

MISH MEDIA MARKETING

Building the business behind the marketing.

Phil's experience scaling an agency from launch to \$500,000 in revenue in less than six months shapes how he works with owners today.



Mish Media Marketing | Official website, September 2026

\$500k

reported agency revenue

From a \$0 starting point

<6 months

reported time to that milestone

During Phil's CEO tenure

Still involved

continuing consultant

Experience carried into current work

THE IDEA

Growth has to work for the business delivering it.



MISH MEDIA MARKETING

The work behind the result.

WHERE IT STARTED

Mish Media grew out of the internal marketing team at Mishawaka Amphitheatre. Its roots in live music, entertainment and hospitality became the foundation for serving businesses across a broader range of industries.

THE RELATIONSHIP

As CEO, Phil helped turn that agency into a growing business. His work included building client relationships, leading the team and organizing delivery. He continues to support Mish Media as a consultant.

HOW THE WORK CONTINUES

Turn experience into a service

Build on marketing knowledge earned inside operating businesses and bring it to outside clients. The agency offered strategy, creative, digital marketing and website support.

Grow the client base

Develop relationships and lead the commercial work of building an agency. Phil's reported early revenue milestone reflects the business he was responsible for leading.

Make delivery work

Lead people and priorities as client work expands. That practical experience informs how Phil helps owners weigh marketing needs against the team's time and capacity.

Experience on the owner's side of the table.

Phil reports scaling Mish Media from \$0 to \$500,000 in revenue in less than six months. The value of that experience extends beyond the number: he has been responsible for the sales, people and delivery decisions that make a growing service business function.

Bring your marketing question to Phil. hiddenlever.marketing/contact

SOURCES & MEASUREMENT

Revenue and timing are supplied by Phil Carpenter from his CEO tenure. Accounting records and the exact calendar interval were not independently reviewed for this case study. The claim refers to revenue during the initial growth period, not annual recurring revenue, profit, company valuation or client advertising results. Mish Media's origin and service context were checked against its official website.