ROSEMINT MEDIA

BrandTech Ecosystems for Brands Built to Grow

STRATEGY. SYSTEMS. STORY. SCALE.

Capabilities + Selected Work

2026 AGENCY DECK



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WE SEE THE WHOLE PICTURE.

Growth Gets Harder When the Brand and the Business Stop Moving Together.

A beautiful identity cannot compensate for disconnected systems. A strong campaign cannot fix a confusing customer journey. And more content does not automatically create more momentum.

The Real Opportunity

Connect every customer touchpoint to a clear business strategy.

We Architect the Ecosystem Behind the Brand.

Rosemint Media connects positioning, technology, content, campaigns, and customer experience into one intentional growth system.

YOUR BRAND IS NOT A LOGO.

IT IS A LIVING BUSINESS SYSTEM.

Brand Positioning + Identity → **Content Voice + Authority** → **Digital Web + Commerce** → **Systems Workflow + Automation** → **Campaigns Visibility + Conversion**

When these parts reinforce one another, the brand becomes easier to understand, trust, operate, and scale.

Strategy + Creative + Technology + Systems



THE MISSION

To help visionary entrepreneurs, organizations, and community leaders build brands that grow with intention. We connect strategy, technology, content, and customer experience to create cohesive BrandTech ecosystems that strengthen visibility, credibility, operations, and impact.

THE VISION

To redefine what it means to build a modern brand by becoming a trusted authority at the intersection of creative strategy, technology, and business systems—helping purpose-driven brands operate with greater clarity, scale sustainably, and create lasting impact.

OUR PURPOSE

To make strategic branding, digital tools, and growth systems more accessible to entrepreneurs and organizations—especially Black-owned businesses, nonprofits, and community-centered leaders. We translate complex ideas and technology into clear strategies, connected experiences, and practical systems that move businesses forward.

ABOUT US

2013 We have been in business for over 13+ years.

$25M Our marketing services have helped businesses generate of $25M in revenue in 2024.

800+ We have helped over 800 businesses with branding, marketing or digital systems help.

200+ Rosemint Media has designed and developed over 200 websites for organizations, e-commerce businesses, and more.

At Rosemint Media, we don't just grow brands. We architect the ecosystems that help them evolve.

Rosemint Media is a Chicago-based BrandTech agency helping entrepreneurs, organizations, and community leaders strengthen how their brands communicate, operate, and grow. We connect brand strategy, technology, content, marketing, and customer experience to create cohesive systems that move businesses forward.

For more than a decade, we have helped purpose-driven brands translate bold ideas into clear positioning, compelling narratives, strategic campaigns, and digital experiences that build visibility, credibility, engagement, and momentum.

From strategy through implementation, we protect the soul of your brand while aligning your vision, customer journey, business goals, and internal systems. Our multidisciplinary approach bridges creative thinking and technology to deliver solutions that are intentional, practical, and designed for sustainable growth.

WE DO OUR BEST WORK WITH LEADERS BUILDING SOMETHING THAT MATTERS.

Nonprofits + Community Organizations
Translate impact into stronger engagement, fundraising, and participation.

Established Businesses
Modernize the brand, customer journey, and operating ecosystem.

Agencies + Institutions
Extend capacity with strategic, creative, digital, and campaign support.

Entrepreneurs + Thought Leaders
Clarify the idea, strengthen the offer, and build authority.

WE HAVE WORKED WITH:

- ✓ Authors
- ✓ Speakers
- ✓ Luxury Brands
- ✓ Influencers
- ✓ Medical Professionals
- ✓ Attorneys
- ✓ Sports Camps
- ✓ Beverage Companies
- ✓ Marketing/Advertising Agencies
- ✓ Educators
- ✓ Child Care Providers
- ✓ Political Figures
- ✓ Hair Salons

and many more!



Our strength lies in seeing your brand from every angle—your vision, your customer's experience, and the unique essence that sets your business apart. We don't just design visuals or build campaigns—we integrate branding, marketing, and digital strategy into one cohesive, high-impact system. It's a holistic approach engineered for real growth and long-term success.



Strategy defines the direction. Creative shapes the expression. Technology builds the infrastructure. Execution activates the ecosystem.

OUR CLIENTS HAVE BEEN FEATURED ON:

CHICAGO'S VERY OWN WGN 9

BLACK ENTERPRISE

WSB-TV 2 ATLANTA

sheen

CBS 2

NFL

NBA

the DREW barrymore show

Digicel

OWN OPRAH WINFREY NETWORK

NBC

Loop

abc NEWS

Forbes

ESSENCE

THE KELLY CLARKSON SHOW

THE HUFFINGTON POST

Lifetime

BET

THE Mel ROBBINS SHOW

Nexstar BROADCASTING GROUP, INC.

rollingout

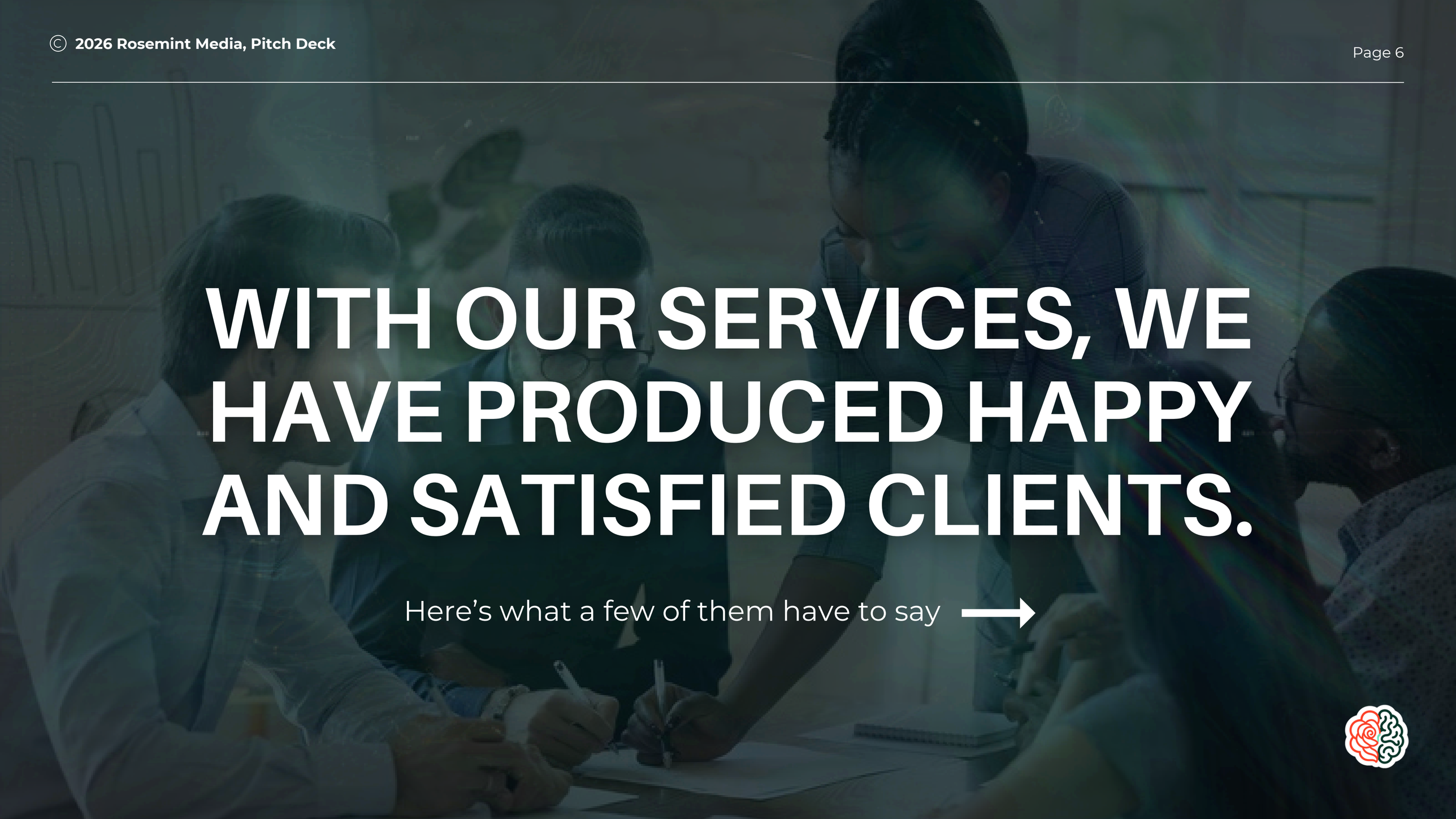
CHICAGO DEFENDER

FOX 32 CHICAGO

abc 7 ABC 7 CHICAGO

FOX

BLOCK Club CHICAGO



WITH OUR SERVICES, WE HAVE PRODUCED HAPPY AND SATISFIED CLIENTS.

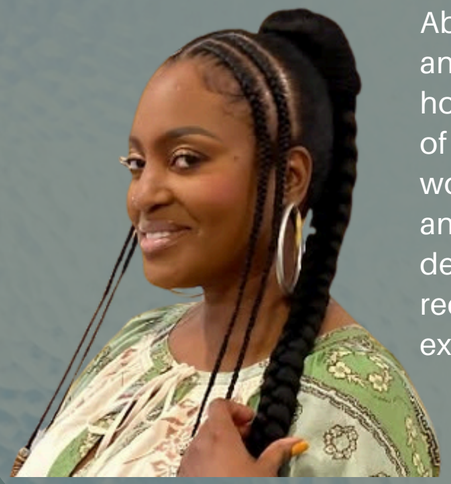
Here’s what a few of them have to say →

CLIENT TESTIMONIALS



I've been working with Rosemint to launch a new business; she is a true professional at what she does! From helping me get the ball rolling with my business branding, advise on website design and simply being moral support when there were hiccups along the way. She is truly unmatched and a real unicorn! I'm looking forward to continued growth and I would not want anyone other than the Rosemint Team by my side during the process. Thank you for making a dream become a reality!

Dr. Barbara Johnson
www.thebellabluxe.com



Three words to describe Rosemint Media: Synergy, Abreast, and Unconventional. We simply had a dream and vision to embrace forward, with absolutely no clue how to do it. In addition to Rosemint Media's mastery of step by step strategies to share our vision to the world, the approach is personable, knowledgeable, and beyond expectation. Rachael is a passionately dedicated, resourceful expert who comes highly recommended. Thank you for raising the bar to excellence...cheers to the team!

Toy Lofton
www.toylofton.com



I absolutely love working with Rosemint Media! Strategic planning and website revamps have helped my business tremendously. Both have allowed me to send out clear messaging about my brand an have high quality advertisements. I highly recommend Rosemint Media's services!

Jurema Gorham
www.burstintobooks.org www.wowlitfest.com
www.juremagorham.com www.bibarts.org



Hiring Rachael the ring leader and brains behind Rosemint for my business Bixa Beauty, has increased our sales metrics tremendously. With her innovative approach and knowledge, as a brand we were able to leverage our products with the company's direction. Rosemint provided us with customer demographic information to help strategize where and how to target our audience. Our metrics have increased and continue to increase with marketing and email campaigns.

Dedia Massey
https://www.bixabeauty.com

VIEW MORE TESTIMONIALS **www.rosemintmedia.com/client-reviews**

CLIENT TESTIMONIALS



I wanted to extend my gratitude for the exceptional services provided by Rosemint Media for our Girls Who Brunch Tour. Your strategic approach and meticulous execution have significantly contributed to the success of our campaign. Here's a comprehensive review highlighting the key aspects of your services:

Rosemint Media's expertise in e-commerce strategies has notably boosted our sales metrics. Through targeted marketing campaigns and optimized digital solutions, we witnessed a substantial increase in sales conversions. Your team's focus on driving sales while maintaining brand integrity has been commendable.

The meticulous tracking and analysis of metrics provided by Rosemint Media have offered invaluable insights into the performance of our campaigns. From click-through rates to conversion rates, your team has consistently monitored and optimized key metrics to ensure maximum impact and ROI.

In conclusion, Rosemint Media's expertise in brand design and digital consulting has been indispensable to the success of the Girls Who Brunch Tour. Your strategic insights, coupled with meticulous execution, have elevated our campaign to new heights. We look forward to continuing our partnership and achieving even greater milestones together.

Thank you once again for your dedication and professionalism.

Dr. Ni'cola Mitchell

www.girlswhobrunchtour.com



I wanted to take a moment to express my sincere gratitude for the outstanding work your team has done in building my e-commerce website. Your dedication, expertise, and attention to detail have truly made a significant impact on the success of my business.

From the outset, we established ambitious sales metrics and campaign goals, and I am thrilled to see the support from you while I'm diligently working towards exceeding them. The metrics speak volumes about the effectiveness of the strategies implemented by Rosemint Media. Your ability to understand my business needs and translate them into actionable strategies has been commendable.

One of the most remarkable aspects of our collaboration has been the global reach of my e-commerce site. Thanks to your efforts, customer demographics from all over the world have been drawn to my website, resulting in increased traffic and sales. Although I have been pushing my company brand hard, The attention my website has been receiving is a testament to the quality of work delivered by Rosemint Media.

Sharletta Hanks

www.drinkinfrewgocoffee.com

VIEW MORE TESTIMONIALS HERE: www.rosemintmedia.com/client-reviews

Solutions + Support

① BRANDING

Your brand is your identity - stand out! Differentiate from the pack with unique visuals and messaging that communicates what you represent to your audience.

- Brand Strategies
- Brand Identity
- Design & Illustration
- Personal Branding
- Business Branding
- Corporate Branding
- Non-Profit Branding

② DIGITAL MARKETING & BRAND MANAGEMENT

Increase your brand vision and goals to infuse strategy, design, and execution to deliver a custom marketing plan that gets results!

- Digital Marketing Strategy
- Brand Management
- Content Strategy + Planning
- Social Media Management
- Email Marketing
- Campaign Development
- Creative Direction
- Marketing Systems + Automation
- Performance Tracking + Optimization

Solutions + Support

③

WEB DESIGN & DEVELOPMENT

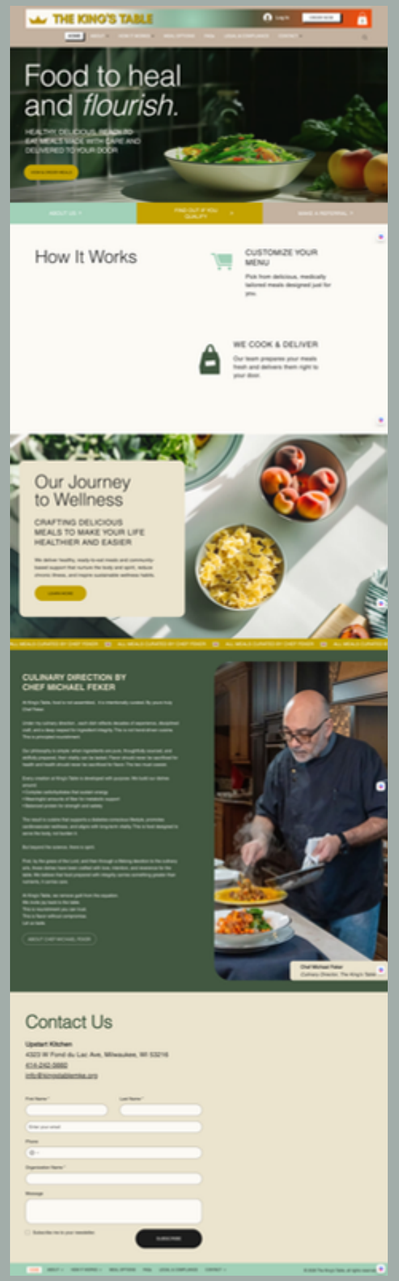
Visuals Matter!

Let's merge your vision with best practices and features that will enhance your customers' experience and increase your bottom line!

- **Design & Development**
- **UI/UX Design**
- **E-Commerce**
- **Copywriting**
- **SEO**









WE DESIGN + DEVELOP

- Websites
- E-commerce platforms
- Landing pages
- Membership experiences
- Integrations + automations

The goal is not simply to launch a site. It is to build a digital home that reflects the brand, reduces friction, and supports the way the business actually works.

Solutions + Support

④ EVENT MARKETING

We understand events! From conception to execution and post production - we do it all.

- **Event Planning & Strategy**
- **Digital Campaign**
- **Event Branding**









Champions of Change Panel
Brown Toy Box, Latasha Causey: President of Phoenix Raceway, carlen Martinez, Rise to Win, Jennifer Lynn: President of USA Team, lysha Clark: Las Vegas Aces WNBA Player, Dr. Ni'Cola Mitchell: Girls Who Brunch Tour











⑤ E-COMMERCE

We love products! Create passive income and expand your brand with products that your audience wants.

- Brand Strategy
- Product Design
- Product Packaging
- Dropshipping Setup
- Digital Products

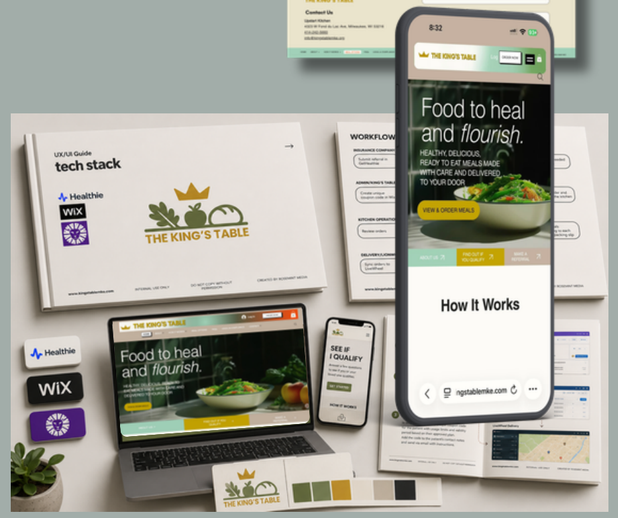












⑥ CONSULTING AND TRAINING

Rosemint Media helps organizations strengthen their brand, marketing, technology, and internal capacity through strategic consulting and customized training.

Consulting: Brand strategy, digital transformation, AI integration, marketing systems, and growth strategy.

Training: AI, branding, digital marketing, content strategy, Canva, e-commerce, and customized team workshops.

We build the strategy, systems, and skills organizations need to grow.











CAPABILTIES

BRANDING

Your brand is your identity - stand out! Differentiate from the pack with unique visuals and messaging that communicates what you represent to your audience.

- Brand Strategies
- Brand Identity
- Design & Illustration
- Personal Branding
- Business Branding
- Corporate Branding
- Non-Profit Branding

WEB DESIGN & DEVELOPMENT

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- UI/UX Design
- E-Commerce
- Copywriting
- SEO

E-COMMERCE

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- Brand Strategy
- Product Design
- Product Packaging
- Dropshipping Setup
- Digital Products

NAICS

541810 – Advertising Agencies
541613 – Marketing Consulting Services
541511 – Custom Computer Programming Services (Web page design services, custom)
541430 – Graphic Design Services
541490 – Other Specialized Design Services

DIGITAL MARKETING & BRAND MANAGEMENT

Increase your brand vision and goals to infuse strategy, design, and execution to deliver a custom marketing plan that gets results!

- Marketing Strategy
- Social Media Management
- Email Marketing
- Marketing Campaigns
- Digital Advertising

EVENT MARKETING

We understand events! From concept to execution and post production - we do it all.

- Event Planning & Strategy
- Digital Campaign
- Event Branding

CONSULTING & TRAINING

Are you ready to take things to the next level, but not sure how to get there? Let’s talk about it, strategize, and turn that idea into reality.

For individuals and teams

WE ARE HONORED TO HAVE AMPLIFIED THE IMPACT OF SOME INCREDIBLE BRANDS.

View some of our case studies →

LITERACY NONPROFIT+ COMMUNITY ARTS SPACE

Burst Into Books is a CPS Vendor and a 501(c)(3) nonprofit whose mission is to provide culturally relevant enrichment opportunities, engage and support the community through access to resources, and leverage the brilliance of Black people to cultivate published authors. We envision a world that is transformed through intentional access to culturally responsive literature.

CHALLENGE:

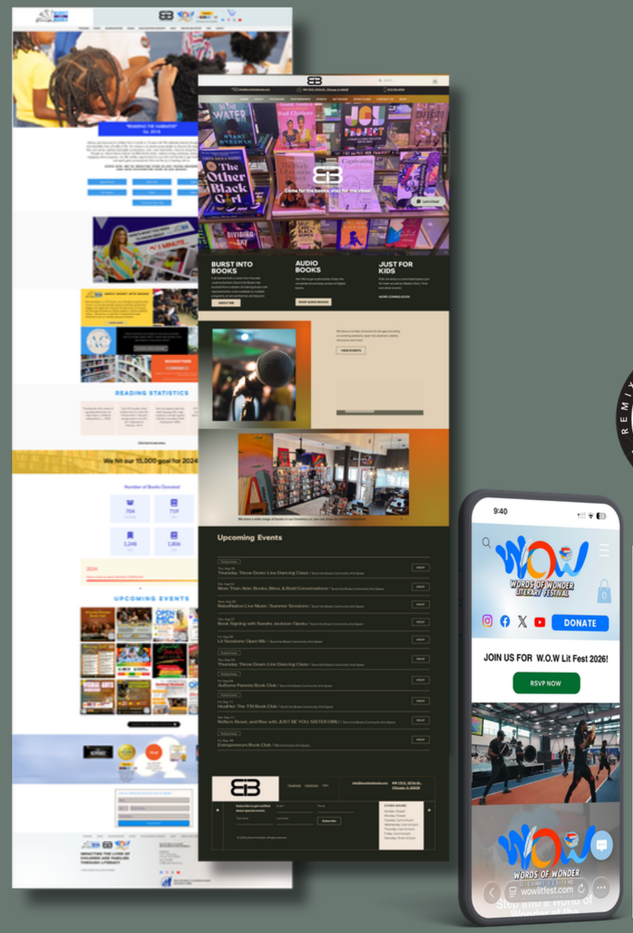
- Create and build a brand identity for the brand's physical store
- Pivot from in-person events to creating infrastructure for virtual events and a new E-Learning platform.
- Increase website traffic
- Optimize current marketing strategies and build for future expansion.

WHAT CHANGED:

Rosemint created a cohesive brand and marketing ecosystem—from website infrastructure and campaign strategy to event visuals and sponsorship materials—supporting visibility, programming, and partnership growth.

SCOPE OF PROJECT:

Brand Management
Brand Identity
Social Media Strategy
Brand Strategy & Planning
Email Marketing
Website Creation and Maintenance
Events Marketing



OUTCOME

- A bold, beautiful website that is welcoming and attractive to sponsors and donors.
- A website that has form integrations and a more intentional UI/UX
- Detailed pitch decks that have secured several sponsors and partners for the recent Hustle Mommies events
- Aesthetic and modern visuals for all Hustle Mommies events
- As this client's brand grew, we were able to create attractive graphics and other promotional materials to represent each line of business.

WORDS OF WONDER LITERARY FESTIVAL

RTN RUN

The Front Row

REMIXING THE NARRATIVE EST. 2019

BURST INTO BOOKS SPELLING BEE COMPETITION

Burst Into Books Community Arts Space
119 E.107th St., Chicago, IL 60628





National Nonprofit Empowering Girls Ages 9-17

CHALLENGE:

- Create a comprehensive sponsorship deck to capture the attention of prospective sponsors.
- Formulate concepts for Girls Who Brunch Tour 2022 -2026 flyers and other promotional materials
- Craft an event marketing strategy to streamline the event process from promotion to wrap-up and everything in between.
- Redesign website look and elevate general UI/UX based on brand identity to attract more sponsors and donors

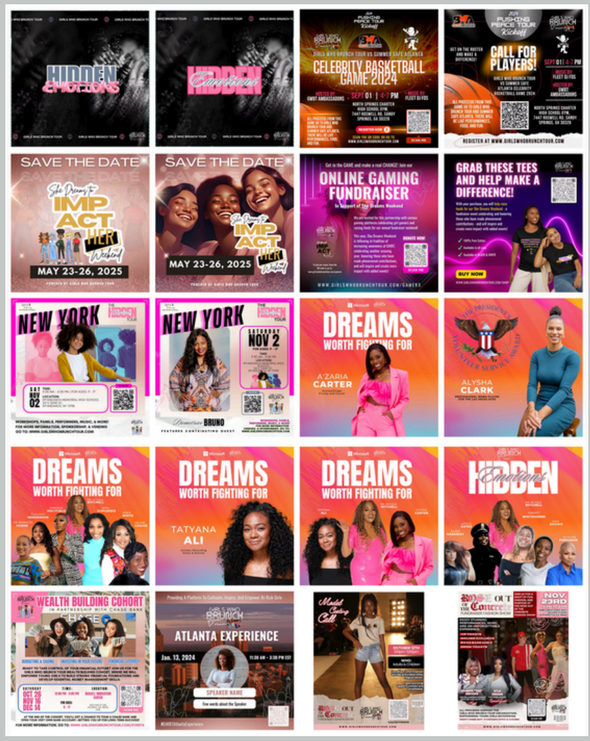
OUTCOME:

- A detailed pitch deck that has secured several sponsorships for GWBT events
- Aesthetic and modern visuals for Girls Who Brunch Tour 2025
- A bold, beautiful website that is welcoming to the target demographic and attractive to sponsors and donors.
- A website that has a more intentional UI/UX
- An informative, easy-to-follow website that fits industry regulations

SCOPE OF PROJECT:

Sponsorship Deck, Tour Concept, Event Marketing, Website Creation, Project Management













SHBA
SOUTH HOLLAND BUSINESS ASSOCIATION
GROWING TOGETHER SINCE 1979

Membership Organization + Local Business Advocate

SCOPE OF PROJECT:

Website Design and Development
Brand Strategy

CHALLENGE:

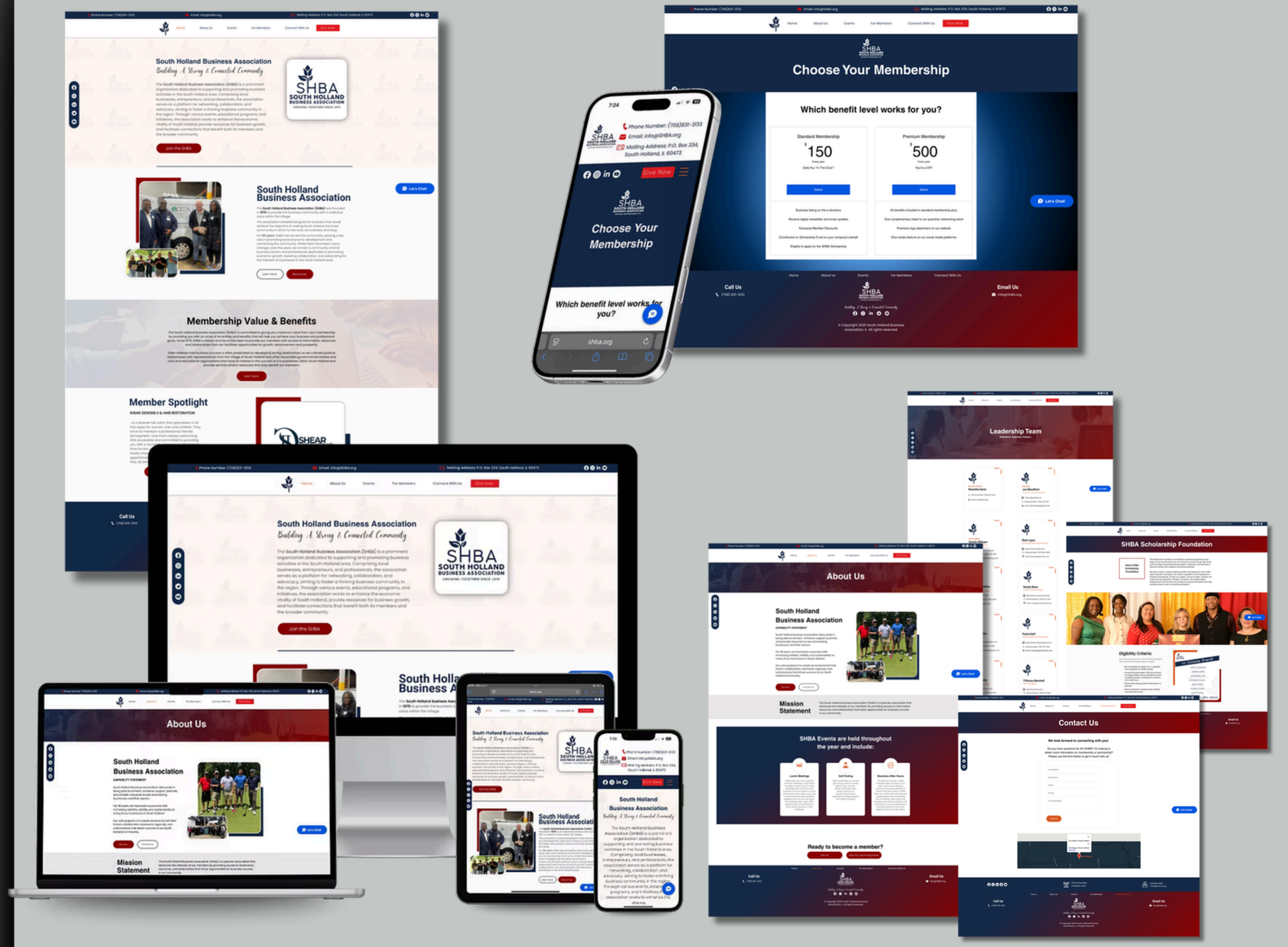
- A dated and static website with limited functionality
- No online member directory to highlight businesses and practitioners
- Manual processes for membership applications and renewals
- Poor user experience on mobile devices
- Limited tools to showcase events and community programs

OUTCOME:

- Customized design with on-brand layout and elements
- Industry compliant
- A fresh, modern interface and robust functionality tailored to the organization's unique needs.
- Automated Membership Management
- Interactive Member Directory
- Mobile-Responsive Design
- Clean User Navigation

STRATEGY:

We also advised on social media strategy and how to connect with the target audience, in addition to leveraging speaking engagements and other media features.





CASE STUDIES



PORTFOLIO



FOUNDER

VIEW MORE CASE STUDIES HERE:

www.rosemintmedia.com/work

VIEW OUR PORTFOLIO

www.rosemintmedia.com/portfolio

MEET THE FOUNDER

https://www.rosemintmedia.com/founder

WHAT WE OFFER

BRANDTECH ECOSYSTEM INTENSIVE

A done-with-you strategic engagement that provides clarity, business architecture, and a 90-day growth roadmap

STRATEGIC PROJECTS

Brand identity, websites, e-commerce, campaigns, sponsorship decks, and experience design.

ONGOING PARTNERSHIP

Integrated monthly brand management, content, digital, and campaign support.

TRAINING + WORKSHOPS

Practical learning for teams navigating branding, marketing, systems, and AI.



BUILD THE BRAND.

CONNECT THE SYSTEM.

CREATE THE MOMENTUM.



LET'S TALK

RACHAEL TURNER

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