



What is We Are Rosie?

We Are Rosie is a thriving (and growing) community of independent marketing experts, available on-demand to augment, complement, backfill, or accelerate an in-house team. We are an inclusive community for marketers to thrive and find liberating opportunities.

Who founded We Are Rosie and when?

Stephanie Nadi Olson founded the company in 2018.

Why was We Are Rosie started?

We Are Rosie was founded based on a genuine understanding of what it feels like to “not belong.” Our founder’s life experience as the daughter of a refugee has driven her affinity and advocacy for marginalized groups, and We Are Rosie is a manifestation of her soul’s calling to create a better way to do business by focusing on the people doing the work.

Why are you named We Are Rosie?

We Are Rosie is named after our founder, Stephanie Nadi Olson’s daughter, Margot Rose. It’s a reminder to Stephanie and to all of us of why we’re here and what we stand for: a better, brighter, and more inclusive future for all.

Is We Are Rosie an agency or a staffing firm?

Neither! We’ve taken the best of all those worlds, mixed in some modern magic, and built the first Flex Talent Platform for the marketing and advertising industry.

Where is We Are Rosie located?

We Are Rosie is headquartered in Atlanta, Georgia, but we have been a fully remote and distributed team since inception.

Is We Are Rosie international?

We are currently US-focused but stay tuned ...

Is We Are Rosie Public or Private?

We are privately held and financially backed by Align Capital Partners.

What is a ‘Rosie’?

All the marketers in our community! They want a career that gives them the flexibility to work in a way that lights them up – and that’s what we’re here to provide.

Are there unique benefits to being a Rosie?

Yes! And we’re thrilled about it. We offer medical plans, dental, vision and even a 401K on eligible projects. Oh and we pay our working Rosies weekly.

Is We Are Rosie just for women?

No, not at all. Anyone of any gender identification across the spectrum can be a Rosie.

What types of clients do we work with?

We work with all kinds of brands, agencies, and consultancies including 25+ Fortune 500s and all six agency holding companies.