JULY 2022

EST 2012

RESPLENDENT

CONNECTION BEYOND REPUTATION.

SERVICES DECK:
PUBLIC RELATIONS + MARKETING + SOCIAL MEDIA

AUSTIN

TEXAS

FAYETTEVILLE

ARKANSAS

RICHMOND

VIRGINIA

INTRODUCTIONS

About Us

Resplendent is a women-led marketing firm that specializes in Public Relations and Social Media. Based in Austin, Texas; Northwest Arkansas; and now Richmond, Virginia, we love working with creatives as we, too, are a team of creatives. We are curious problem solvers who happen to be brand storytellers.

Our Mission

We dedicate our time, talent and reach to amplifying voices. Beyond our portfolio of client work, we also champion causes that speak to our core values. As a company, we believe feminism is for everyone, Black Lives Matter, LGBTQIA+ Rights are Human Rights, no one should go hungry, and everyone should vote.

RESPLENDENT*

A STORY-BASED PR AND MARKETING TEAM

RESPLENDENT.AGENCY
HELLO@RESPLENDENT.AGENCY

FOCUS INDUSTRIES

Cannabis
Community Organizations
Consumer Packaged Goods
Hospitality
Lifestyle & Wellness
Non-Profit
Real Estate
Travel & Hotels

PORTFOLIO

Cork & Barrel, TX
Fayetteville Roots, AR
PK Grills, AR
South Congress Public Improvement District, TX
Güero's Taco Bar, TX
Specialized Real Estate Group, AR
Rye, TX
Apothecary, TX
CUREATE, AR
George's, AR
Organic Krush, VA
Perry's Steakhouse, TX
Provision Dining House, TX
Redbud Ranch Cabin & RV Resort, TX
Campfire & Co, VA
VERDAD True Modern Mexican, TX
RoadHaus, TX
CARVE American Grille, TX
Vinaigrette, TX & NM
El Naranjo, TX
DrinkWell, TX
The Source, AR
BikeNWA, AR
Critical Mass Summit, AR
Alla Campagna, TX
Arts One Presents, AR
CampWell, TX
Delucca Gaucho Pizza & Wine, TX
Dos Olivos Market, TX
E4 Youth, TX
Fayetteville Public Library, AR
FORGE Community Loan Fund, AR
Colton House Hotel, TX
OneTaco, TX
Roosevelt Room, TX
The Eleanor, TX
Pecana, Nationwide
The Bu, Nationwide

SERVICES

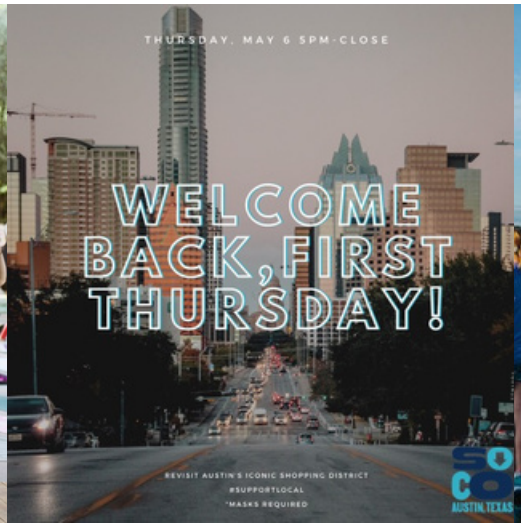
PR & MARKETING

Core Services

- Media Relations (local, regional and national)
- Media Experiences
- Community Relations & Partnerships

Additional Services

- Media Training
- Content Writing: Brand Collateral, Website Copy, Investor-Related Copy
- Email Marketing
- B2B Partnerships & Brand Sponsorships Management
- Internal Communications Management & Crisis Preparedness



PUBLIC RELATIONS & MARKETING

1

AFAR

10 Best Places to Go in October

8. Austin, Texas

Where to stay: Colton House Hotel

Book Now: Colton House Hotel

South Congress is one of the buzziest strips in town, with ample restaurants and shops within walking distance—bunker down at the Colton House Hotel there, a new boutique option with an appealing outdoor pool.

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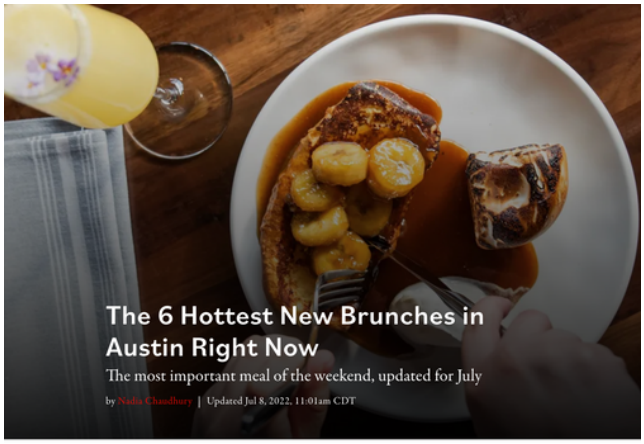

The bananas Foster French toast at Provision Dining House. | Provision Dining House/Facebook

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AXIOS

5. Let's go, girls

Logo courtesy of Critical Mass Summit. Illustration: Brendan Lynch/Axios

The first Critical Mass Summit is set for July 23-24.

What's happening: The two-day event wi focus on wellness, social movements, cycl and other "active transportation" like wall

- **"Virtual sessions** will dive into topics s as mobility and urban design, building community leaders and working towa change, understanding local political structures and processes and how to maintain holistic health while pursuin

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SELF

Fitness Food Health Love Beauty Culture

How to Clean Your Coffee Maker to Make Your Brew Taste Even Better

It doesn't take long.

By Marygrace Taylor

From top left going right: 1. Colton House in Afar 2. Iliana de la Vega, chef and owner of El Naranjo 3. Fayetteville Roots Festival, 2021 4. Mask Up Arkansas Campaign 5. Provision in Eater Austin's Hottest Brunches 6. The Source Veteran's Day Bags 7. Slow Streets Promo with BikeNWA 8. Cork & Barrel on Studio 512 9. Critical Mass Summit on AXIOS 10. Yard Bar x Fat City Collaboration 11. Red Rooster Coffee in SELF.

SERVICES

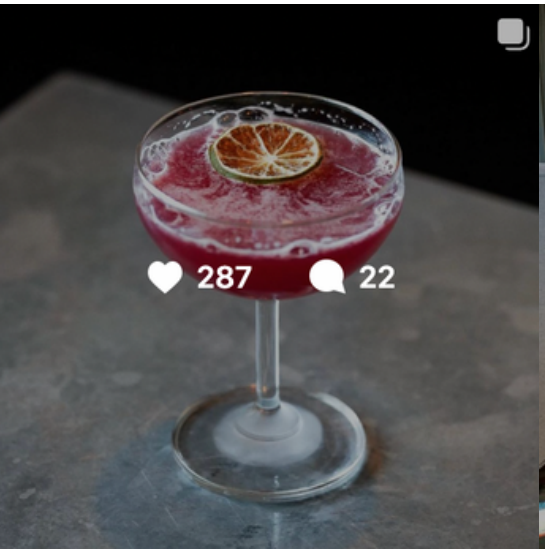
SOCIAL MEDIA

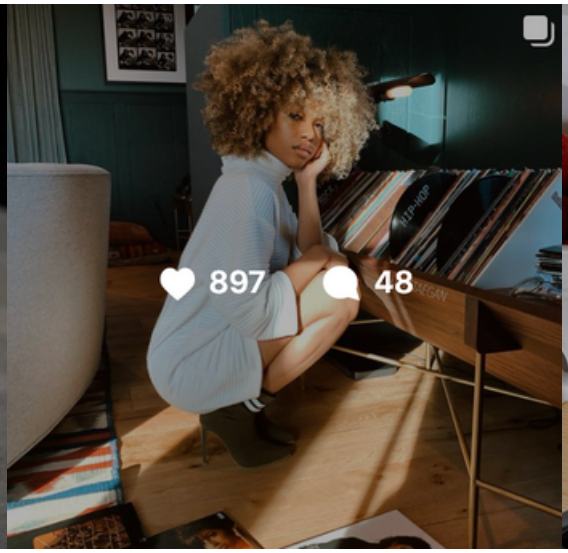
Core Services

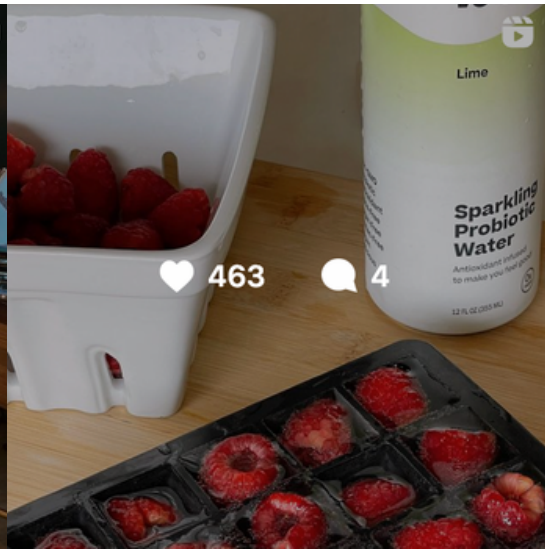
- Organic Social Media Management
- Content Creation: Photography, Videography, Graphics, Customer & Employee Testimonials
- Influencer Relations (Organic and Paid)

Additional Services

- A la Carte Photography
- Social Listening
- Paid Contests & Giveaway Organization
- B2B Partnerships & Brand Sponsorship
- Online Review Management: Yelp, Google My Business, Facebook







SOCIAL MEDIA

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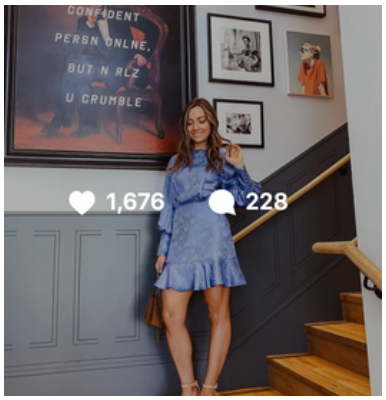

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With radial vents, a taller working height, more cooking surface area, more volume and headroom in the capsule, you can't go wrong with the rust-proof, built to last PK360.

LEARN MORE

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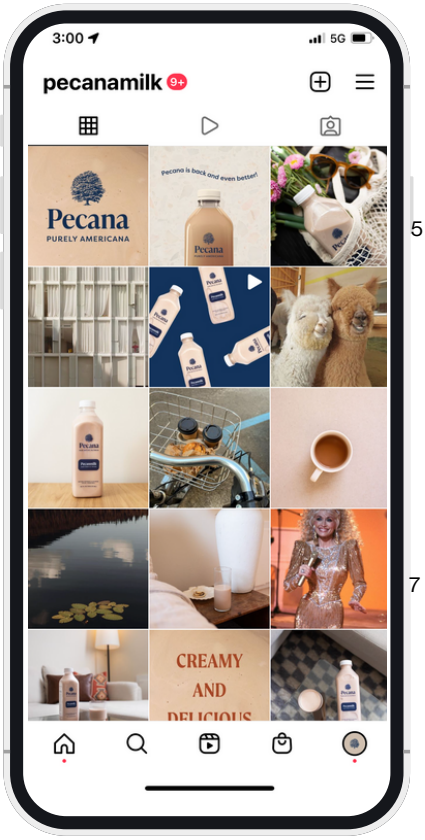

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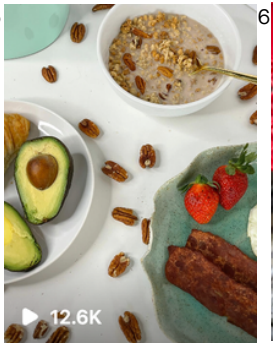

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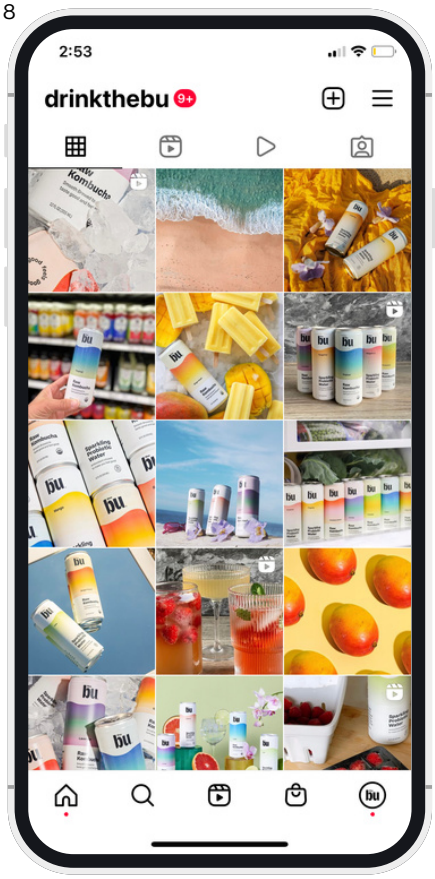

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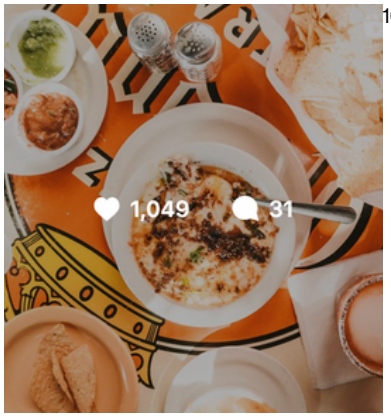

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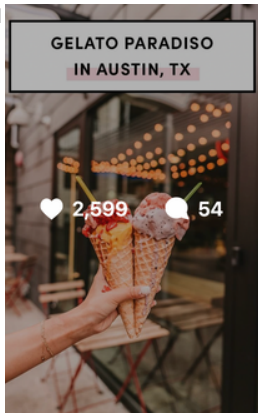

From top left going right: 1. BlakeSt Ambassador Program 2. Cork & Barrel fall cocktail menu graphic 3. PK Grills Instagram Story graphic 4. Pecana Instagram grid 5. Pecana Reel made by Resplendent 6. The Bu Influencer Giveaway coordinated by Resplendent 7. Hair of the Dog Yard Bar promotion 8. The Bu Instagram grid 9. Guero's Taco Bar Influencer Collaboration coordinated by Resplendent 10. DrinkWell photoshoot coordinated by Resplendent 11. Gelato Paradiso Influencer Collaboration coordinated by Resplendent

PHOTOGRAPHY PORTFOLIO

BEER
IS
good
FOR
YOU

HAPPY HOUR
LOUISE

TUSSOCK JUMPER
PINOT NOIR

LET'S TALK MORE

CONTACT US AT

**HELLO@
RESPLENDENT.AGENCY**