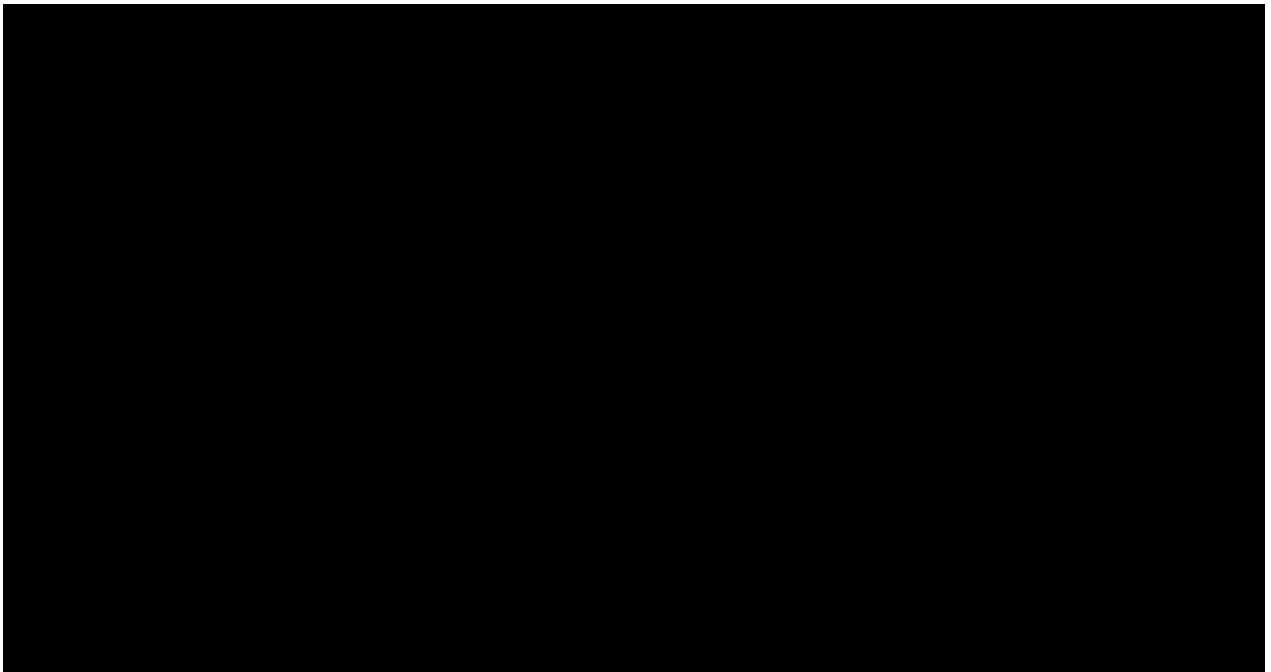




Nearly 20 Years Later, Mixed Media Creations Is Still Solving Multifamily Marketing's Biggest Problem: Complexity

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The Dallas-Fort Worth agency built by a former property management professional helps apartment communities, management companies, and developers bring strategy, creativity, and execution together under one experienced team.

Nearly two decades ago, Mixed Media Creations (MMC) was founded around a simple idea: multifamily marketing is complicated enough. Working with a marketing partner shouldn't be.

Founded in 2007 by President Susie Carter, the woman-owned branding, design, and marketing agency has grown into a national partner for apartment communities, property management companies, developers, and nonprofit organizations across the United States.

However, the story of MMC began before the agency did.

Carter built her early career inside the multifamily industry, working in leasing, resident services, community

operations, and student housing before becoming Regional Marketing Director. Working alongside on-site and corporate teams gave her a firsthand understanding of what multifamily professionals manage every day, including leasing goals, resident needs, property operations, ownership expectations, and an ever-growing list of marketing vendors and deliverables.

She saw an opportunity to build something different.

Mixed Media Creations was created around the idea that multifamily teams shouldn't have to manage a collection of disconnected creative partners to build a cohesive brand. Instead, MMC was designed to operate as an extension of its clients' internal and on-site teams, bringing experienced specialists together under one roof while helping reduce the number of vendors clients need to coordinate.

"Apartment teams already have enough to manage," Carter said. "Our job is to make marketing easier, not add more layers to it. We understand the industry, we understand what on-site teams are dealing with, and we can step in wherever the gaps are. Ultimately, we want our clients to feel like we're an extension of their team."

Today, MMC brings brand strategy and identity, graphic and print design, website design and development, hosting and maintenance, digital marketing, search engine optimization, social media management, photography, video production, motion graphics, signage, site plans, and promotional products together through one experienced team.

That integrated approach allows clients to move from strategy to execution without losing the brand story along the way. It also creates a more consistent, collaborative experience, with specialists who already understand the client, the property, and the goals behind the work.

For an individual community, that might mean developing a new brand and carrying it through the website, photography, signage, leasing collateral, and digital campaigns. For a management company or developer, it can mean creating consistency across an entire portfolio while still allowing individual communities to maintain their own identities.

The model becomes particularly valuable during periods of change, including new developments and lease-ups, acquisitions, renovations, rebrands, and repositioning projects, when multiple marketing initiatives often need to happen simultaneously.

Over nearly two decades, Mixed Media Creations has supported hundreds of apartment communities across the United States, with engagements ranging from individual creative projects to long-term branding, website, and ongoing marketing partnerships.

Through it all, the philosophy has remained consistent. Marketing works better when every touchpoint feels like a part of the same story.

A prospective resident may first encounter a community through an ad, social post, or search result before visiting its website, driving past its signage, touring the property, or taking home a brochure. MMC approaches those moments as one connected experience rather than a collection of individual deliverables.

That approach is also rooted in hospitality. MMC prioritizes accuracy, accessibility, visual quality, responsiveness, and a warm, white-glove client experience designed to make collaboration easier for busy teams. The goal is not only to create strong marketing, but to make the process behind it feel organized, personal, and dependable.

That philosophy has allowed the agency to grow alongside an industry that has changed dramatically since 2007 while staying grounded in the operational realities that inspired its creation.

As Mixed Media Creations approaches its 20th anniversary, the agency continues to evolve its capabilities while staying focused on the same problem Carter set out to solve nearly two decades ago: helping multifamily teams simplify marketing, strengthen their brands, and drive better results.

Property management companies, developers, and apartment communities can learn more about Mixed Media Creations by reading through its comprehensive branding and marketing services or following the studio on its social media accounts for company news, completed projects, and multifamily marketing insights.

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For more information about Mixed Media Creations, contact the company here: Mixed Media Creations
Susie Carter
972-221-1600
hello@mixedmediacreations.com
2201 Long Prairie Rd. Ste 107-360 Flower Mound, TX 75022

Mixed Media Creations

Founded in 2007, Mixed Media Creations of Tandem Axle, Inc. is a woman-owned, award-winning creative agency specializing in branding, websites, video, and marketing. Serving clients nationwide, MMC helps organizations connect, inspire, and make an impact.

Website: <http://www.mixedmediacreations.com>

Email: hello@mixedmediacreations.com

Phone: 972-221-1600

