

## **We Are Rosie Launches Managed Services Practice to Offer Clients Full-Service Project Delivery**

*New Service Leverages We Are Rosie's Unmatched Talent Marketplace of 20,000+ Independent Marketers*

*Fallon Scott Joins We Are Rosie To Run the Managed Services Practice*

(Atlanta, GA - Oct. 11, 2023) – **We Are Rosie** has launched a **Managed Services Practice** to offer clients full-service marketing strategy and project delivery. The new practice is designed to give brands and agencies a seamless experience for deliverables-based projects and initiatives, leveraging We Are Rosie's 20,000+ independent marketing specialists and creatives. All projects are managed by We Are Rosie and delivered to the client at completion. This service replaces the need for clients to direct a freelance team themselves, hire new headcount in-house, or onboard a full-service agency.

Each project undertaken by the new division is spearheaded by a dedicated program manager who curates and manages a team of marketing specialists from We Are Rosie's extensive and diverse community of marketers. The program manager serves as the main point of contact on the project, ensuring the quality of deliverables and an excellent experience for both the client and the team of consultants. Projects serviced by the new division include full campaigns, website and app development, photo shoots, content development, copywriting, creative marketing, paid search, marketing strategy and research to name a few.

**Fallon Scott** has recently joined We Are Rosie as **Head of Managed Marketing Services** to run the new division. Scott is a seasoned executive and entrepreneur with expertise in operations, strategy, marketing and finance. She is responsible for leading and growing the new division and overseeing the project teams and their work.

"In launching the managed services practice, we offer clients complete project oversight managed by We Are Rosie and powered by our Rosie community," said **Jeff Levick**, We Are Rosie CEO. "We welcome Fallon to the team and look forward to working with her on this important new service."

“Before joining the company, I was already a believer in We Are Rosie’s mission to give career-building opportunities to independent marketers while offering brands top-level talent who have the specific marketing and industry expertise they need,” said Scott. “I am excited to help take this mission a step further and offer clients a valuable service that will get projects done better and faster, while taking oversight and administrative burdens off their plates.”

Fallon Rice Scott, CPA, LSSYB, is the **Head of Managed Marketing Services** at We Are Rosie, ensuring seamless delivery of project-based client engagements. She began her career in Big 4 Public Accounting as an external auditor before joining Delta Air Lines’ Internal Audit and Enterprise Risk Management Group where she led global transformation audit programs. After organically building a team of 6,000 independent sales representatives during her time with It Works Global, she founded The F28 Agency to consult and help companies streamline and automate their backend processes for sustainability and scale. The company later merged with a digital marketing agency allowing it to expand its suite of services, including end-to-end project delivery. Over the years Scott has worked with Fortune 100 clients like The Home Depot and Delta Air Lines as well as other notable organizations like KPMG LLP, Accenture, The Atlanta Braves, Synovus Bank and The Georgia Lottery. Scott received her Master of Accounting and Bachelor of Business Administration degrees from Baylor University in Waco, Texas.

### **About We Are Rosie**

We Are Rosie provides strategic consulting and talent solutions for the marketing industry. Our community of marketing specialists embody the diversity of experience and expertise that brands and agencies require, allowing us to solve unique problems with the best people, swiftly and at scale. As trusted partners to our clients and dedicated advocates for our Rosies, we are redefining the way marketing works. Founded in 2018, We Are Rosie has grown exponentially by rethinking the way work happens. Connect with us at [www.wearerosie.com](http://www.wearerosie.com), [LinkedIn](#), [Twitter](#) and [Instagram](#).

For photos click [HERE](#)

Contact:

Jennifer Greene

[jennifer.greene@wearerosie.com](mailto:jennifer.greene@wearerosie.com)

770-361-2014