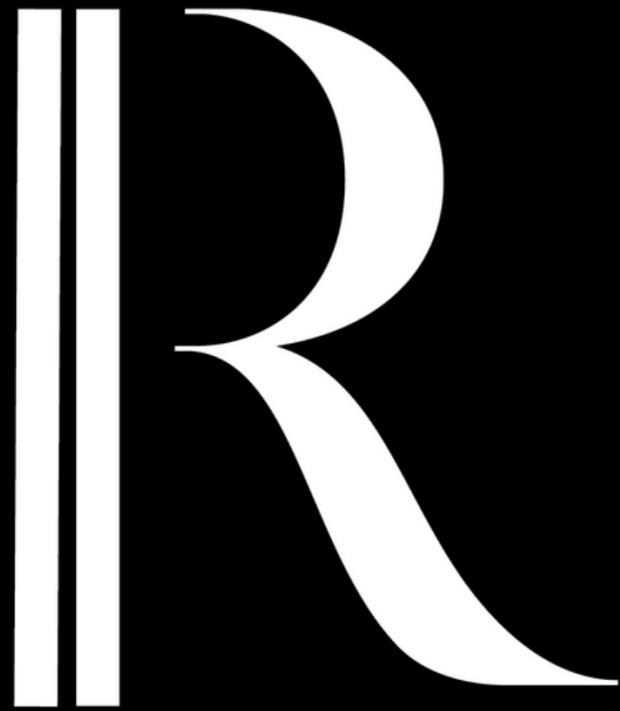


RESO *U* RCEFUL

CREATIVE MARKETING AGENCY



Resourceful Reese has served as a champion, educator, and consultant for brands that have a **powerful story** to tell. Resourceful Reese has shifted perceptions about what's capable and attainable for small businesses, non-profits, universities, and personal brands for executives. Through **creative designs, bold marketing, and authentic communication** - Resourceful Reese has shifted the internal and external narrative for 70+ brands to date.

Cherise McAdoo is a charismatic visionary, brand strategist, and passion enthusiast. She is a Hampton University Alumna with experience in customer success, digital marketing, brand development, and paid advertising at LinkedIn and Google. As the Founder and CEO of Resourceful Reese, she's worked with small businesses, universities, and non-profits as both as a strategist, consultant, and speaker. Cherise has given brands the confidence to go boldly after their goal with efficiency and effectiveness. Are you ready to **Let Reese Brand You?**



FOUNDER

OUR WORK

- (4) Brand Strategy Sessions
- Website Copy
- Website Design
- (2) Marketing Flyers (book + book tour flyer)

"Cherise was the first person I thought of when I decided to re-market my book. I didn't know where to start, I just knew need to sell more. After several strategy sessions with Cherise, she was able to identify a target audience for me, create the right messaging, and a website that's gotten a lot of traffic since it was launched before my debut book tour through my Sorority. Because of her work I went from selling 30 books per year to 200 in one month."

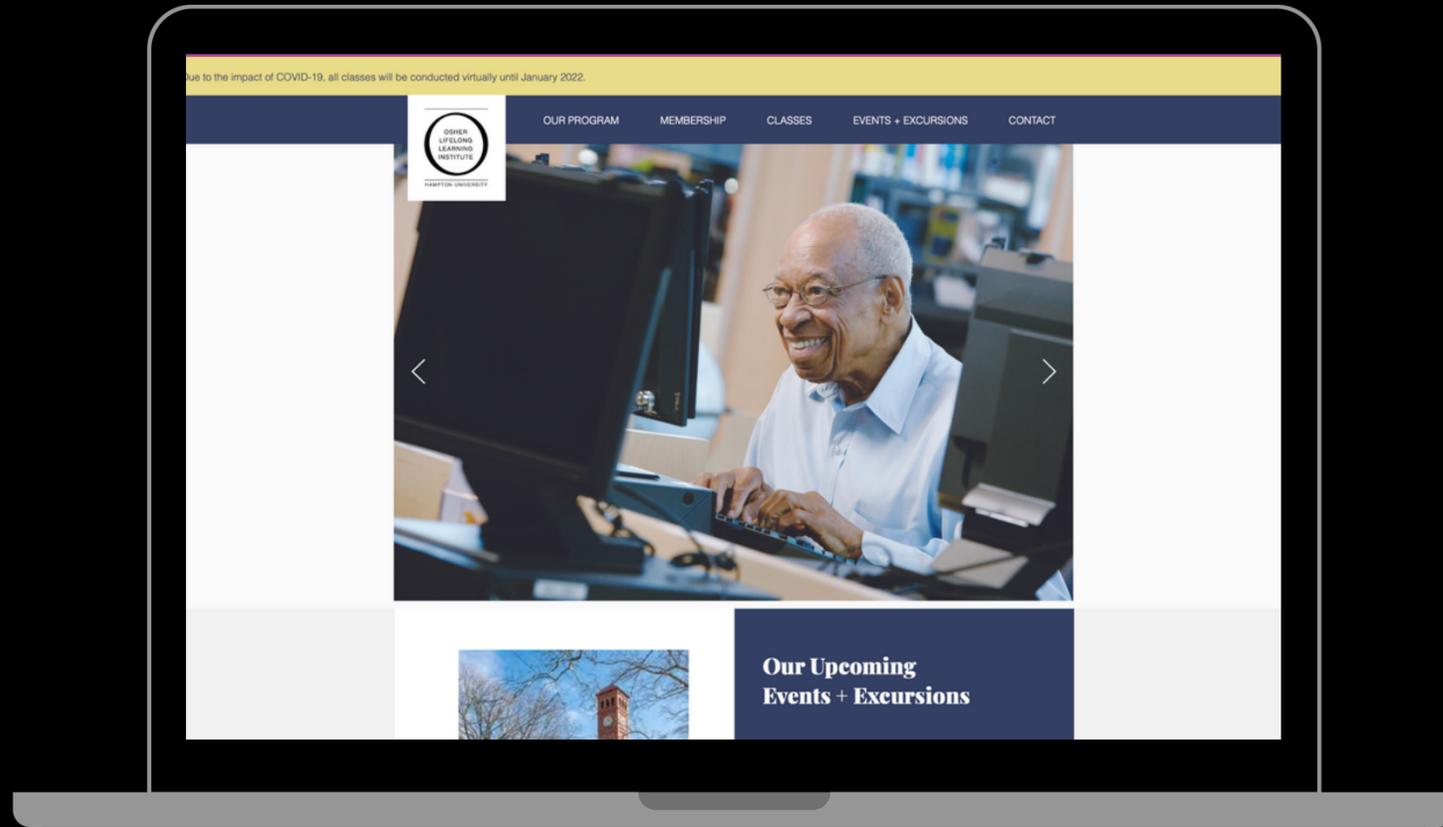
Dr. Charrita D. Quimby

Author, Educator, Publisher, Writer

CLIENT REVIEW

OUR WORK

- 2 Monthly Strategy Sessions
- Social Media Content Advisement
- Social Media Content Calendar Development
- Program Marketing Development
- Website Copy
- Website Design (publishing late 2022 due to COVID-19)
- Event + Travel Flyers



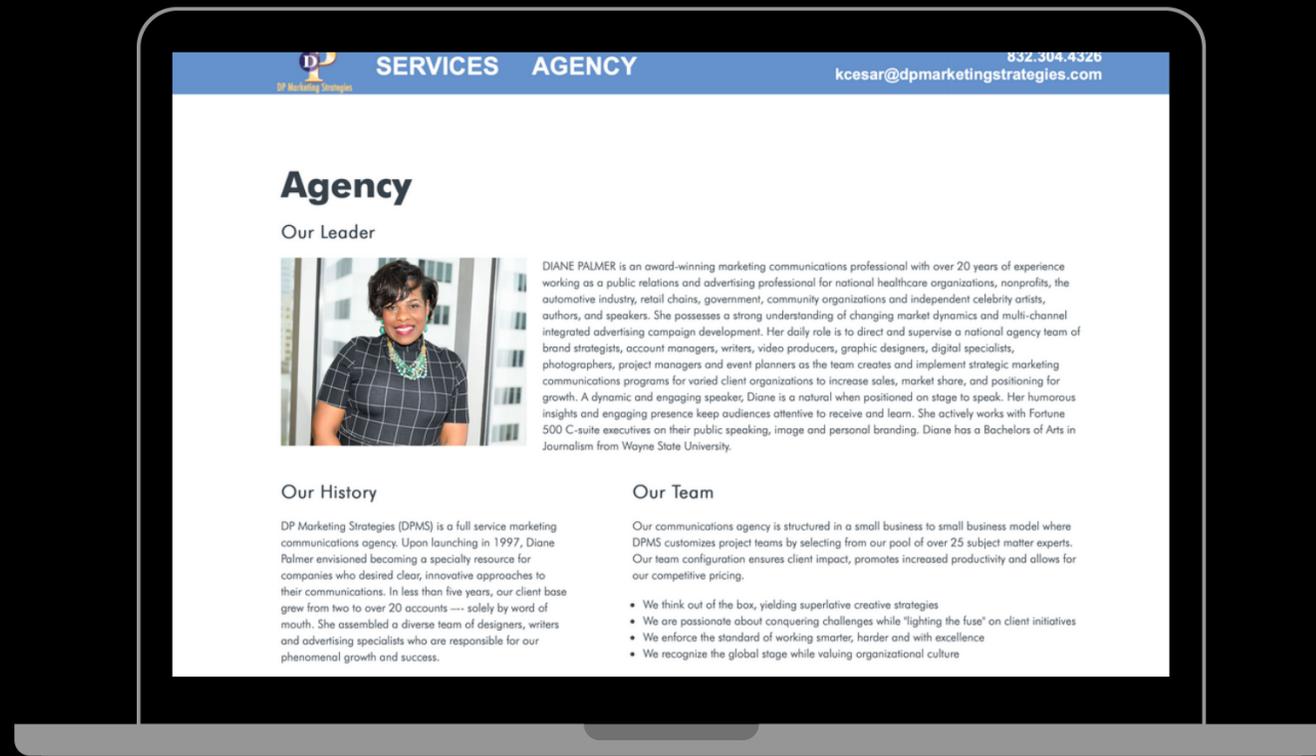
Osher Lifelong Learning Institute

Hampton University

"I hired Resourceful Reese as my continual marketing consultant to help with the positioning of the OLLI program at Hampton University. As a well known program in the area, I wanted to continue to build our membership and partnerships with organizations locally and abroad. Cherise came in with a plethora of ideas to enhance the program and maximized our budget through photoshoots, marketing copy, and expanding our travel programs. Her audit opened opportunities for us to do more for our members even in COVID."

CLIENT REVIEW

OUR WORK



DP Marketing Strategies

Full Service Marketing Communications Agency

- Social Media Director
- Manage 5 Account Managers
- Monthly Power Strategy Meetings with 6 Core Clients
- Provide social and content coaching to clients
- Advisement to CEO on brand positioning, social media management, and client research
- B3 Elevation Strategy, Rollout, Website Advisement

"Cherise McAdoo's creative approaches to Marketing & Branding elevates every project she works on with our team. She brings innovative ideas and untapped resources to the table every time. Our Our clients and partners feel the impact.

Her leadership in the social media space has not only been unparalleled but exceptional. She's an incredible writer and her social media copy has brought in 2 new clients to our firm in the last 3 months alone."

CLIENT REVIEW



LET'S CONNECT