



**C.A. ROZE**  
**CONSULTING**  
*Creative ~ Agile ~ Real*

*Cheryl A. Rozier is the Managing Director at C.A. Roze Consulting. She has expertise with leveraging digital and traditional marketing channels to deliver audience growth, brand awareness and consistent engagement for her clients with their customers.*

*She has worked with a wide variety of content and understands how to connect to audiences. She doesn't differentiate between B2B and B2C because her focus is on connecting campaigns to the customers at the right time on the right channel. She provides strategies to tell stories to engage and excite customers about solutions to their challenges. She focuses on understanding brands and their offerings to create and execute actionable campaigns. She understands how to tell stories about products. She identifies with the customer and partners with the client to serve their business objectives. Her expertise spans marketing strategy, media planning & buying, social strategy, digital marketing, in addition to managing the production and execution of campaign assets. She has a customer first focus and a collaborative way of working with internal and external teams.*

*She has created marketing and branding strategies for startups and nonprofits. She is a problem solver interested in creative ideas that enhance customer engagement to drive sales and promote the long-term development of strong customer relationships. She strategizes around leveraging assets and delivering data that can be used to learn, test and grow into the future. Her drive and enthusiasm come from the excitement of creating and executing solutions that provide learning and growth for her clients. Prior to the establishment of C. A. Roze Consulting, her publishing career spanned across a wide breadth of multicultural content, and growing debut and established author brands. Her work encompasses marketing campaigns for international bestselling authors James Patterson, Malcolm Gladwell, Michael Connelly, Donna Tartt, Nicholas Sparks, Stephanie Meyer and Malala Yousafzai.*

*She holds a bachelor's degree in Marketing from Pace University, a master's degree in Media Studies from New School University, and an MBA in Media Management from Metropolitan College of New York. she is one of the Harlem YMCA's Black Achievers in Industry award recipients and was also honored with the New York Chapter of the National Association of Black Journalists Community Leadership Award. She was named a Time Warner (Warner Media) Andrew Heiskell Award winner for her commitment to working with non-profit organizations in her community. She has previously sat on the boards of Publishers Advertising and Marketing Association, City at Peace New York, The Harlem Book Fair and served as Board President of Dreams Into Action, Inc. Cheryl has also taught as an adjunct professor, at Metropolitan College of New York.*