



C.A. ROZE
CONSULTING
Creative ~ Agile ~ Real

Cheryl A. Rozier, Managing Director

Who I Am

I have a track record of developing marketing strategies for B2B and B2C initiatives that increase brand awareness and drive revenue growth. I have event planning experience for trade shows, sales conferences and consumer facing activations. I've led internal and external teams to create and produce both printed and digital sales materials and consumer focused promotional collateral. I leverage assets and deliver data that can be used to learn, test and grow into the future. I'm a native New Yorker with a passion for dance, cooking, classic films and traveling.

What I Do

I'm a creative problem solver interested in ideas to enhance engagement and drive sales. With expertise in traditional and digital channels, I'm a marketer known for launching debut talent and growing international best-selling brands. I build strong vendor and client relationships that always have an eye on long term results and reciprocal benefits. I always keep an eye on scheduling, creative execution, and budget. I'm exhaustively curious and always eager to learn. I'm adaptable and have the ability to adjust priorities and timelines. I believe that collaboration leads to the best ideas and supporting teams to use their voices to elevate project and corporate goals.

Core Competencies

Integrated Omni-Channel Marketing Strategy – (Digital, mobile, broadcast, OOH) Identifying if what you say on the channels you choose to address your customer are relevant, resonant and realizing right results based on initial target criteria.

Audience Targeting and Development – Identifying your core audience and the ways and timing around when and how often to engage.

Content Strategy – Developing personas that resonate for the company and turn the persona into person. Understanding and matching the brand story to the consumer.

Team Building – identifying the voices that need to be in the room and creating space to understand the customer experience from the side of the business POV and the customer POV.

B2B and B2C campaigns include:

- James Patterson publishing program (Including Kiss the Girls, Along Came A Spider, Zoo)
- Nicholas Sparks publishing program (Including Safe Haven, The Last Song, Dear John)
- Michael Connelly publishing program (Lincoln Lawyer, Bosch series)
- Stephanie Meyers publishing program (Twilight series)
- Malcolm Gladwell publishing program (Tipping Point, Blink, Outliers)

Consulting projects include:

- Digital marketing strategy for a launching jewelry designer.
- Marketing strategy for an organization launching as a spin-off from a larger organization.
- Content engagement strategy for established marquee brand moving toward more digital engagement of the product.
- Creating social media personas for an organization to identify and create key messaging for social media platform engagement.