



KedzieT Consulting

Background, Services, and Samples



Who We Are

KedzieT Consulting is a full-service marketing agency based in Philadelphia.

With some of the most talented creatives at my side, we build relationships between brands and their target audiences through content-driven storytelling. Our client roster spans from New England to California, ranges from small businesses to major corporations, and covers a multitude of industries. Now, more than ever, businesses need to build consumer trust and connect with their audiences in a meaningful way, and we are prepared to help you do just that.

Let's tell a story together.



What We Do



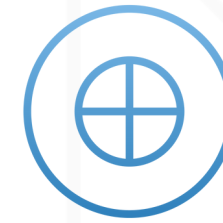
Content Strategy

Research-driven plans to connect with your audience wherever they are



Brand Enrichment

Visual identity and brand messaging to make your business memorable



Social Media

Audits, guidelines, calendars, and content to make you more visible and engaging



Copywriting & Editing

Clear, concise, and captivating messaging across all your platforms and materials



Video & Photo

Creative direction and production to support your unique story's visual needs



Graphic & Web Design

Custom design assets and sites to showcase your business online and in print



Kedzie Teller

Founder & Lead Consultant

I've been a storyteller for as long as I can remember. I have a passion for words and people that has stuck with me since childhood and that propelled me into a communications career. It's that same passion that has inspired me to move about, to seek adventure, and to face challenges head-on. It's something special that has afforded me the ability to do what I love every single day.

With more than a decade of marketing experience, I have become a sharp-minded strategist with a diverse array of industry experiences, ranging from technology to social justice and everything in between. I launched KedzieT Consulting in 2017 with the hopes of telling diverse stories and have been fortunate to achieve incredible success with inspiring clients.

Now, let me introduce you to some of my amazing team members and trusted vendors!





Jordan Rowe

Marketing Strategist

I have been working as a communications strategist for more than a decade. I have a passion for finding unique stories, products and services that are worth sharing, and amplifying their value to the world.

I'm a born and raised Mainer. I have seen organizations grow exponentially from the ground up, I recognize that collaboration is key to success and I know that authenticity is the strongest communication tool. As a previous client services agency executive and longtime independent business owner, I also understand the inner workings of a creative environment and the importance of anticipating the needs of both my clients and their audiences.





Laiza Montanez

Content Producer

I pride the breadth of my work to be diverse because in this age of social media, you have to be a jack of many trades and a communicator of different audiences. Over the last 10 years, I have used my expertise in social media content creation and production in the human services, arts and culture, politics, film, and tourism and hospitality fields.

I'm a perfectionist for detail (maybe that's the Virgo in me) and a stickler for creativity that incorporates trends but also goes beyond the expected. From content planning to my real passion of social media video production, I use my lens to share a fun story that shows your audience a version of you and/or your business that you've always wanted others to see.





Leah Ben

Content Producer

I fell in love with content before I even knew what content was. Growing up, I measured my life in moments and mental snapshots: the excitement of my first Phillies game, summers spent running through theme parks with friends, or quiet days spent reading a book.

Now, with nearly ten years of experience in digital and social media marketing, I believe in creating content that matters. Digital spaces are always evolving, and with that, new challenges become opportunities to reach new audiences, create loyal fans, and tell your story in an impactful way. From organizing commercial photoshoots and conducting video interviews to overseeing community management teams and creating crisis communication plans, I have the breadth and depth of experience to seamlessly execute social media strategies from conception to execution.





Caleb Heisey

Design Team Lead

Principal, Good Bones Studio

Caleb Heisey is an award winning print and interactive designer, holding an MFA from Tyler School of Art. Caleb has worked with several notable design teams including Bluecadet, Headcase Design, Heads of State, and Pixar Animation Studios. He teaches Advanced Design and Senior Branding at Temple University.

Good Bones Studio specializes in designing bold brand identities for ambitious tech startups and aspiring small businesses. For the past 8 years, Good Bones has worked with clients across a variety of industries to design professional logos, websites, packaging, and the marketing collateral to help them achieve their goals.



Work Samples



Amanda Freitag is best known as America's fan-favorite judge on The Food Network's hit series, Chopped. She has an elite and diverse culinary background as a chef in New York City, and has traveled the world immersing herself in new cultures, traditions, and foods in search of inspiration.

What began as a simple social media consultation has grown into a viral brand revolution, complete with a beloved video series, product development, and over half a million dollars in brand partnerships.

Sample Social Content Links

- Full Page: [@ChefAmandaF](#)
- Reel: EasyAF - [Lemon Pasta](#)
- Reel: Cocktail - [Carajillo](#)
- Reel: Chef Tip - [Jalapeno Spice](#)
- Reel: Event Collab - [Bourbon & Beyond X Monogram](#)





GROUNDSWELL GUILD

We joined the Groundswell Cafe and Garden team to reinvigorate its multi-business brand through strategic storytelling, a refreshed brand identity, and a robust social media presence. Our goal was to unite each arm of the brand through narrative while letting their visual identities speak to their specific audiences in a thoughtful, fresh, and targeted way.

We iterated and executed new design, new messaging, new websites, and strategic social media content in order to achieve our goals. Check out their full social page here for a sample of our creative development ([@GroundswellGuild](#)) and take a look at their refreshed visual identity via their [new website](#).

Note: This project concluded in Q1 2024

NEW YEAR'S DAY

Our Café will be open
8am – 4pm

Garden + Table stores will be open
9am – 4pm

Wishing you a
Happy New Year!

TODAY'S
SPECIAL:
POTATO + LEEK
SOUP



01

GROUNDSWELL LIVING

The Summer Issue



HOME

The Art of Mixing and
Matching Hues in Your
Interior Design

01

GARDEN

Tips and Tricks for
Thriving Plants in
Small-Space Gardening

02

BAR

Growing and Using
Fresh Herbs for
Homemade Drinks

03

BAKING

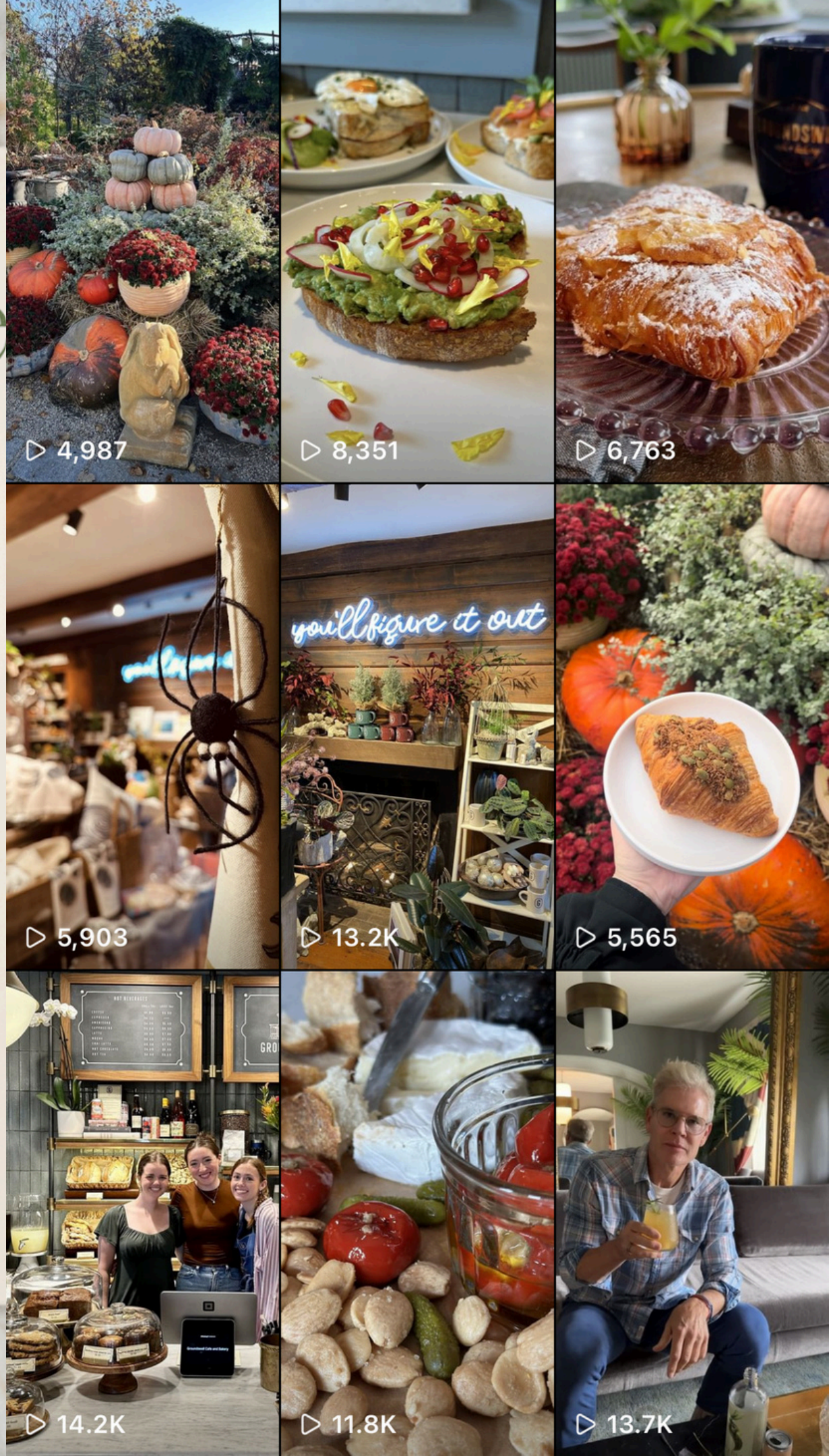
Creating Irresistible
Aromas with Homemade
Cakes and Pastries

04

A letter from David

My favorite summer memories always start with a crisp glass of chardonnay and a new mystery novel. For those of us who hold summer close to our hearts, the season is a tapestry woven with threads of laughter, adventure, and the simple joys that seem to bloom effortlessly. From the splendor of a sunrise beach stroll to the mesmerizing crackle of a bonfire under the starry sky, summer is a symphony of experiences that evoke emotions ranging from tranquility to exhilaration.

David Fierabend
David

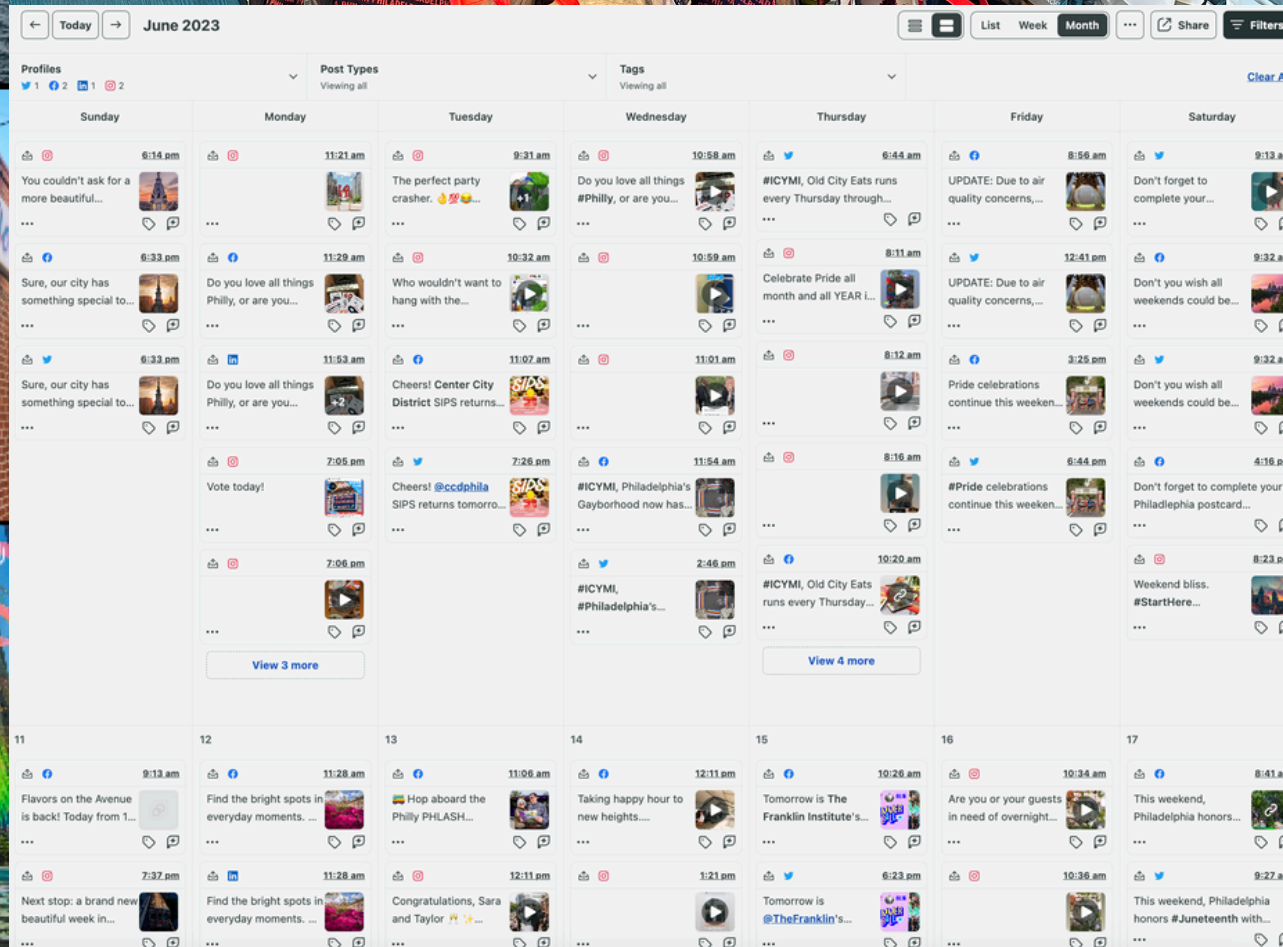
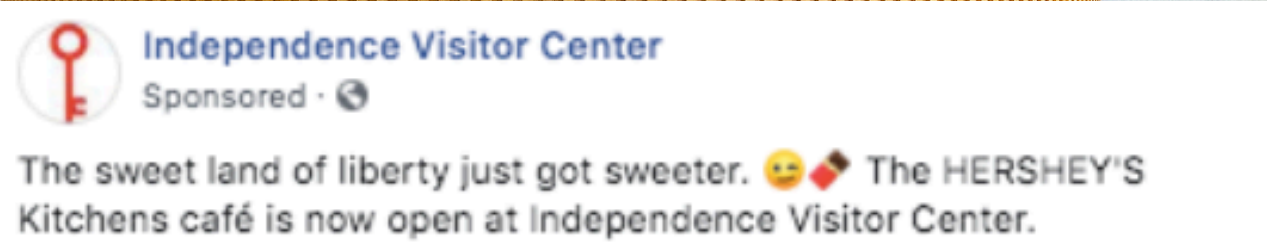




We worked with the Philadelphia Visitor Center Corporation for five years, first to launch their [Instagram page](#), and later to oversee their entire social media marketing program. This effort included auditing, audience analysis, creative development, custom reel production, UGC and local event/programming aggregation, in-person event coverage, community management, social advertising, and more. We built robust monthly content calendars for their team encompassing Facebook, Instagram, X, and LinkedIn, and delivered content for review in biweekly review sessions. We collaborated closely with ticket partners for event promotions and worked together to amplify the Philadelphia tourism industry both regionally and worldwide.

Learn more about the [PVCC here](#), including links to all social pages.

Note: This project concluded in Q4 2023



Social Metrics

- **2022 – Philadelphia Visitor Center**

- Managing Instagram, Facebook, Twitter, and LinkedIn
 - Earned 142K engagements
 - Earned 2.3M impressions
 - Created 1.3K unique pieces of content
 - Had a collective platform growth of 5.3%
 - Maintained a 6.3% avg. engagement rate

- **2023 – Chef Amanda Freitag**

- Managing Instagram, Facebook, Twitter, and TikTok
 - Earned 55.6M impressions
 - Earned 2.3M engagements
 - Earned 9.1M video views – 4.8M via IG alone
 - In our work together we have increased the total network following from 611K to 1.15M

- **Q3+4 2023 – Groundswell**

- Managing Instagram
 - Net Growth increased 127.6%
 - Organic Impressions increased 54.6%
 - Organic Engagement increased 85.9%
 - Video Plays increased 1,453.4%

Other Content

Newsletters

Blogs

Custom Web Projects



LET'S DISH

NEWS & UPDATES FROM CHEF AMANDA FREITAG



WHAT'S COOKING

Giving Season is Year-Round

When people think about volunteerism and charity, they often associate it with the holiday season, but giving back to the community is something we should be doing all year long.

This summer, I've been extra busy supporting my favorite charity, [God's Love We Deliver](#). Their mission is to improve the health and well-being of people living with HIV/AIDS, cancer and other serious illnesses by alleviating hunger and malnutrition. They prepare and deliver nutritious, high-quality meals to people who, because of their illness, are unable to provide or prepare meals for themselves. They're a truly amazing organization and I am proud to support this.

Over the last few months, I've gotten the opportunity to attend amazing events like From Lancaster with Love, Midsummer Nights, and The God's Love Open: A Golf & Tennis Event. I hope you'll check out their



Springshot

A Year of Springshot, A Runway of Momentum

October 15, 2023

A Q&A with Springshot's Chief Commercial Officer, Robert Blair

With one year in the books as our Chief Commercial Officer, and decades of experience in the aviation industry, Robert Blair has several unique perspectives to share. Coming off of the 2023 Future Travel Experience Global conference, Rob recently sat down to discuss his time at Springshot thus far, our distinct role in the industry and the ever-evolving collaborative relationship between humans and technology.

What were you surprised to learn about Springshot's technology? What was most exciting about it that you hadn't known going into your role?

After joining and spending some time getting to know our customers, it was really the scalability of the platform and the size of our user base that surprised me most. I had no idea that we were used across six continents in more than three hundred airports. I always thought Springshot was this boutique software provider, and yet the company is quite large, quite broad, and has a holistic platform that's doing a lot for people around the world.

I came from a more management-centric software organization, but eventually, I was able to see that If you can't win the hearts of the frontline workforce, you're not going to get the optimized output you desire.

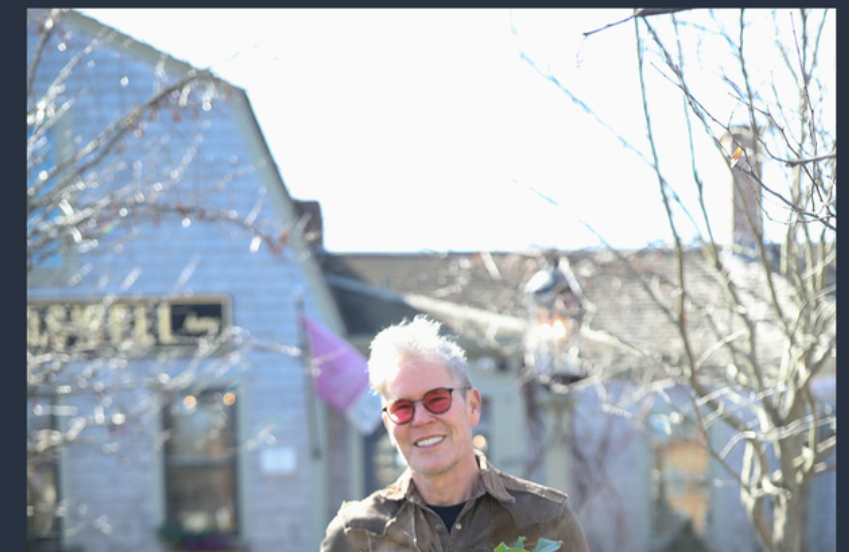


A MESSAGE FROM DAVID



Spring Greetings! As the days grow longer and the sun shines brighter, we're welcoming the new season with open arms. Our focus this spring is on bringing the freshness of the outdoors inside.

From vibrant bouquets of wildflowers to sunny, airy spaces, we're all about celebrating the natural beauty of spring in our homes.



Some of our Clients



Testimonials

Executive Vice President, PVCC

Jennifer Nagle

“From vision to execution, to measuring unparalleled results, KedzieT Consulting is an agency with a mission for being passionate and innovative in igniting on-point creativity that captivates and retains audience engagement and loyalty. The KedzieT Consulting team is detail-oriented and are masters in content place-making, production, and scheduling. KedzieT Consulting becomes part of your team in long- or short-term initiatives needing in-depth research, strategy, and direction for successful integrated marketing communications plans. I highly recommend connecting and working with KedizeT Consulting to elevate your marketing strategies and exposure to new heights.”



Celebrity Chef

Amanda Freitag

“Kedzie Teller is a pure, rare talent in the marketing world. I began my working relationship with KedzieT Consulting to create content for social media and build a strategy for growth on all platforms. Kedzie conquered that goal with ease and style and brought out potential in me that I didn’t even know I had. In a short amount of time, they increased my followers and engagement on social media tenfold and launched my new brand with amazing feedback from my fans and followers. The brand and the increased exposure have led us to a new website, multiple large-sum brand endorsements, and numerous product launches. My career is my life and Kedzie is a consummate professional that I can put my trust in with my most valued work. My work with Kedzie has been absolutely life-changing.”



President, New Commonwealth Fund

Makeeba McCreary

“Our engagement via social media has grown exponentially since Kedzie's arrival, and our external partners are constantly commenting on the quality of our digital presence. It is not often a team as close as ours finds a consultant who is able to blend into the ecosystem and amplify the brand so perfectly on-message. I don't know what we would do without him.”



**RACIAL EQUITY &
SOCIAL JUSTICE FUND**



CEO, Springshot

Doug Kreuzkamp

“Kedzie and his team have played an instrumental role shaping our brand and social strategy. From our first engagement years ago, they’ve led us through a transformational brand journey, delivering beautiful visual design, a unified voice and a unique social strategy that define who we are today. They’ve become great friends and collaborators, and we wouldn’t be the same without them.”





Let us tell
YOUR
story

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