



# Brand & Marketing Strategy for Your

# Big Ideas

## Who We Are:

Led by co-owners and managing partners Molly McKinley and Shelly Leslie, Redtail Creative works with people, businesses, and organizations making an impact. We have 50 years of combined experience being entrepreneurs and intrapreneurs, with deep knowledge of branding, marketing, media, and bringing products and ideas to market. Based in Raleigh, NC, we have a heart for North Carolina companies, diverse founders and LGBTQ-owned businesses. We are a certified LGBT business enterprise by the National Gay and Lesbian Chamber of Commerce (NGLCC).



Molly  
McKinley



Shelly  
Leslie

## What We Do:

Our mission is to help you clarify and amplify your mission. We offer creative services, strategic consulting, and one-on-one coaching for entrepreneurs, nonprofits, charitable foundations, social enterprises, impact companies, and anyone else who is trying to solve our community

## Our services include:

- Business, brand and marketing strategy
- Core values alignment and messaging
- Ideal customer analysis and how to talk to them
- Brand identity package and other graphic design services
- Brand archetypes and how to use them
- Web design and development
- Innovation mindset, thought leadership shaping, and leadership coaching
- Podcast coaching

## Why Choose Us:

- Expertise in startups: Ideating, branding, launching, and marketing them.
- Innovative mindset: Molly is the Entrepreneur-in-Residence at Meredith College teaching innovation, entrepreneurship, and the mindset needed to find clarity in the chaos based on her background as an entrepreneur and marketing expert. Shelly was a creative director and executive leader in the most innovative, privately owned media company in the country, launching and marketing new broadcast, digital and streaming products.
- Personalized approach, no big agency bloat.
- We support the entrepreneurial ecosystem by hiring independent creatives who own their own businesses. We curate the right team of inspired, insightful, intuitive people with the right skills for your needs.
- We love North Carolina and its innovators!
- Our hawk sacred values are: harmony, authenticity, wholeness, and kindness.