



*P.S. this*  
**ROCKS**

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*A personalized guide to the  
best places by city.*

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[www.PSthisRocks.com](http://www.PSthisRocks.com) | @ PSthisRocks

## ***TRAVELING TO FIND PEOPLE, PLACES, AND THINGS THAT ROCK!***

**PEOPLE - CULTURE - TRAVEL - DESIGN - FASHION - BEAUTY - TECH - EATS - EVENTS**

Brought you by a super cool 40-something  
creative bridging the multi-generational  
and cultural divide.



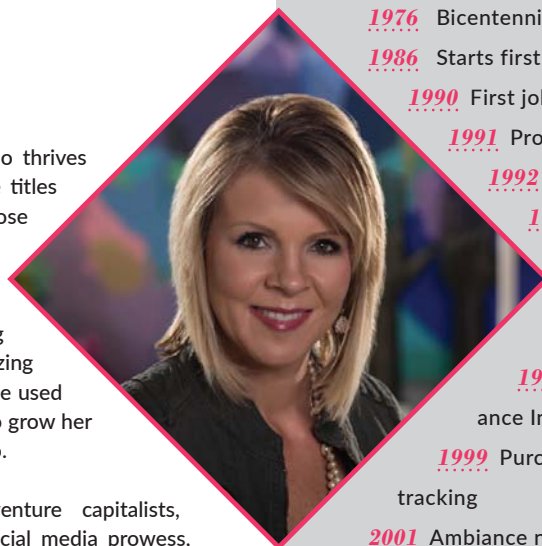
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## ABOUT THE AUTHOR *Founder, Christi Tasker*

Christi Tasker is a successful entrepreneur who thrives on wearing multiple hats and holding multiple titles simultaneously. A self-described geeky girl whose idea of a “good read” is a deck of social media analytics or revising furniture or architectural design plans she was a pioneer in social media marketing as far back as the MySpace era. Among the first business professionals to begin capitalizing on the brand-building potential of Facebook, she used her eye for design and expertise in marketing to grow her own companies and global brands for others too.



In 2010, Silicon Valley venture capitalists, increasingly aware of her social media prowess, began seeking her guidance. In response, Christi founded PuTTin' OuT, an international digital media content and relationship marketing company. Using its own social publishing and management software, and specializing in multi-language content creation, the company became a leader in social media management, relationship building, influencer marketing, and digital advertising winning the **Tech Exec Community Exemplary Award** from Cox Communications and Vegas Inc. for increasing tourism to Las Vegas.



In 2014, she set out to add additional service offerings and founded Tasker Agency, a boutique creative marketing group and event production firm. Tasker Agency produces events for the top three American media conglomerates such as Meredith Corporation, Condé Nast, and Hearst. From there Christi founded Casa Wynwood, Wynwood Lab, and Dallas Decorators Showhouse.



A respected author, Christi penned a first-of-its-kind book on social media marketing titled “Power of Pinterest” when the platform was still in its infancy. She shares her advice and expertise on blogs and in media outlets such as NBC News, PR News Press, Social Media Today, and she is a regular contributor to TechCrunch and several other online social media and marketing platforms and publications. As a proud member of several Public Relations Society of America (PRSA) chapters, Christi and her teams have been honored with the Pinnacle Award for social media marketing.

- 1976** Bicentennial baby Christi Tasker born
- 1986** Starts first jewelry collection
- 1990** First job at Merry Go Round Corporation
- 1991** Promoted to Assistant Manager of DJ's clothing store
- 1992** Promoted to District Manager for Merry Go Round
- 1993** Recruited for County Seat district manager
- 1995** Births first & only child @NurseFortner
- 1997** Mom @PamelaReeves recruits her to run start up interior design firm
- 1999** Creates first brand + opens Georgia store “Ambiance Interiors & Gifts”
- 1999** Purchased first POS system and enabled marketing tracking
- 2001** Ambiance named as “Southern Favorite Shopping Experience”
- 2003** Only uses email marketing for Ambiance promotions
- 2004** Teaches Interior Design courses at Emory University, Atlanta, GA
- 2005** Named “Best Interior Designer” by Gwinnett magazine
- 2006** Launches first social media campaign via MySpace
- 2007** Created first page for her business on Facebook
- 2008** Hired for first speaking gig on marketing & branding
- 2009** Won 20<sup>th</sup> Annual ARTs Award for Best Home Accents Store
- 2009** Venture Capitalists recruit her for marketing & branding
- 2010** Won 21<sup>st</sup> Annual ARTs Award for Best Home Accents Store
- 2010** Relocates to Las Vegas, NV
- 2010** Launched PuTTin' OuT, a social media marketing software
- 2012** Marries Brittish born @ChefBoydTasker in Dominican Republic
- 2013** Wins Public Relations Society of America Award
- 2013** Authors “Power of Pinterest” book
- 2013** First appearance on NBC as Social Media Expert
- 2014** Won Cox Communications Tech Exec Award
- 2015** Founded Tasker Agency, a creative marketing & branding firm
- 2015** Launches Casa Wynwood & Wynwood Lab sponsored by ELLE DÉCOR
- 2016** Produced Dallas Decorator Showhouse sponsored by Traditional Home
- NOW** Helping brands that she loves and creating what doesn't exist

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MAILING LIST

**14,500+**



INSTAGRAM  
FOLLOWERS

**18,500+**



PINTEREST  
FOLLOWERS

**36,000+**



FACEBOOK  
FOLLOWERS

**5,000+**



TWITTER  
FOLLOWERS

**2,000+**



LINKEDIN  
CONNECTIONS

**15,000+**



## MEDIA OUTLETS:

ELLE DECOR

HOME ACCENTS  
TODAY



luxe.  
interiors + design

gifts  
and dec

HOME &  
DESIGN

PR Newswire  
United Business Media

Home  
Furnishings  
Business

NewTimes

TC TechCrunch

ARCHITECTURAL DIGEST

TRADITIONAL HOME

The Miami Herald

## BRANDS THAT COLLABORATE WITH US:

★ macy's

THE BOLD LOOK  
OF KOHLER

SnapStone  
Flooding Porcelain Tile System

GUESS

CLOSETMAID

COSENTINO

THE  
Rubinet  
FAUCET COMPANY

NORDSTROM

kate spade  
NEW YORK

ChristianDior

GUCCI

ANNTAYLOR

JASON WU

amazon

wayfair

FOREVER 21

#DecorBoss

DECORATING DEN  
INTERIORS

BANANA REPUBLIC

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## ***UNIQUE DIFFERENCES***

- Top Influencers for Design, Travel, Social Media, Fashion, Technology & Food.
- My husband and I are global networkers with a natural influence.
- Traveling for business and personal more than 50% of the time, we often introduce our friends to their next experience in cities across the world.
- Being consultants in the fashion & design industries make us natural trend spotters & trendsetters.
- Blogging is the why and the way we share our travel experiences and lifestyle with our family & friends.



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## ADVERTISING & COLLABORATION RATES

### BLOG POST

350-Word Blog Feature with  
3-Professional Photographs  
& RSS Email Feature  
**\$650/each**

500-Word Blog Feature  
with 5-7 Professional  
Photographs & RSS Email  
Feature  
**\$850/each**

Monthly Blog Mention or  
Backlink  
**\$150/monthly**

### ON-BLOG PAGE ADVERTISEMENTS

Home Page Banner Ad  
**\$750/each**

Home Page Sidebar Ad  
**\$550/monthly**

Banner in Relevant Blog  
Post **\$450/monthly**

### EMAIL MARKETING

Sponsored E-Newsletter  
with Banner or Agreed Upon  
Ad Placement  
**\$650/month**



### INSTAGRAM

Single On-Page Post  
**\$150/each**

Single On-Page Post with  
3-Photo Carousel  
**\$250/each**

Story Photo & Single  
Mention  
**\$50/each**

Series of 5 Story Photos  
& Mentions  
**\$175/month**

Series of 3 On-Page Posts  
**\$375/month**



### FACEBOOK

P.S. This Rocks Fan Page &  
Group  
**\$100/each**

Christi's Personal Profile  
**\$250/each**

Chef Boyd's Personal Profile  
**\$150/each**

Pamela Reeves (Christi's  
Mom's Profile)  
**\$200/each**



### PINTEREST

Single Pin  
**\$250/each**

Series of 5 Pins  
**\$500/month**



### TWITTER

Single Tweet  
**\$75/each**

Series of 5 Tweets over a  
month  
**\$190/month**

Retweet from Brand Page  
**\$55/each**



### YOUTUBE

Cost depends on scope  
& production



### APPEARANCES

Christi Tasker  
**\$1500/3-hours, In-Town**

Boyd Tasker  
**\$1250/3-hours, In-Town**



### SPEAKING EVENTS

Christi Tasker or Boyd  
Tasker  
**\$5000/1-hour, In-town**  
speech customized audience  
presentation

Monthly prices are for a minimum of  
3 months. Appearances and speaking  
events do not include transportation,  
travel expenses, or materials with  
the exception of a visual Power  
Point presentation.