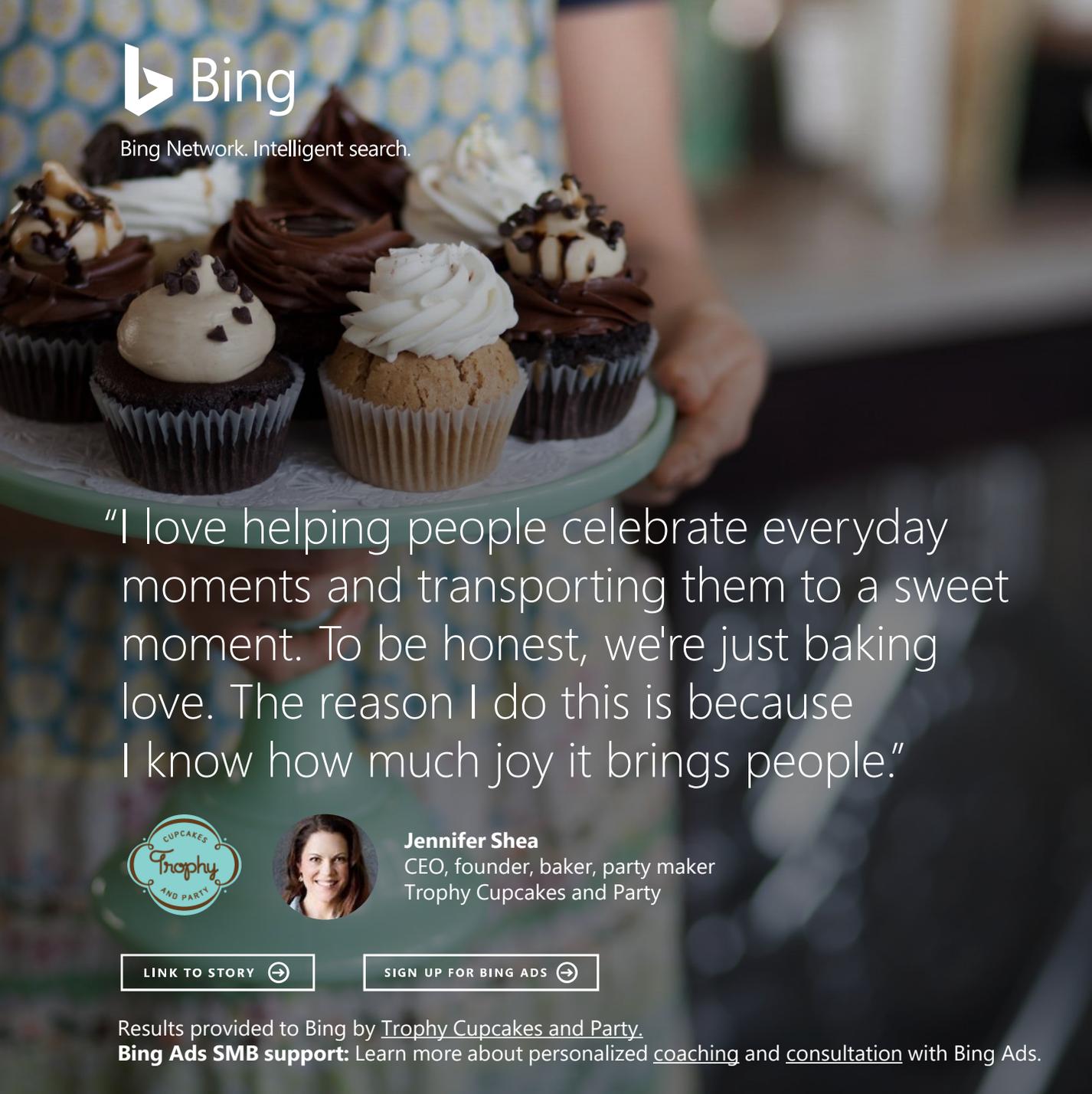




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"I love helping people celebrate everyday moments and transporting them to a sweet moment. To be honest, we're just baking love. The reason I do this is because I know how much joy it brings people."



**Jennifer Shea**  
CEO, founder, baker, party maker  
Trophy Cupcakes and Party

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#### Delicious inspiration

Jennifer Shea — founder, CEO, baker and principal party-maker at Trophy Cupcakes and Party — is a passionate entrepreneur with creativity in her DNA. "All the women in my family are creative," she says. "My mother was a painter, and there was always a craft project on our kitchen table. That's really where it started for me." After college, searching for her purpose, she toured the world with her boyfriend's rock band as their merchandise manager. It was the '90s, and cupcake shops were popping up all over New York. When a friend took her to one, Shea had an aha! moment. "All the obsessive baking over my life flashed before my eyes," she remembers. "It was clear that this was my true calling."

#### The recipe for reaching a big audience

Shea and her team worked hard on their digital marketing strategies. As they continued to create ways to surprise and enchant their customers, they decided to bring Bing Ads into their marketing mix to help engage more customers. "We put so much love and passion into what we do," Shea says. "I don't want to have to worry about whether our customers are finding us online." The team is excited about Bing Ads. "Bing Ads gives us different tools to help drive more business to our website and into our shops," Shea says. "Having a platform that reaches the exact customers we're looking for the moment they're online searching for 'cupcake Seattle' — that's amazing."

