

ABI
Creative Portfolio
ROSE

ABIROSE.CO



ABI ROSE

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Creative Professional

Years of experience

Abi has worked in fast paced agency environments, in house with prestigious brands and built up a roster of award winning freelance clients.

Notable achievements

Abi has helped to tell the stories of household names, important causes and innovative independent brands.

**Working collaboratively and creatively
Abi supports brands, publications and
agencies to build communities, inspire
audiences and tell stories well.**

**She's consulted on the re-brand of an
internationally-respected beauty
brand, revamped the email marketing
strategy of a luxury home fragrance
business and been instrumental in
developing the industry presence of a
British weaving manufacturers with 50
years of heritage.**

**Abi has achieved (and maintained) a
90% repeat business rate thanks to her
signature blend of substance and style
that captures the vision of her clients
and makes their message even
more powerful.**



Abi



Services

CONSULTANCY SESSIONS AND EDITORIAL CALENDARS

To help you self-manage your marketing, PR and social media with confidence.

COPYWRITING AND CONTENT CREATION

To ensure your values and vision shine so your brand can thrive.

CREATIVE AND EDITORIAL SUPPORT

To capture the spirit of your publication and the attention of your audience.

Services

Working with Abi Rose.

Consultancy session £250

Sometimes you need a marketing savvy creative to help your wheels become unstuck from the muck.

During your session Abi will advise on how you can make marketing, PR and social media work for your brand and develop a practical set of bespoke action points you'll be excited (not terrified) to tackle.

Perhaps you want your products to be adored by power bloggers in your industry, be featured on a top podcast or you'd like to take part in a bustling makers market? Armed with a stack of Post-It notes and oodles of ideas, she can help you achieve your wildest business dreams.

Before the session, she'll send you a tailored questionnaire designed to help you delve deeply into all areas of your business. Afterwards you'll receive a mini-marketing plan to help you kick start your growth.

You'll also receive a fully designed mini-brochure which you can use to build relationships with stockists, event managers, influencers and the press - so that more of the right people can follow your journey.

Editorial Calendar £365

Your marketing all mapped out for just £1 per day*. Yep, really.

Abi will start with a consultation call so she can get to know your brand and you'll end up with a fully designed calendar document with a bespoke social media prompt for each day and four marketing prompts for each month - with none of the fuss and frazzled brain waves in between.

Your calendar will feature content suggestions relevant to your brand, ideas for giveaways and discounts, quirky holidays and fun marketing ideas such as curated Spotify playlists and themed Pinterest boards. All with the aim of nurturing your existing customers and attracting attention to your brand.

Perfect if you want to cut back on costs and manage your own social media channels but struggle to come up with fresh content ideas.

Abi will also provide prompts to get in touch with influencers, email event organisers and send off press releases to magazines, blogs and the media so you can market your brand every single day of the year with bags of clarity and confidence.

***one payment of £365**

Copywriting and content creation -
bespoke pricing.

Your business is hoarding half finished newsletters and is haunted by the ghosts of blog ideas from the past. You need a commercially-minded wordsmith to work their magic and get your content written up to an exceptional standard

Working closely with you, Abi can craft press releases that get noticed, website copy that captures the ethos of your brand, newsletters that don't linger unread and case studies that attract attention.

Abi can map out your vision and develop your voice to help your values shine in digital and in print, resulting in perfectly crafted copy that makes a lasting impression.

Because good writing matters.

Editorial and creative support -
bespoke pricing

Working with a creative you can trust is essential when you run a magazine, website or blog.

Abi can help with topic research, conducting interviews and managing submissions so that every part of your publication is perfect.

And if you need a hand with writing, she can craft words that strike the right tone with your audience and edit existing content to ensure all the details are delightful.

Clients include...



MAMA MEET
AND MARKET

The Smallprint Co.
—
LETTERPRESS & DESIGN

URBAN
APOTHECARY

LANDSON



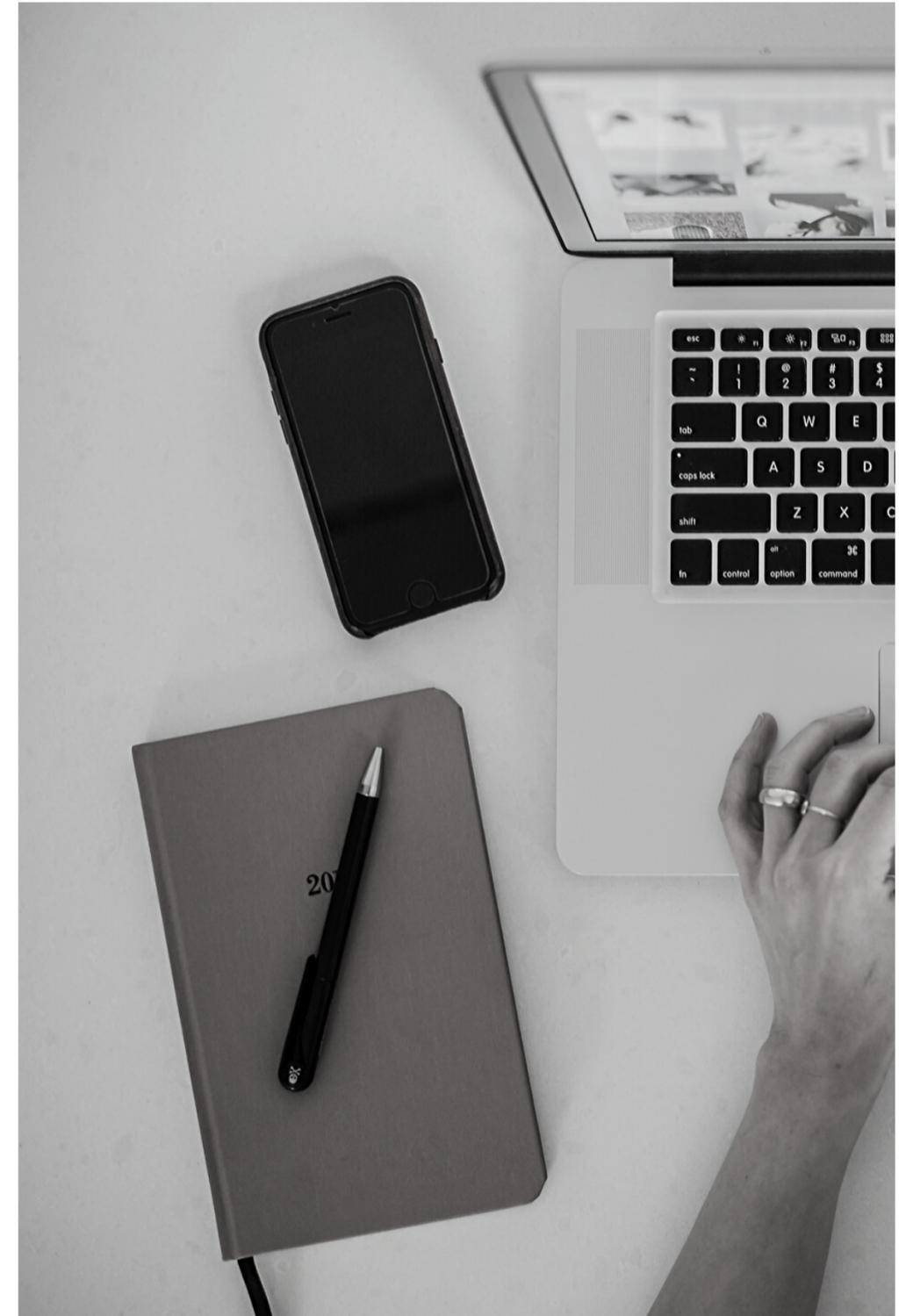
Writing

Abi is also a published writer.

She's appeared in numerous publications talking about topics such as freelance life, slow living, digital wellness and social media boundaries. She also writes about fashion, film, pop culture and lifestyle

You can be confident you're working with someone with a strong grasp of the zeitgeist and who truly understands what makes great content at the deepest level.

She's written for The Capsule, Desk Life Project, GoWrite, About That Look, The Procrastination Paper, Heiter Magazine and Small Business Saturday and more.



Let's work together

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