

KARIE L. REYNOLDS  
PR & BRANDING PORTFOLIO

# PR Campaign Example

# LUMO / Luscious Mother: *PR Campaign | Thought Leadership | Partnership Development*

Sarah Olin had built something worth talking about — a coaching platform and consulting practice helping women thrive at work and at home. She needed a PR campaign that could introduce both her brand and her voice to the audiences who needed to hear from her most.

Over six months, I led a targeted media campaign positioning Luscious Mother as a go-to resource for working mothers and LUMO as a leader in workplace culture and women's retention. I co-wrote **ten thought leadership articles** with Sarah and her team for Medium, LinkedIn, and guest publications, and secured brand partnerships with Ergobaby, weeSpring, and Belabumbum that **extended the brand's reach** into aligned communities.

Press coverage landed in **Forbes**, **LiveCareer**, and **Babe by Hatch**. The partnerships generated nine co-authored articles on Ergobaby's blog, a live Q&A, newsletter features, multi-brand giveaways, and shared social content — building the kind of credibility and community that advertising alone cannot buy.

# LUMO / Luscious Mother: *Media Coverage*

**LiveCareer**

## 7 Tips for Writing a Resume After Being a Stay-at-Home Mom

By Audrey D. Brashich  
Career Advice Expert



"Being a mother is an asset, not a liability," says Sarah Olin, an executive and leadership coach who's worked with clients from Amazon and Google and who founded **Luscious Mother**, a collective of coaches who work to empower women in their careers. "Mothers are smarter, better at improvising and problem-solving, and more organized than they've ever been before."

**Forbes**

## Career Experts Weigh In: Seven Strategies For Women And Mothers Looking For Job Opportunities In 2021

Christine Michel Carter Senior Contributor @ForbesWomen  
*I write about the challenges of today's working parents.*



**Don't be afraid to negotiate for yourself. No one else will.**

"The pandemic made it clear to everyone that moms are under-supported. So if anything, moms need to be braver about taking the risk to ask for what they need to perform at their best, without fear of retribution. To get into partnership with their employers to create it. Because smart employers will listen." - Sarah Olin and Anna Conathan, co-founders of Luscious Mother

**Babe WATCH**



THE NEW NOW

**"I stepped out of work during Covid-19 and can't get back in."**  
*Peep these career reentry tips by our friends at LUMO.*

By Babe | Illustration by Ana Hard

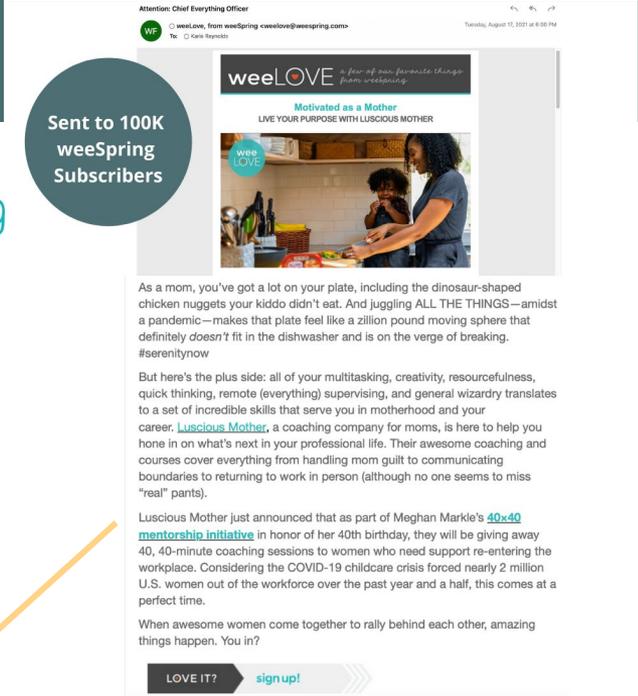
# LUMO / Luscious Mother: Brand Partnerships



9 Guest Posts on Ergo's Blog



Sent to 100K weeSpring Subscribers



Embrace  
Cory Neaborn Carrier  
Soft Air Mesh

**GIVEAWAY!**  
\$2,100 in prizes!

Inclusion in multi-brand giveaway for launch of new Embrace Carrier

As the lines between various aspects of our lives have blurred over the last two years, there's been a lot of hubbub in the town square of social media about what it means to set and enforce personal boundaries. "Boundaries seem mean, or selfish. And they're exhausting to keep up." "I tried to lay a..."

lumoleadership

LUMO

**Last chance!**  
Sign up and get your Ergobaby Omni Dream baby carrier today!

**SIGN UP TODAY!**

Free Ergobaby Omni Dream Carrier with purchase of LUMO's Expecting Moms Online Program

"We'll also continue to send this to our new subscribers and again to current folks at timely intervals (i.e., perhaps after maternity leave is over—or a year post due-date in case moms didn't return to work right away—we collect this info when users sign up). This email will hit inboxes at a time when they are needing/wanting this type of support!" - S, weeSpring's newsletter editor

# LUMO / Luscious Mother: *Brand Partnerships*

## Blog Post

To encourage mamas to begin the New Year with rest and a commitment to their well-being at the top of the list, we asked the leadership coaches and mothers behind LUMO to explain how committing to your own well-being will help you increase productivity, accomplish more goals, and most importantly, access the joy and satisfaction that should accompany your accomplishments. LUMO's founders consider well-being such a foundational necessity for success at home and at work, they included well-being lessons in each module of their 3-part LUMO Expecting Moms program. Below LUMO's co-founder Anna Conathan explains how prioritizing rest will help you accomplish more and how to do it.

Whether you are working full-time outside the home or working full-time as a stay at home mom, we hope LUMO's advice and a little inspiration from Beyonce will help you put your needs on your list in 2022.

### Working Harder Isn't the Answer...

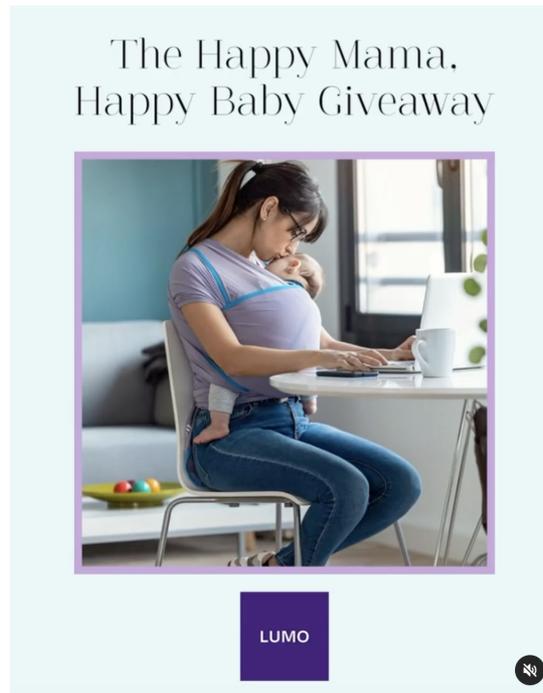
For many women a commitment to their own well-being lands squarely at the bottom of the to-do list, if it even makes it on the list at all. While some see self-care as an indulgence or a thing to dabble in in one's "free time," the founders of LUMO believe that a commitment to well-being is a foundational necessity when it comes to "Results," with a capital "R."

Self-care is about making your own well-being a priority. And well-being, in a nutshell, is the access point for everything you want in life: love, joy, patience, connection, and success at home and at work.

— ANNA CONATHAN, CO-FOUNDER AT LUMO

## Social Media Content

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## Multi-brand Giveaway

 belabumbum GIVEAWAY CLOSED  
Congratulations to our winner @nicole.panebianco

Calling all mamas! This year, we're making 2022 all about you —'cause taking care of baby starts with taking care of mom! To help you get a start on the year of YOU, we've teamed up with our favorite brands to make one lucky mama very happy! 🥰

- To Enter:
- 🌸 Like this post
  - 📌 FOLLOW all of the participating brands
  - @babyjives
  - @basqskincare
  - @beyondfitmom
  - @lovemajka
  - @lumoleadership
  - @mysweetsleeper
  - @parasolco
  - @urbanbabyco
  - 🗑️ TAG a friend or new mama in the comments who would love to win too!
  - Follow the link in our bio for a bonus entry

# LUMO / Luscious Mother: *Content Development*

Analysis of the McKinsey & Co. and LeanIn's Women in the Workplace 2021 Report yielded second wire release highlighting LUMO's solutions and infographics for press outreach and LUMO presentations to employers and investors.



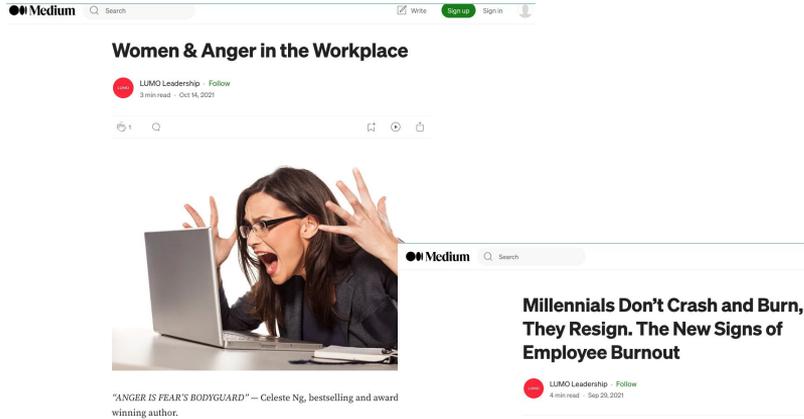
Roughly **half** of new parents are leaving employers for jobs offering more family friendliness — and less money.

- Bright Horizons



# LUMO / Luscious Mother: *Thought Leadership*

LUMO leaders' responses to media queries and commentary on trending news provided the starting point for **10 original articles** shared on LUMO and Luscious Mother's blogs, LUMO's Medium channel, and submissions for guest posts.



LUSCIOUS  
MOTHER

OFFERINGS ABOUT US COACHING LUMO BLOG

## Celebrating Lusciousness: Luscious Mother Joins 40x40 Initiative

Aug 6

Have you seen the 40x40 initiative? We know what kind of magic happens when women support each other and this takes it to a whole new level. Launched by the [Archewell](#) Meghan Markle's 40th birthday, the 40x40 initiative asks mentors of all kinds to [pledge time to women re-entering the workforce](#) after the pandemic. Considering the Covid-nearly 2 million U.S. women out of the workforce over the past year and a half, we'd sc impeccable timing (and taste...but that's a story for another time.) The 40x40 initiative likes of Hillary Clinton, Stacey Abrams, and Katie Couric and it's just getting started.

Before we get to how the Luscious Mother team will be using our unique gifts to mentor workforce, we want to first remind you and mothers everywhere -- and the people we them -- that mothers have not spent the past 18 months languishing, but leveling up.

LUMO

FOR BUSINESSES FOR EMPLOYEES WHY LUMO INSIGHTS & ARTICLES ABOUT LUMO CONTACT US

## Working Harder Isn't the Answer: How Prioritizing Rest Will Help You Accomplish More

By: LUMO Leaders - Publish on: September 17, 2021



She may be a cultural icon who has inspired the nickname, "Queen Bey" but even Beyoncé feels the pressure of working

Karie Reynolds | [kariereynolds.com](http://kariereynolds.com) | 626.233.3602 | [karie@kariereynolds.com](mailto:karie@kariereynolds.com)

# **Brand Strategy & Creative Direction**

# Project Examples

# Juniper Legacy: Website Development | Creative Direction | Brand Messaging



SCHEDULE A CONSULTATION

HOME SERVICES ABOUT CONTACT CLIE

Preserve Your Legacy:  
Navigate Life's Twists and Turns with Confidence

WORK WITH US

LEGACY

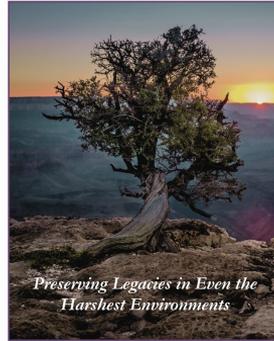
Jennifer was launching a new [tax advisory practice](#) for high-net-worth clients and needed a website that could establish credibility from day one.

I wrote the copy, acted as creative director, secured and directed a designer to build the site, coordinated Jennifer's headshot session, and sourced imagery around a deliberate visual theme — resilience in harsh environments, a quiet nod to the Juniper tree the brand is named for and the strength it signals to clients who have a lot to protect.

The result is a site that communicates sophistication and trust at first glance.

# Juniper Legacy: Company One-Sheet

Leveraging the copy and branding developed for Jennifer's new website, I created a one-sheet for her to share with referral partners and potential clients via email.



Founded by **Jennifer Lorenzen, CPA, MST**, Juniper Legacy's tax advisory services and mission are rooted in Jennifer's decade-long specialization in trusts, estates, and rental real estate, her passion for educating clients on their options, and her dedication to staying ahead of an ever-evolving regulatory landscape.

Juniper Legacy guides clients through life's twists and turns, empowering them to grow, preserve, and sustain their legacies in even the harshest environments.

## Tax Guidance for Rental Real Estate Investors, Trusts, and Taxable Estates

### TAX ADVISORY SERVICES:

- COMPREHENSIVE TAX PLANNING
- GIFT AND ESTATE PLANNING
- REAL ESTATE INVESTMENT PLANNING
- RETIREMENT PLANNING
- TAX GUIDANCE FOR EXECUTORS AND TRUSTEES

### What our clients are saying:



*"Jennifer has a hands-on approach and a true advisor approach to helping high-net-worth individuals. She takes the time to listen and learn and then implements strategies that help create a great outcome, remembering the future as well as the now."*

- Kal Ballan Antoun Mortgage Advisor, CLA, RM Specialist, RCS-D



*"What truly sets Jen apart is her proactive mindset. She doesn't just respond to problems—she anticipates them. She brings creative, well-researched solutions to the table, often spotting planning opportunities."*

*Jen doesn't just prepare tax returns—she becomes a strategic partner in her clients' long-term financial picture."*

- Vanessa Terzian

[CLICK HERE TO SCHEDULE A CONSULTATION](#)



## Jennifer Lorenzen, CPA, MST FOUNDER & PRINCIPAL

- 30+ years of experience in tax advisory, return preparation, accounting, and business management.
- Specializing in tax advisory for rental real estate investors, trusts, and taxable estates.
- Past president, San Gabriel Estate Planning Council
- Member, American Institute of Certified Public Accountants (AICPA), California Society of CPAs, San Gabriel Estate Planning Council, ProVisors
- Graduate Certificate in Estate Planning from Golden Gate University

## A Strategic Partner in Preserving, Growing, and Sustaining Legacies

### OUR CLIENTS:

- HIGH-NET-WORTH INDIVIDUALS
- RENTAL REAL ESTATE OWNERS
- TRUSTEES
- ESTATE ADMINISTRATORS

### OUR PARTNERS:

- TAX PROFESSIONALS
- TRUST & ESTATE ATTORNEYS
- FIDUCIARIES
- CORPORATE TRUSTEES
- WEALTH MANAGERS

Juniper partners closely with clients and their trusted advisors. She takes a collaborative approach, actively listening and asking insightful questions before offering **tailored solutions**. Her clientele benefits from her **forward-thinking mindset** and **expert guidance** in navigating complex financial landscapes in an ever-evolving regulatory environment.

## Minimizing Liabilities and Maximizing Wealth

Expert tax guidance to safeguard legacies for generations to come.



[CLICK HERE TO SCHEDULE A CONSULTATION](#)

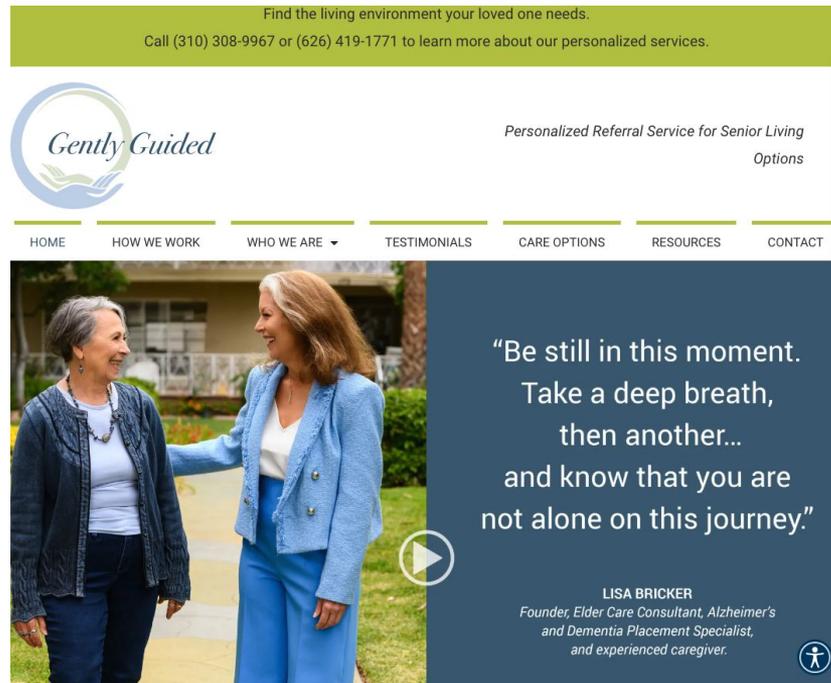
# Gently Guided, LLC: Website Update | Creative Direction | Brand Messaging

Lisa Bricker hired me to update her website copy. After spending time with her and learning the story behind Gently Guide, it became clear that a few tweaks wouldn't do it justice.

Lisa's path to senior placement consulting began with her own family's Alzheimer's journey — an experience that gave her a depth of empathy and expertise her website simply wasn't communicating. Her business runs largely on referrals, but when potential clients land on her site, they need to feel immediately that they are in the right hands.

I recommended a full overhaul. We brought in a professional colleague for video and photography, rewrote the copy to speak directly to the families visiting her site, and restructured the homepage so visitors immediately understand who Lisa is, what she offers, and how her process works. Her introductory video now leads the experience, followed by a clear explanation of the senior living options she advises on and a transparent look at her process.

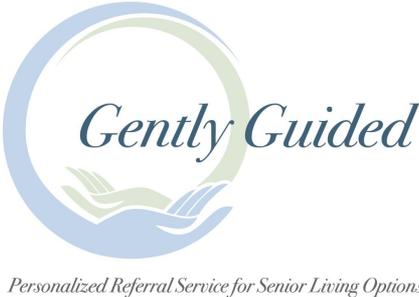
The redesigned Gently Guide website honors Lisa's personal journey and her deep commitment to the families who find her and the colleagues who send them her way.



# Gently Guided, LLC: Brand Refresh

In addition to updating all website copy, I provided Lisa's long-term graphic designer guidance on creating a new color palette with a fresh, professional aesthetic.

The new logo established a color palette for Lisa's website and marketing materials.

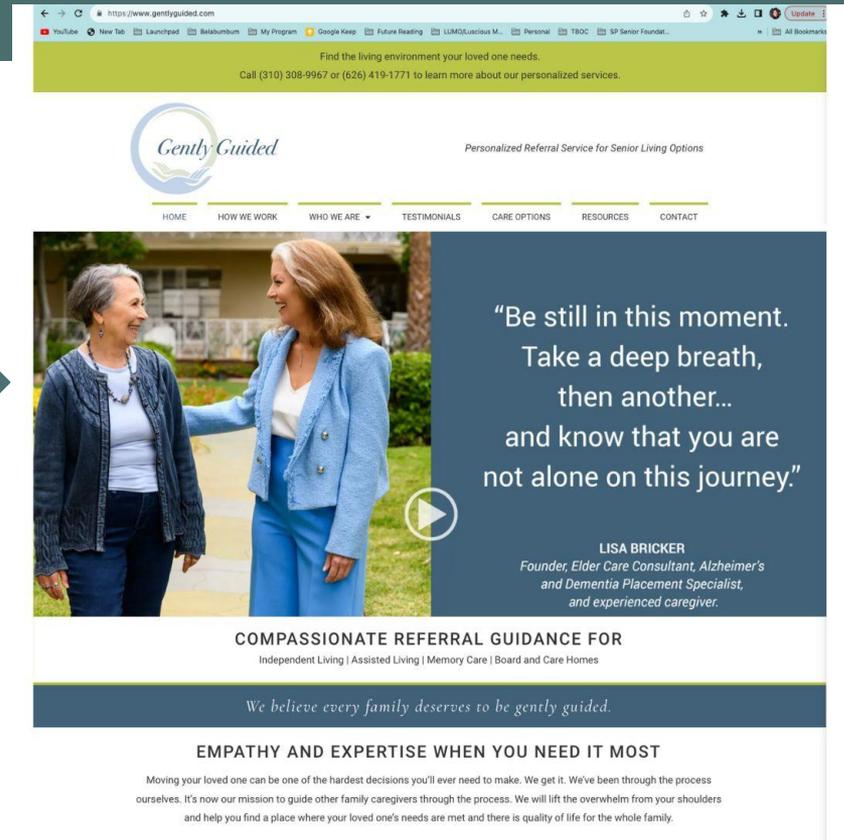
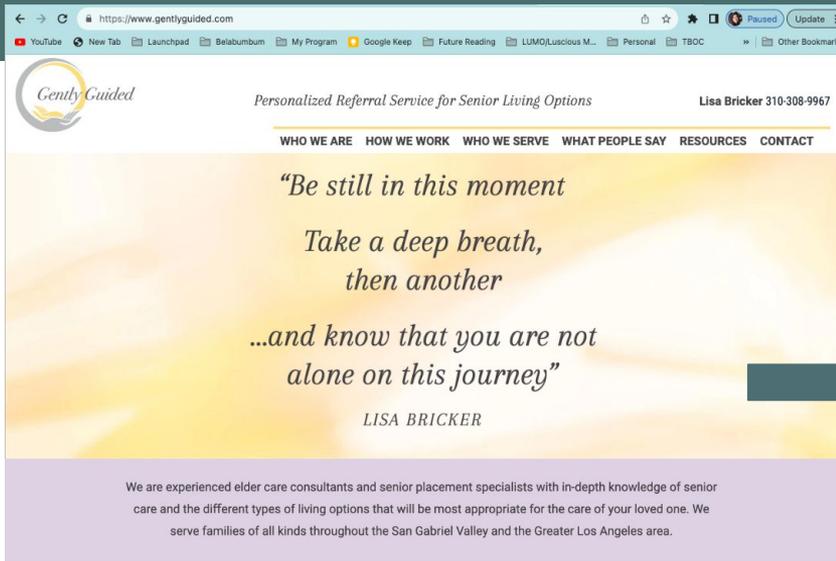


Gently Guided



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# Gently Guided, LLC: Website Update



**Lisa Bricker** - Elder Care Consultant and Placement Specialist, Leadership Coach



**COMPASSIONATE REFERRAL GUIDANCE FOR**  
Independent Living | Assisted Living | Memory Care  
Board and Care Homes

# Gently Guided, LLC: Brand Messaging

We leveraged World Alzheimer's Month and Lisa's personal story to announce the new website to Lisa's colleagues and friends. We established a Constant Contact account for email marketing and shared posts on her rebranded LinkedIn profile.

## Company Newsletter

Writing Tools Create

Preview

### Every Family Deserves To Be Gently Guided



Personalized Referral Service for Senior Living Options

Independent Living | Assisted Living | Memory Care  
Board and Care Homes

Hello Lisa,

Did you know that six million Americans are living with Alzheimer's? I certainly did not understand this disease's prevalence or nuances when my husband Gary started showing subtle signs that something wasn't quite right at age 55. After years of not knowing what was happening, Gary was finally diagnosed with Early-onset Alzheimer's at 63. My 15-year journey with Gary informs my work as an Alzheimer's and Dementia placement specialist and it fuels my passion for supporting family caregivers.

I'm happy to share my personal story and announce the launch of my new website during World Alzheimer's Month. What had started out as an update to my website morphed into a full-scale rebrand to better share my story and commitment to supporting families through one of the most difficult decisions they'll ever have to make.

Please reach out if I can answer any questions. I'd be honored to be a resource for you for all of your senior living needs.

With warmth, respect and appreciation,

## LinkedIn Posts



Lisa Bricker · 1st  
Alzheimer's & Dementia Placement Specialist | Elder Care...

1mo · 🌐

I'm excited to introduce my new website. What had started out as an update to my website morphed into a full-scale rebrand to better share my story and commitment to supporting families through one of the most difficult c... see more

**Gently Guided**  
Personalized Referral Service for Senior Living Options  
Independent Living | Assisted Living | Memory Care  
Board and Care Homes

"Be still in this moment.  
Take a deep breath,  
then another...  
and know that you are  
not alone on this journey."

LISA BRICKER  
Founder, Elder Care Consultant, Alzheimer's  
and Dementia Placement Specialist,  
and experienced caregiver.

*We believe every family deserves to be gently guided.*

**EMPATHY AND EXPERTISE WHEN YOU NEED IT MOST**

Moving your loved one can be one of the hardest decisions you'll ever need to make. We get it. We've been through the process ourselves. It's now our mission to guide other family caregivers through the process. We will lift the overwhelm from your shoulders and help you find a place where your loved one's needs are met and there is quality of life for the whole family.

You and 55 others

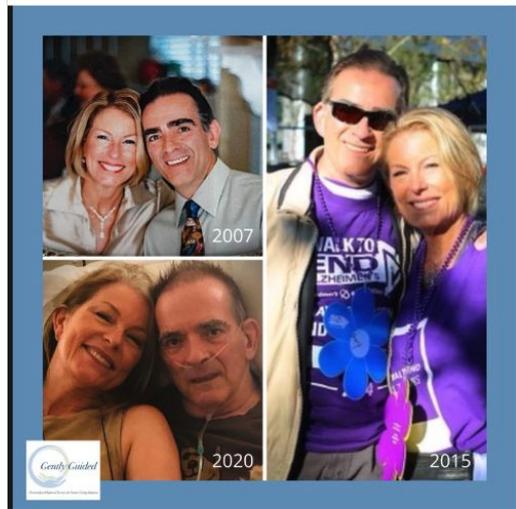
12 comments · 3 reposts



Lisa Bricker · 1st  
Alzheimer's & Dementia Placement Specialist | Elder Care...

1mo · 🌐

🌟 Today, on World Alzheimer's Day, I'm reflecting on my 15-year journey navigating this devastating disease and the thinking of the millions of family caregivers facing the challenges and uncertainties I faced as the care... see more

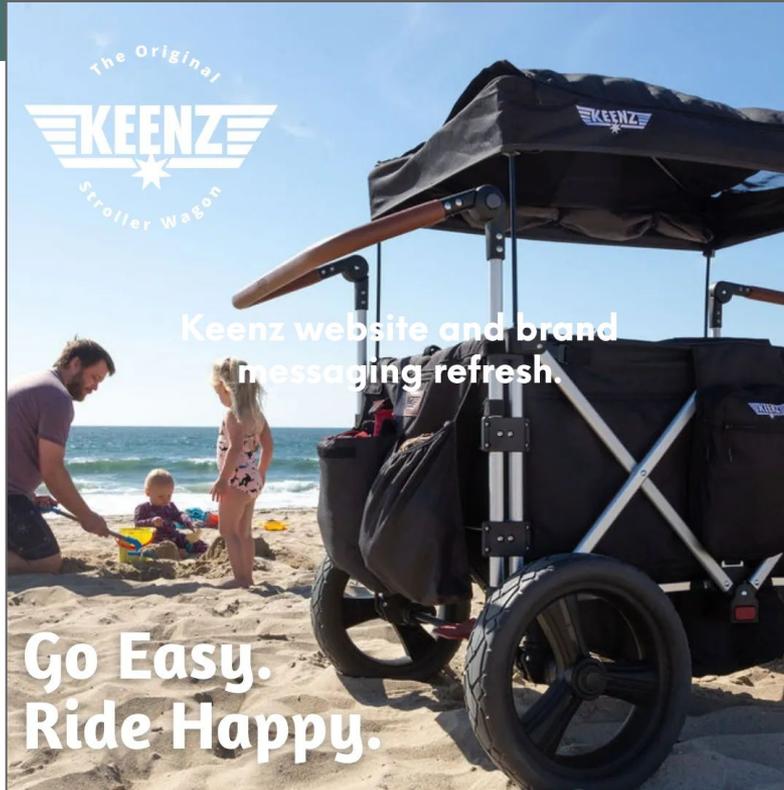


You and 255 others

45 comments · 5 reposts

# **Content Development**

# Keenz Stroller Wagon: *Brand Messaging & Video Production*



Keenz was preparing to launch four new stroller wagon models and needed a brand refresh that could carry the weight of a major product moment without a major production budget.

As Fractional Director of Communications, I led the refresh of the Keenz website and brand messaging to support the go-to-market launch. To maximize the marketing budget, I took the brand video in-house, developing the storyboard, recruiting the filmmaker, and providing hands-on production support from concept through completion.

The result was a [professional brand video](#) deployed across the website, YouTube, and social channels that delivered the production value of an agency shoot at a fraction of the cost — saving Keenz \$15,000+ compared to bids received from outside production companies.