

roserencius
SERVICES LOOKBOOK



ROSE RENCIOUS ROSEG2@HOTMAIL.COM ROSERENCIUS.COM

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Contact

Rose Rencius
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roserencius.com

At your service

I am a Marketing generalist with over 20 years of experience developing marketing strategies and campaigns to help elevate brands. With a keen eye for design and a penchant for patterns, my expertise also includes graphics and copy writing.

As a Freelancer, I work on an ad hoc basis and only charge for the number of hours I work on a project. There are no hidden costs and no limits as to the number of iterations we go through to complete your project.

If you require assistance with production, I can work with you to find suppliers that can support your endeavors and be your liaison until your project is completed.

Experience

Govan Brown & Associates Ltd. 06/11 – 11/21
Senior National Marketing Manager

RioCan REIT 12/99 – 02/09
Corporate Marketing Manager

Software

Adobe Creative Cloud
Procreate
Canva

Microsoft Office
Open Asset
Salesforce

RATES

\$40 CAD P/H
\$50 CAD P/H Rush



Branding

Your brand should be consistent and easily identifiable. It encompasses various elements like your logo, the fonts you use, and color palettes etc., and should resonate and align with your business objectives. I can help you identify your brand or work with you to enhance your current one.



Marketing Strategy

Establishing your marketing strategy is an important task and can affect the success of your business. It can be daunting defining your short and long-term goals, but it is an essential marketing tool that will help you with all of your initiatives in the long-run.

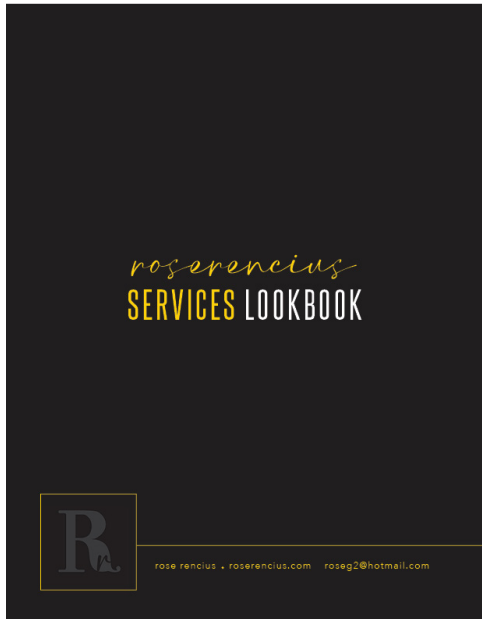
I can design a detailed plan that outlines each activity to help you achieve your overall goals.

Graphics & Logo Design

Graphics are an integral component of your communications plan and brand. Whether it's an infographic or signage, they act as a visual aid and often support your messages. Whatever your project entails, be it company signage, web graphics, or business cards and logos, I can custom your graphics to suit your project while keeping your brand consistent.

I designed this logo for my other pursuit - designing patterns (patternbarn.com). Duplicating the same font allowed me to create a pattern using text. On a side note, I also contribute my own graphics to Shutterstock for sale.

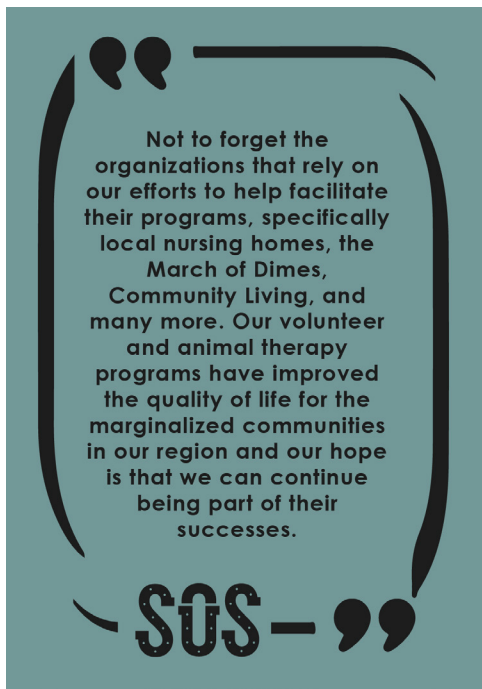




Marketing Collaterals

Marketing collaterals come in a variety of mediums and typically support a service or a product. They can reference a collection of work or portfolio and provide more information to your client. An example of a marketing collateral is a brochure, presentation, CSR report, on-boarding manual, one sheet etc.

My Lookbook is a great example of a marketing collateral as it not only provides details of the services I can provide, but also includes samples of my work.



Copy Writing

Know your target audience. Aside from using proper grammar and spelling, knowing your audience is key to a successful piece of writing. Finding your voice is also important but that takes a bit of practice before you can determine the language and tone that works best for your business. You also have to take into consideration the topic because that will frame the basis of your article and determine the verbiage you use.

From website and social media copy, to press releases and newsletters, I can help you identify your voice and write your copy to help you deliver your message.



THE LATEST BUZZ


As part of our commitment to sustainability, Govan Brown is excited to introduce the newest members of our family... our GBees! Our hives will be installed in our Toronto office and will help support the vegetation we have growing on our rooftop. Honey bees are a crucial part of our ecosystem. The pollen transfer helps plants to reproduce and produce fruits and seeds for harvesting. More information will be made available to you in the coming weeks as we plan on hosting a few events to introduce our new bees.

BEEES POLLINATE MORE THAN 130 VARIETIES OF FRUITS AND VEGETABLES AROUND THE GLOBE WHICH IS 1/3 OF OUR FOOD SUPPLY.

ONTO GREENER PASTURES

Govan Brown is proud to share that in just one month, we were able to implement and improve a few of our green initiatives and we couldn't have done it without your support! Some of these include: Reducing/eliminating single-use plastics and packaging (ie. cutlery, salt & pepper/sugar packets); incorporating large communal recycling bins; replacing post-it notes with whiteboards and encouraging EFT payments wherever possible.

As a matter of fact, 95% of our payables are through EFT vs 30% last year. With any change, there are going to be growing pains, so we have made it as easy as possible to achieve our goals with minimal effort. One of the biggest impacts we've made so far has been the use of DocuSign. Over the last 12 months, our environmental savings from the use of DocuSign alone equate to:

				
15,299 lb of wood	40,905 gal of water	64,409 lb of CO2	2,256 lb of waste	SAY NO TO PLASTIC

Newsletters

Newsletters are a great way to communicate to your customers. They're a great source of information and can provide details of a promotion or updates to your business. With the use of photography and graphics, your newsletters have the potential to turn a reader into a customer.

Through email campaigns and my knowledge of CAS regulations, I can help you write a company newsletter for both your internal and external readers and set-up scheduled e-mail campaigns.



cureapalooza
VOLUME III THE ANNUAL CHARITY CONCERT

METRIC

THE PHOENIX
CONCERT THEATRE

\$90

THURS.
August 22
7:00 pm

WITH SPECIAL GUESTS
THE ELWINS

PRODUCED BY
GOVAN BROWN

in support of
Canadian Cancer Society

Make-A-Wish
Wishes Come True

MUSIC
HEALS

Event Planning

We've all had to plan an event at some point in our lives. Whether it be a small gathering in your home or planning your big wedding day, the same principles apply. The most important task is choosing a day for your event. Other factors to consider are budget, location, vision, and execution and I can help you plan the finer details.

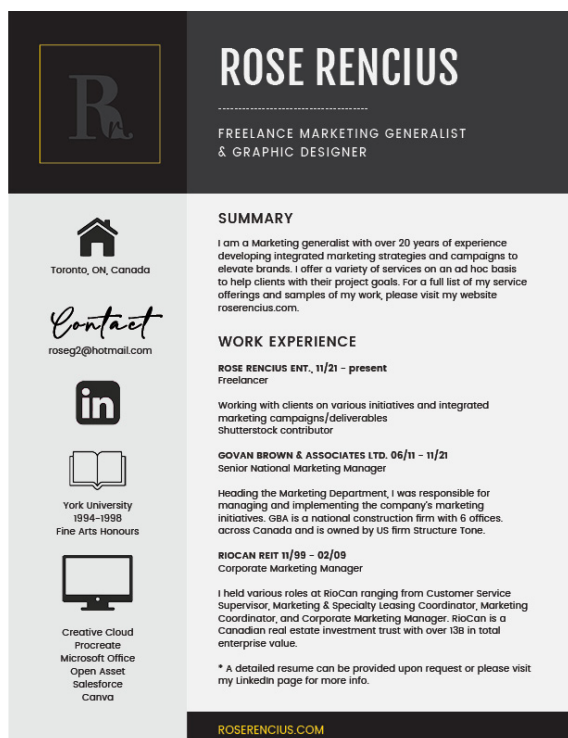
My experience planning events include organizing 3 charity concerts at The Phoenix Concert Theatre, corporate parties, team-building activities, weddings, and virtual events.



Website Management

Your website is your biggest online marketing tool. Whether it makes a good first impression is dependent upon a myriad of factors, like content, graphics, and images etc. Your site should be easy to navigate and user-friendly. Avoid unnecessary copy and ensure there are plenty of images to support your message – a picture is worth a thousand words.

I have been managing websites for 2 decades and been exposed to various platforms. I can help you manage yours with fresh, updated content.



Resume Writing

It is almost impossible to be considered for a job without a proper resume. Regardless of the opportunity, your resume is oftentimes the reader's first and last impression of you. Your resume and cover letter should at the very least, include your objective, a summary of your skills and work experience, contact info, and education, all organized in a clear and concise format.

If you would like to update your resume or create a new one, I can write and design a resume fitting of your personality and the job you're applying for.

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THANK YOU