

We Are Rosie is a thriving community of 10,000+ highly-skilled independent marketers. We help the world's biggest brands, agencies, and consultancies max their agility, resilience, diversity, and creativity by providing inclusively curated, on-demand access to the best, brightest, and most diverse flexible talent in the industry.

OUR STORY

We Are Rosie was founded by Stephanie Nadi Olson in 2018 based on a genuine understanding of what it feels like to “not belong.” The daughter of a Palestinian refugee and Nebraskan farm girl, her upbringing in a diverse household within the diverse city of Atlanta set the stage for her future passion to provide opportunity to those who weren't afforded it by society. Later, the inclusion and dignity gaps she personally experienced as a mother of two in the Ad Sales industry compelled her to imagine and manifest a better way to work that favors humanity and dignity for all.

OUR MISSION

Our mission is to connect extraordinary people to access, opportunity, and wealth through flexible work projects. We exist to bring about a new era of work in the marketing and advertising industry where people of all backgrounds can have the opportunity to work with the world's biggest brands, on terms that work for them and their lives.

OUR SERVICES



TALENT

Individual experts to level-up any company's core team's strengths



TEAMS

A configuration of Rosies assigned together for a defined initiative or special project.



EXECS

Top notch C-Suite & senior executive leaders available on-demand.

OUR LEADERSHIP

Stephanie Nadi Olson - Founder
Corean Canty - Chief Operating Officer
Nikki Coleman - Head of People & Operations
Katie Elliott - Head of Talent Experience

Kate Galecki - Head of Growth
Jessie Kernan - Head of Product & Strategy
Holly Wasson - Head of Client Experience

OUR GARDEN

Our community of expert independent marketers spans every major marketing discipline, all career levels, and various industries.



MEDIA



CREATIVE



MARKETING



DATA/ANALYTICS



TECH



PR/COMMS

- There are Rosies in all 50 US states, and across 66 countries
- Our community is more diverse than the US population - 46% identify as a member of an underrepresented group
- 99% of Rosies have multi-disciplinary competency
- 66% of Rosies have previously worked at agencies, 51% have previously worked on brands
- 26% of Rosies have management experience and 9% have C Suite experience
- 62% of Rosies have worked on at least one of the top 500 biggest brands in the world

OUR DIFFERENCE

- 100% committed to 50%+ of the talent we recommend and place being from underrepresented or historically marginalized groups
- 99% M/F pay parity
- 98% of Rosie hours have been worked remote (since 2018)
- 25+ Fortune 500 Brands work with us
- All 6 Agency holding companies work with us

OUR RECOGNITION

- 2020 AdAge A-List Awards: Visionary/Founder of the Year - Stephanie Nadi Olson
- 2020 Conscious Company World Changing Woman - Stephanie Nadi Olson
- 2021 Ada Lovelace Finalist: Tech Founder - Stephanie Nadi Olson
- 2021 Adweek Women Trailblazers 2021 - Stephanie Nadi Olson
- 2021 Adweek #7 Fastest Growing Agency: Flexible Talent Supplier - We Are Rosie
- 2021 Backed By ATL Cohort - We Are Rosie
- 2021 Campaign US Agency of the Year Shortlist: Agency Head & Marketing Team
- 2021 EY Entrepreneurial Winning Women™ North America Class - Stephanie Nadi Olson
- 2021 She Runs It Working Mother of the Year - Stephanie Nadi Olson

OUR CLIENTS

FACEBOOK



DIAGEO



IHG[®] HOTELS & RESORTS

