the report is a guarantee of reliability. Readers should not rely solely upon a company's rating, but should read and consider the entire report, including consumer reviews and complaint and response details before deciding whether or not to do business with the company. The highest rating assigned to a company is AAA; the lowest is F. Between those two ratings are nine others in order from highest to lowest rating.

The ratings are defined as follows:

AAA	An exemplary rating. This means that nothing in our files causes us to have any doubt about the company's reliability.
AA	An extremely high rating. The condition that lowers this grade from AAA is not what we believe to be a significant one.
A	An excellent rating. A company with this rating may not rate higher because of a greater number of rate-lowering factors, but we do not consider them to be factors that would likely adversely affect consumer transactions.
BBB	A very high rating. A company with this rating would not have a significant number of complaints or other considerations that could pose a problem to consumers.
BB	A high rating. The company would generally have demonstrated good business-consumer relations, and we would expect any consumer complaints not to be of a serious nature and to be satisfactorily handled by the company.
B	A good rating that still implies reputability. The rating may relate to length of time in business, a past problem that's been corrected, or something else that does not cause problems for consumers. We believe a company with this

[Sign in](#)[Join now](#)**Charles D. Flagle**

Director of Advertising

Baltimore, Maryland

Marketing and Advertising



Money Map Press, an Agora Company



Waldinger Creative



University of Baltimore



Personal Website

500+ connections

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Money Map Press, an Agora Company

April 2017 – Present • 2 years 4 months

Baltimore, Maryland Area

Performance Advertising, Copywriting, Statistical Analysis, Web Development

Responsible for over \$100mm in advertising spend, over 500,000 paid subscribers generated.

Ad tech:

Awarded \$50,000 by Facebook for performing tests and providing reports multiple times.

First advertiser to test and help develop Google Smart Display (Full Auto) campaigns. Worked closely with head engineer of the technology.

Helped Facebook develop optimization proxies - such as optimize for clicks, while conversion data is accumulating.

Worked closely with Yahoo engineers to develop their native video advertising and bid multiplier functionality

Discovered major flaw in Google's realtime analytics reporting; partially responsible for sweeping change in how Google tracks realtime data

Built several custom Google Analytics interfaces for efficient reporting

Copy:

Wrote top of funnel copy that's been responsible for more than 190,000 sales

Wrote packages responsible for almost 50,000 sales

Wrote upsell copy responsible for adding more than \$20 dollars to cart value for multiple promotions

First in Agora to adapt SMS, messenger and push notification marketing

First at Agora to create front end sales sequences

Onboarded and trained several copywriters; Helped lead MMP's copywriter bootcamp



Traffic Minister

Agora Inc.

June 2013 – Present • 6 years 2 months

Baltimore, MD

Lead generation, and paid eLetter Subscription sales through various CPC, CPM, CPL networks.

Involves idea generation, copywriting, quantitative analysis, web development, statistical systems development.

Separately - increased web traffic through SEO initiatives, and discovered new funnels to better monetize organic traffic.



SEO Specialist

Waldinger Creative

October 2012 – June 2013 • 9 months

Towson, MD

Explain, develop, and provide search engine marketing services.

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January 2007 – April 2011 • 4 years 4 months

Web Design & Development, SEO, Affiliate Marketing



Line Cook

Cinghiale

July 2009 – September 2010 • 1 year 3 months

Baltimore, Maryland Area

Worked all stations, managed new employees, had direct input on the menu.



Sous Chef

Open Door Cafe

July 2007 – August 2009 • 2 years 2 months

Bel Air, MD

Education



University of Baltimore

Bachelor of Science (B.S.), Finance, General, 3.5

2010 – 2013

Activities and Societies: Marketing Organization, Leadership UB - Emerging Leaders



Towson High School

2000 – 2004

Skills & Endorsements

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Honors & Awards

Outstanding Contribution and Exemplary Leadership

University of Baltimore - Merrick School of Business

May 2012

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Spanish

Professional working proficiency

Thai

Elementary proficiency

English

Native or bilingual proficiency

Organizations

World Student Union for Peace

Founder and President • Starting March 2013

Originally, we organized in direct response to Towson University's White Student Union. Our mission is to raise awareness of bigotry, and encourage diversity and equality.

Institute for Operations Research and Management Sciences

• Starting February 2011

University of Baltimore - Operations Research Organiztion

Founder, President • August 2012 – June 2013

Solved logistical problems regarding traffic surrounding UB campus, and meeting space constraints on UB campus using quantitative methods. Grew support & engagement from students interested in mathematics. First mathematics related organization at UB with heavy student support.

University of Baltimore Marketing Club

Secretary and Director of Technology • January 2011 – December 2011

Groups

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Lead User Experience Researcher at P'unk Avenue

**Samuel Munk**

Digital Media Analyst at Money Map Press

**Ash Ogunleye**

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Case Specialist at Medical Solutions Supplier

**Stephanie Bills**

Managing Editor at Money Map Press

**Brittany Leonard**

Marketing Manager at R2integrated

**George Mecham**

Selling things on the internet

**Michele Speaks**

Independent Fund-Raising Professional

**Matthew Warder**

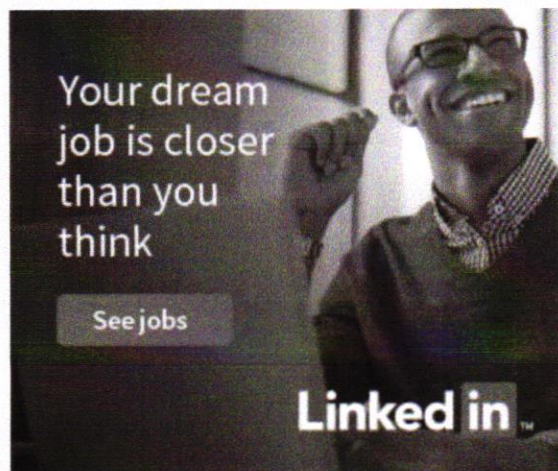
Director - Research and Product Development

**Gale Brown**

Account Executive - C. Basil Grossnickle Insurance

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**Charles D. Flagle**

Director of Advertising



Director of Growth at Money Map Press, an Agora Company



University of Baltimore

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Melissa Van Patten

Marketing Director at Money Map Press, an Agora Company

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Katie O'Connell - Director, Advocacy and Media Outreach ... - LinkedIn

<https://www.linkedin.com/in/kmoconnell> ▼

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Katie O'Connell - Independent Writing and Editing ... - LinkedIn

<https://www.linkedin.com/in/katie-o-connell-4291021b> ▼

View **Katie O'Connell's** profile on **LinkedIn**, the world's largest professional community. Katie has 4 jobs listed on their profile. See the complete profile on ...

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Katie OConnell - Ecommerce Director - Money Map Press | LinkedIn

<https://www.linkedin.com/in/katieoconnell> ▼

View Katie OConnell's profile on **LinkedIn**, the world's largest professional community. Katie has 6 jobs listed on ... Katie OConnell. Assistant eCommerce Director, Money Map Press at **Agora Publishing** ...

Katie O'Connell. VP of Ecommerce.

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How To Recognize An Art Scam - Agora Gallery - Advice Blog

<https://www.agora-gallery.com> › Home › "How To" Tutorials

May 25, 2017 - **KATIE** Jan 24, 2019 Daisy **O Connell** Apr 6, 2018 I googled him and saw he was an ocean engineer on **LinkedIn** so thought he was ...

2nd grade promotion final show - SlideShare

<https://pt.slideshare.net/mbmurphy/2nd-grade-promotion-final-show> ▼

SlideShare · Explorar · Pesquisar · Você · **LinkedIn** SlideShare Livia **O'Connell**; 45. Hannah Sebastiano; 46. ... **Katie** Ross; 94. Anwell Meng; 95. Jasmine ...

Neveragain.tech

<https://neveragain.tech/> ▼

... Ops Implementations, **LinkedIn**; Amir Brown, Data Architect, Quicken Loans Isaac Z. Schlueter, CEO, npm, Inc. Isis **Agora** Lovetruff, Core Developer, The Tor **Katie** Bishop, Stripe; **Katie** Feucht, Sr. GRC Security Risk Consultant, GitHub Philip Neustrom, Shotwell Labs; Philip **O'Connell**; Philip Porada, Systems ...

Alumni & Students | Institute for National Security and Counterterrorism

insct.syr.edu/about_the_institute_for_national_security_and.../alumni-students/ ▼

Jul 23, 2015 - ... events will serve me well in any career field. —Steven Fantigrossi, MPA '16. **INSCT LinkedIn** Group Maxwell School Alumni SU Law Alumni.

University of Massachusetts Lowell Class of 2013 - Lowell Sun Online

www.lowellsun.com/news/ci_23277916/university-massachusetts-lowell-class-2013 ▼

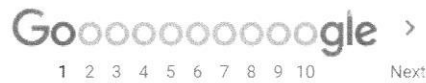
Mar 19, 2012 - Print · Tumblr · **LinkedIn** · StumbleUpon · Anthony Joseph D'Andragna, Michael Joseph

Parikh, Sandip Patel, ... Karen Joyce Laine, Kimberly I. Lapointe, Katie L. Lavallee, Matthew M. Lavigne, David ...

The paradox of job creation | Science | AAAS

<https://www.sciencemag.org/careers/2015/02/paradox-job-creation> ▼

Feb 5, 2015 - "... but statistically significant bias in favor of women," wrote UC Berkeley's P.J. Bickel, E.A. Hammel, and J.W. O'Connell in Science in 1975.



● [Redacted], Randallstown, MD - Based on your past activity - Use precise location - Learn more

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**Brian York**

Director, Agora Integrated Marketing

Baltimore, Maryland Area

Marketing and Advertising

**Agora Integrated Marketing
(AIM)****Agora Inc.**

500+ connections

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**If you want to ensure your
#investments are safe,...**

Brian York liked this

**Looking for a person to
head up the editorial team
on our...**Breaking political news stories,
trending topics, economic
policies, and daily business
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**The Agora Companies
Annual HR Summit
provided us with the...**

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office...

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Experience



Managing Director

e for Agora Integrated Marketing (AIM)

Managi June 2015 – Present • 4 years 2 months

ng Waterford, Ireland and Baltimore, Maryland

Director



Agora Inc.

e for 15 years 4 months

Agora

Inc.



Senior Consultant

December 2008 – June 2015 • 6 years 7 months

Agora, Inc - Baltimore, MD



Director of eCommerce

September 2006 – December 2008 • 2 years 4 months

Port Phillip Publishing - Melbourne, Australia



Director of eCommerce

March 2000 – September 2006 • 6 years 7 months

The Oxford Club - Baltimore, MD

Skills & Endorsements

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Groups



Indian Direct Response Marketers Club

e for

Indian

Direct



Agora Internet Marketers

se for

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CEO, The Agora

**Lindsey Sprute**

Chief Marketing Officer at Banyan Hill Publishing

**Julia Guth**

CEO& Publisher, The Oxford Club

**terry weiss**

Associate Publisher, Money Map Press - Agora, Inc.

**Will Bonner**

Publisher at Bonner & Partners

**Clayton Makepeace**

President, ResponseInk

**Grace Epperson**

VP of Business Intelligence at 14 West, an Agora Company

**Fernando Cruz**

Managing Partner at Legacy Research Group (Bonner & Partners, Palm Beach Research Group, & Casey Research)

**Bob Compton**

CFO at 14 West, an Agora Company

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Media jobs in Westminster, MD

174,859 open jobs

Advertising jobs in Pikesville, MD

157,622 open jobs

Director jobs in Columbia, MD

448,181 open jobs

Advertising jobs in Severn, MD

157,622 open jobs

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- 

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Investor & Entrepreneur
Bogotá D.C. Area, Colombia
- 

Brian York

Vice President, Clinical Operations
Greater Boston Area
- 

Brian York

Associate Minister at Mt Orab Church of Christ
Cincinnati, Ohio Area
- 

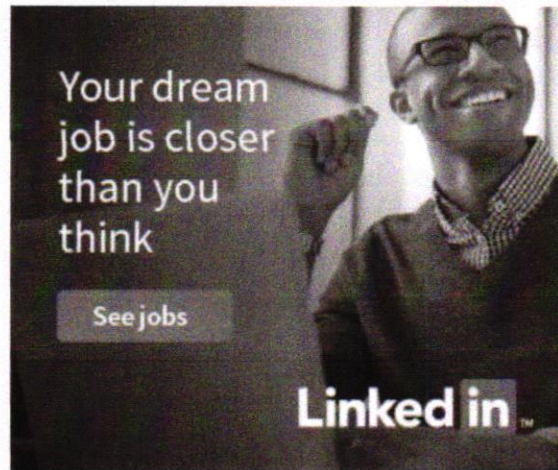
Brian York

Chief Analytics Officer at Oncology Analytics, Inc.
Greater Atlanta Area

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Director, Agora Integrated Marketing



Managing Director at Agora Integrated Marketing (AIM)

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Kyle Anderson

SEO Editorial Manager, Money Map Press at Agora Inc.

Baltimore, Maryland

Writing and Editing

The Agora Companies

Agora Inc.



Capitol College



Loyola University Maryland

320 connections

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The #Aon Chicago CSG team had a blast volunteering today at...

Kyle Anderson liked this

Members of our Employee Benefits team attended the...



Kyle Anderson liked this

I'm so proud of Turf Valley Resort for our commitment to...

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Neo is not just another cryptocurrency.

The Neo price is up more than 28,000% in 2017, but this cryptocurrency has almost unlimited...

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Inc.

Agora Inc.

5 years 10 months



SEO Editorial Manager, Money Map Press

September 2015 – Present • 3 years 11 months

Baltimore, Maryland Area

Oversee MoneyMorning.com editorial

Develop traffic strategies/action plan for editorial team

Maintain SEO editorial calendar and project planning

Manage writers and assign/edit content to meet SEO needs/goals

Train editorial team on SEO strategy, plus writing tips/best practices

Track and analyze SEO traffic to MoneyMorning.com and report to editor-in-chief

Stay current on SEO and Web trends to enhance MoneyMorning.com's SEO strategy



Associate Editor, Money Map Press

October 2013 – September 2015 • 2 years

Baltimore, MD

Writing daily stories appropriate for SEO coverage on MoneyMorning.com

Writing longer financial and economic analysis articles

Working with editorial team to brainstorm assignments for in-house and outside writers

Copyediting final versions of stories running in MoneyMorning.com broadcasts

Conducting interviews with financial gurus and helping to create video stories

Updating SEO-related copy on the Money Morning Website

Writing and editing story descriptions, headlines and teaser copy



e for
Assistan
t
Director
of
Marketi
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Commu
nication
s

Assistant Director of Marketing and Communications

Capitol College

November 2010 – October 2013 • 3 years

Complete authorship of quarterly magazine and monthly newsletters

Writing and issuing of press releases and news stories

Grant/proposal writing for charitable foundations and government solicitations

Coverage of college events, including photography duties

Pitching story ideas, general editing tasks

Developing and maintaining distribution lists and media coverage reports

Co-management of college's social media accounts

Editorial Intern

InvestorPlace Media

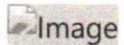
June 2010 – November 2010 • 6 months

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Editorial

Intern

**Staff Writer, Sports**

for Staff

Loyola University Student Newspaper: The Greyhound

Writer,

March 2008 – February 2010 • 2 years

Sports

2+ years writing experience as staff writer

Beats included: women's basketball, men's tennis, women's tennis and women's volleyball.

Published numerous features, profiles and previews along with weekly column.

**Sports Intern**

ge for

The Baltimore Sun

Sports

January 2009 – May 2009 • 5 months

Intern

Published feature story and numerous high school and college sports leads for daily roundup section.

Extensive experience in reporting hard news leads.

Major contributions in formatting and gathering scores/info, while adhering to strict deadlines and

Associated Press format.

Education

**Loyola University Maryland**

ma

B.A., Communication, Specialization in Journalism

ge

2006 – 2010

for

Activities and Societies: Student Newspaper - The Greyhound; Club Volleyball - President

Loy

2009-2010 Co-President 2008-2009; Communication Honor Society - Lambda Pi Eta

ola

Uni

**Mount Saint Charles Academy**

ity for

2006

Mount

Saint

Charles

Skills & Endorsements

Academ

y

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Creative Director at LONCELTVE Design

**Gabrielle Sauer**

Financial Analyst

**Nicole Haslip**

Marketing Communications Manager at Saft

**ERIC CAMPOS**

Marketing Associate and Wordsmith at Accounting Seed

**Doug Wannall**

Enterprise Infrastructure Manager at Notre Dame of MD University

**Rachel D. Trask**

Director Of Development at Mother Seton Academy

**Malikah Connor**

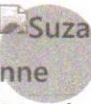
Student

**Jaclyn Southcott**

Public Health Advisor at the National Institutes of Health, Special Volunteer

**Karen Smith**

Mission Driven. Client Focused. Results Oriented.

**Suzanne Matsko**

LCSW-C

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Houston, Texas Area**Kyle Anderson**Instructor, Talent Acquisition & Retention » National HR Association Board Member » Trusted Talent
Acquisition Advisor
Greater San Diego Area**Kyle Anderson**Sales Account Executive - Award-Winning Cloud (SaaS) Software Sales Account Executive
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SEO Editorial Manager, Money Map Press at Agora Inc.



SEO Editorial Manager, Money Map Press at Agora Inc.



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