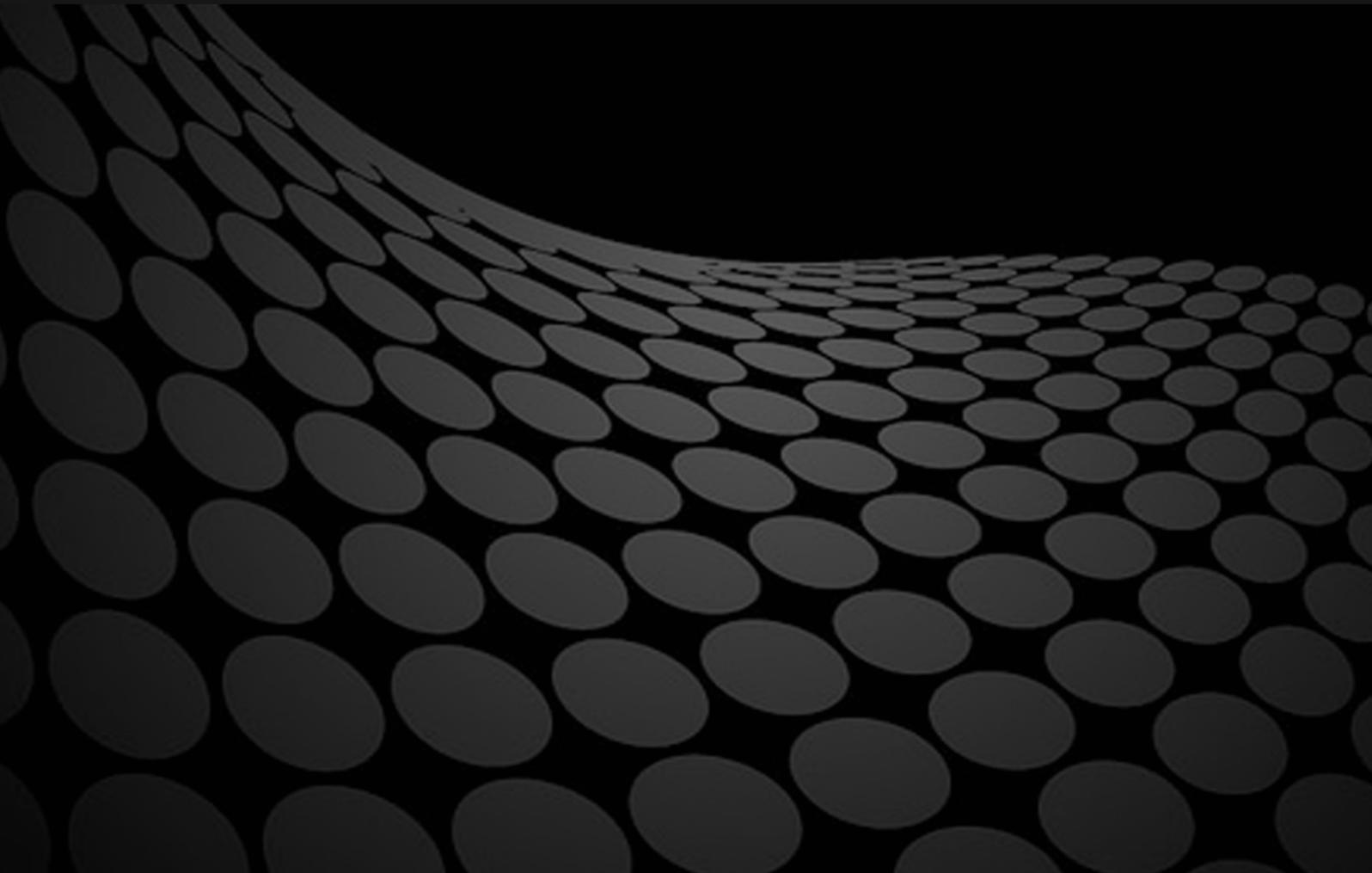


Nadya Rosseau

Social Media, Branding, and Publicity with
Authenticity and Impact



Driving Business to Online Success!



Hi! I'm Nadya and I've been providing digital marketing and content development services and solutions before it was cool.

In other words, I've been in this space for a long time—over six years! My background, like my approach, is anything but traditional. For years, I worked in the entertainment industry as an actor, writer, and producer, before pivoting to my first love of writing. Thereon I worked as a freelance journalist, writing for publications like Elite Daily, Examiner, Yahoo News, Stackstreet, The Culture Trip, and my personal blog.

All the while, I had to maintain my personal brand and social media reach across networks. Interestingly, I never saw it as a thing—it just came naturally. I enjoyed it! When interviewees began asking for support with their social media marketing, I jumped at the opportunity, not yet realizing social media would soon become a new passion as well as my "bread and butter." That was in 2012. Since then, I have supported clients across sectors, including real estate, business, law, tech, education, and the Social Sector.

Today I leverage my unique experience to support clients in the development of their brands, content for their websites, and the growth of their social media followings. What sets me apart from other social media strategists and digital agencies? I really, truly care about the results I deliver and helping you make an impact in the world.

Here's the thing: we do more than just log onto the Internet, we live in the Internet. Thus, it's imperative our businesses can cut through the noise and connect with the right people. We do this through storytelling via social media channels, blog content, community development, and strategic SEO (search engine optimization).



Brand strategy & Positioning

Development of brand identity through storytelling strategies and practices with strategic positioning to cut past the competition



Organic SEO Optimization

Onsite SEO optimization including development of keyword optimized blogs and backlinking to drive website traffic



Content creation & management

Content development including blog content, website copy, infographics, social media content, lead magnets (e-books, blueprints, edited video)



Digital Marketing Strategy Development

Creation of full digital marketing strategy to align business goals with marketing objectives to ensure realizable results



Social Media Marketing

Strategic outreach via three or more social media channels determined most aligned with client's brand



Publicity and Community Building

Standard PR services including press releases, outreach for guest blogging/interview opportunities, and community development for business growth via growth hacking and/or strategic partnerships.



Email Marketing

Email newsletters to engage client's customer base and promote sales

What People Are Saying About Nadya



"Nadya is great to work with. She has consistently provided top notch blogs for our site and has built quite a massive Twitter, Instagram and Facebook following on our behalf. I highly recommend Nadya!"

- Renee, Chemel, Vice President, Powerinbox



"Nadya is an astute business woman and a clever marketer. She is extremely knowledgeable in the area of health and wellness. I highly recommend her for creative arts and business marketing." - Al Garcia, Business Coach



"Nadya is as creative and resourceful as they come. She never disappoints in helping us come up with fresh ideas and straight forward approaches on how to execute them. After speaking with so many experts in the same field, Nadya stood out from the rest. She not only understands my company and it's vision but brings a creative energy that I've yet to encounter before."

- Ryan Dean, Founder & CEO, DreamerMade



"Nadya has led workshops for new real estate agents whom I mentor. Her expertise as a Digital Media Expert has been helpful and informative to agents developing a self-promotion marketing strategy!" - Steve Mathis, Associate Manager, Coldwell Banker Beverly Hills



"Nadya Rousseau has helped build my charity to a new level. She is very knowledgeable about how to maneuver the social programs on the web and has increased our Instagram presence (we didn't even have one) to almost 10,000 followers in less than a year.

- Linda Rendleman, President/CEO Women Like Us Foundation



"I have been working with Nadya for the past year on a number of projects and have found her to be the consummate professional. Not only does she have an encyclopedic knowledge of social media, she performs her work diligently, purposefully, and with uncommon commitment. I recommend her highly. She also has a sense of humor—a requisite when doing the work she does."

- Michael Keams, Writing Coach/Founder, Studio MKLA

Package Pricing

Consulting \$375 flat

- Initial Consultation
- Development of full Branding & Digital Marketing Strategy
- Four 1 Hour Sessions For Implementation of Digital Strategy(phone/Skype/face-to-face sessions can be traded out for Nadya to create new social channels, make tweaks to existing channels, or rewrite copy)

Basic \$700 monthly

- Development of full Branding & Digital Marketing Strategy
- Content Marketing + Strategy
- Social Media Management 3 accounts
- Social Media Lead Generation
- Social Media Sponsored Ads Management
- 1 Email Newsletter Campaign
- Blog Posts 4/mo
- Custom landing pages 4 per year

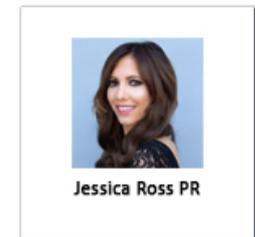
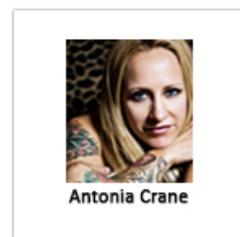
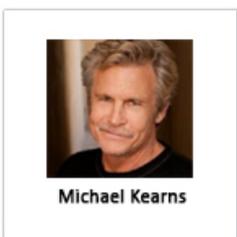
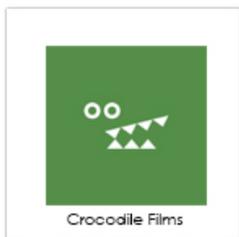
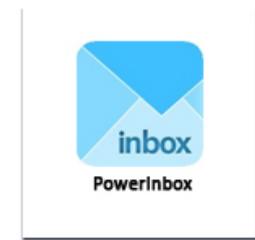
Professional \$850 monthly

- Development of full Branding & Digital Marketing Strategy Building
- Social Media Management 4 accounts
- Social Media Lead Generation
- Social Media Sponsored Ads Management
- 2 Email Newsletter Campaigns monthly
- Content Marketing + Strategy
- Blog Posts 6/mo
- Lead capture 1 monthly
- Custom landing page 1 monthly

Enterprise \$1100 monthly

- Development of full Branding & Digital Marketing Strategy
- Social Media Management 4 accounts
- Social Media Lead Generation
- Social Media Sponsored Ads Management
- 2 Email Newsletter Campaigns monthly
- Content Marketing + Strategy
- Blog Posts 8/mo
- Lead capture ebooks creation 1 monthly
- Custom landing page 1 monthly
- PR Support: up to 4 press releases annually
- Community Growth and Outreach including:
 - outreach to guest bloggers and magazines
 - facilitation of strategic partnerships
 - monthly business coaching

Our Happy Clients



More About Nadya Rousseau



A storyteller since childhood, Nadya worked as a professional actor and a freelance journalist before pivoting to digital marketing and business development. To date, Nadya has worked with clients ranging from startups, to nationally recognized law firms, to nonprofits, to entertainers and more. She has additionally partnered with several influential social media campaigns, including the The Nylon Project's fashion initiative "#Itcanbeyou" to raise awareness about the homelessness epidemic. In June of 2017, Nadya was recognized by the Audre Lorde Foundation for her contributions to the LGBTQI community, after sitting on a tech and social impact panel alongside Robyn Exton, the founder of world-renown lesbian and bisexual dating app HER. Through her storytelling-based strategies, Nadya has successfully taken her clients' social media reach from non-existent to in the thousands, landing them new customers, partnerships and revenue. Her purpose? To help her clients achieve their business goals while also making a difference in the world. There isn't much better than that.

Get in touch



nadyarousseau



nadya_rousseau



nadyarousseau



nadyarousseau



nadyarousseau@gmail.com