



SIXTY TALL MARKETING



CAPABILITIES DECK



# This isn't an agency

THIS IS YOUR INTERIM CMO AND ENTIRE MARKETING TEAM

Sixty Tall (6T) has created an alternative marketing solution for startups and businesses who want answers to their marketing challenges from a senior leader without the high-cost of an agency or the inexperience of an intern. She has experience with B2B, B2C and multiple industries with proven ability to transfer her skills to any challenge.





Founder Kim Ruvolo, will act as an extension of your team to build and execute your marketing strategy, providing you honest answers and a big-picture look at your business needs.

She uses her 20 years of experience and network to bring the right resources for your brand and budget.

Think of her as your new CMO.

# Experience

Kim has worked in house for these brands holding various titles from Brand Manager to VP of Marketing.

jetBlue

*Getaway*

starwood  
Hotels and  
Resorts

BARRY'S

EQUINOX



**BROOKLYN BOULDERS**  
CLIMBING • COMMUNITY

# Experience

These brands have brought her on as an interim CMO or marketing consultant.



private prep

RACEPACE



BACKYARD SODA CO

ESD  
ENGINEERING STUDIO DENVER

prime  
CHIEF OF STAFF

ROW  
HOUSE



Δ M Δ V E Δ  
DETOX PROGRAMMES AND PRODUCTS

cryofuel



hello sitter

DENVER FENCE  
SPECIALISTS

dream  
a unique bridal boutique



# Work Examples

# Engineering Studio Denver

Denver-based engineering company who was starting to get serious about their business and wanted a new logo and look. They basically had nothing before. We gave them a technical, modern feel to match their brand promise and personality.



AA

PROTA BASIC  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Aa

Courier  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

PMS BLACK  
RGB 35 31 32  
HEX #000000  
CMYK 0 0 0 100

PMS 7422  
RGB 147 39 44  
HEX #93272C  
CMYK 0 97 89 45

PMS 5435  
RGB 148 145 150  
HEX #94A594  
CMYK 34 10 33 20

VISUAL DIRECTION

ENGINEERING STUDIO DENVER



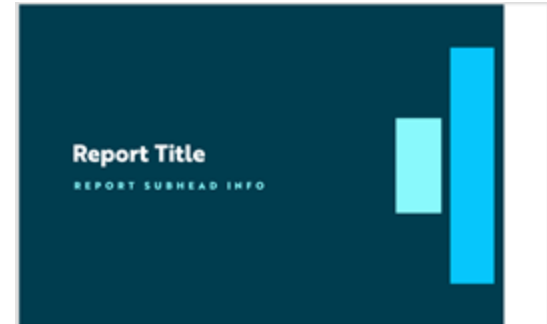
# BTU Analytics

Denver-based oil & gas analytics company who needed messaging help and then a brand identity clean up. They didn't want a new logo, but more of a modernization of the old one. We then took the identity work and applied it to a new website.

BEFORE



AFTER



# Website

BEFORE



AFTER



# Traegers Bar

Brand new New Mexico-based bar who needed a logo and brand identity before they opened their doors. Traegers was inspired by Scott Traeger from Parks & Recreation



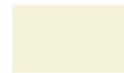
PRINT: C67, M62, Y61, K62  
SCREEN: 856, 856, 856



PRINT: C66, M14, Y0, K0  
SCREEN: 80, 8173, 8238



PRINT: C0, M90, Y85, K0  
SCREEN: 8236, 864, 854



PRINT: C0, M0, Y100, K0  
SCREEN: 8244, 8244, 817



Pattern



# Backyard Soda Company

Backyard Sodas is a small-batch, Colorado-based cocktail syrup and CBD Soda company. Serve as interim head of marketing.

- Brand strategy
- Brand messaging
- Email strategy/execution
- Event and expo materials
- Sales tools
- Campaign development
- Collateral development
- Website
- Photo direction

## Social Media



## Sell Sheet



## Pitch Deck

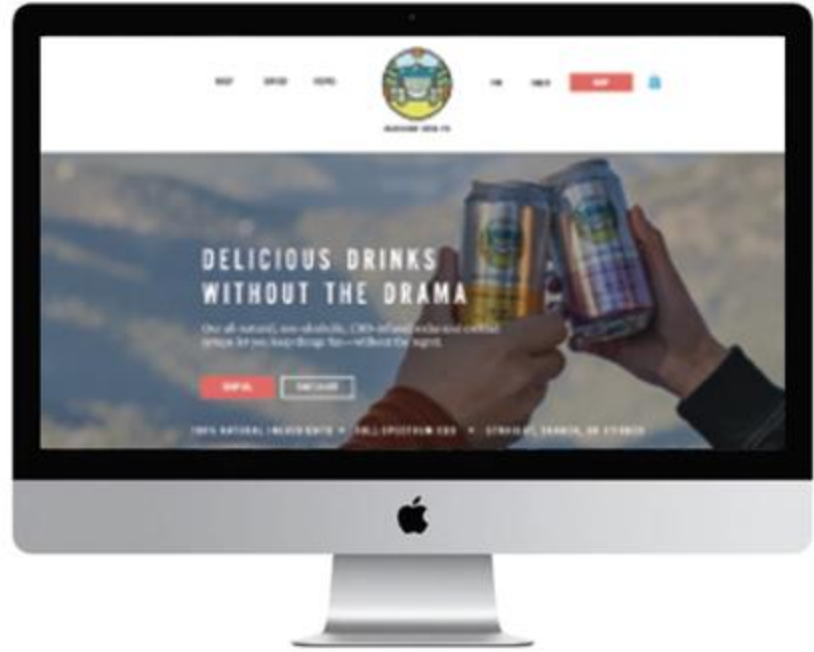


# Website

BEFORE



AFTER



# Front Range Biosciences

FRB is a B2B agricultural company that sells clean plants to cannabis growers. They are a highly scientific company selling to a unique audience. I currently serve as their CMO.

- Lead and acquisition strategy
- Product logo development
- Sales tools
- Event and expo materials
- Brand strategy
- Brand messaging
- Email strategy/execution
- Campaign development
- Collateral development
- Website
- Photo/Video direction



## Social Media



## Infographics



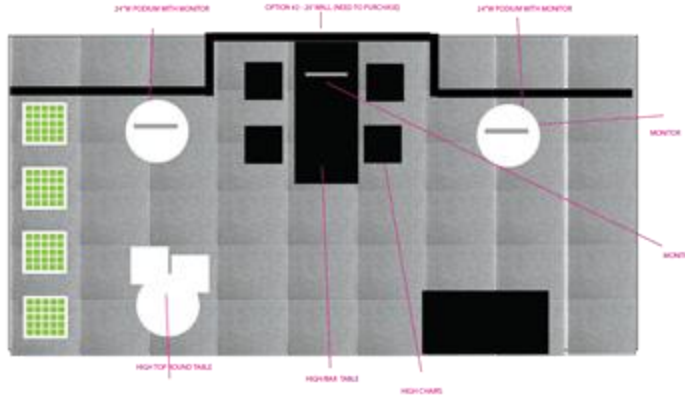


# Tradeshhow Marketing

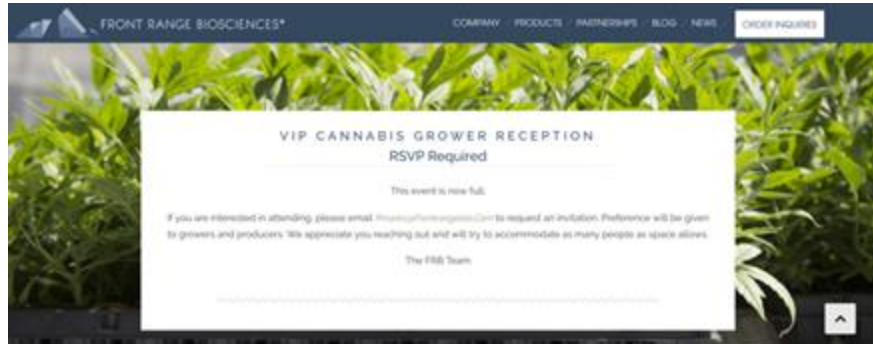
## Sales Collateral



## Booth Design



## Booth Design

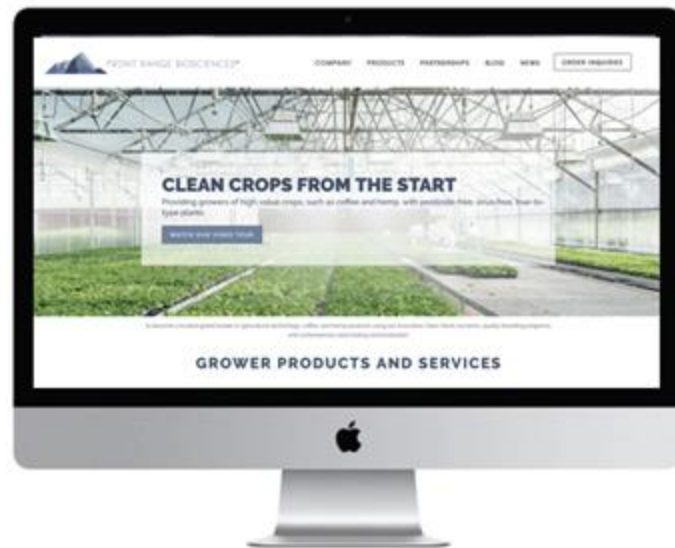


# Website

BEFORE



AFTER





# Private Prep

Private Prep offers tutoring support in 12 cities and online for test prep, subject tutoring, and college admissions.

Their brand identity was confused as was their strategy, so we took them through a full rebrand.

- Website design
- Brand identity
- Brand strategy and messaging
- Email strategy/execution
- Paid social
- Collateral development
- Automated email campaigns
- Process improvement

## BRAND IDENTITY: BEFORE



Light Blue	Dark Blue	Light Grey	Dark Grey	Yellow	Orange
R 115 G 165 B 215	R 43 G 57 B 94	R 155 G 155 B 155	R 105 G 103 B 91	R 233 G 176 B 22	R 230 G 125 B 53

# Private Prep

Private Prep's new identity and website aligns with their brand promise, audience, and product offerings. We've seen a 60% increase in web traffic YOY a 30% increase in revenue.

- Website messaging and redesign
- Logo redesign
- Full brand identity – colors, fonts
- Optimized digital approach

## BRAND IDENTITY: AFTER

### Wordmark

private prep

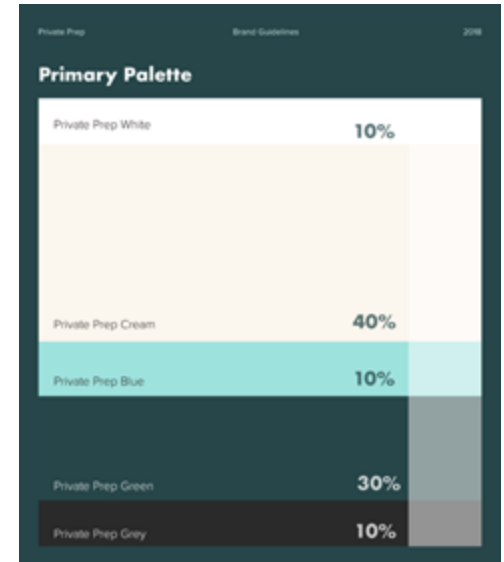
### Symbol



### Flyer



### Color Palette



# Website

BEFORE



AFTER



# RacePace

Houston's first and only indoor running studio providing runners, joggers, and walkers of all abilities a community and place to train, connect, and learn. I served as their part-time CMO.

- Acquisition and lead strategy
- Website redesign
- Paid digital
- Brand messaging and identity
- Email templates
- Retail
- Social
- Partnerships + Influencers

## Social



## Retail



## Paid Digital

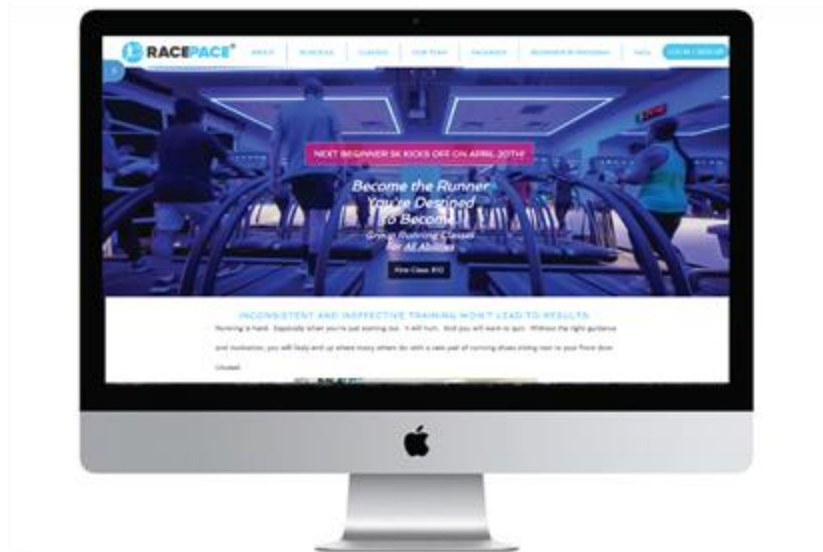


## Promotions

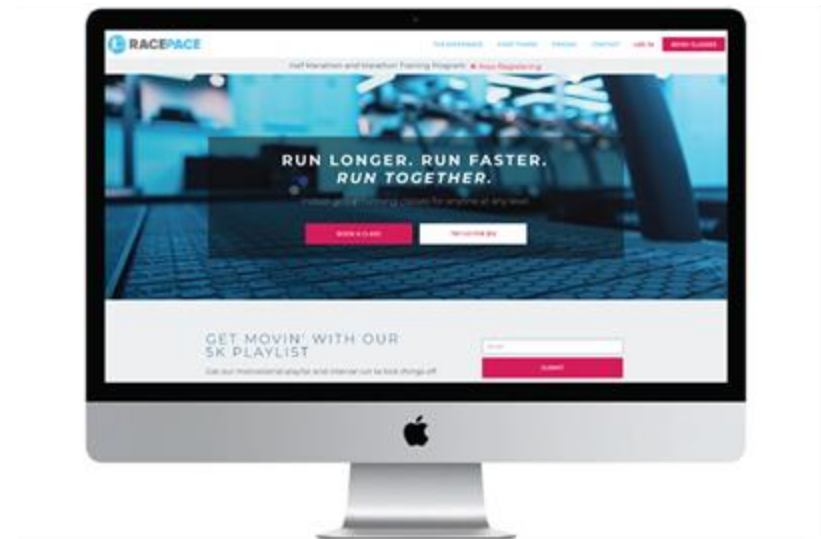


# Website

BEFORE



AFTER



“Brand early, not often”

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# Their words

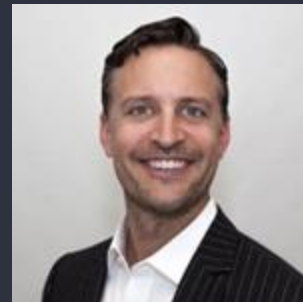
Kim Ruvolo serves as the outsourced CMO at Kayo Conference Series, and in just over a year, she has transformed our business. From creating our brand book, to building a new website and to integrating our marketing and CRM, we are a much more professional, scalable business today. Kim expresses a genuine curiosity in our business, and cares as much about our success as anyone on my team full-time. She continuously shares ideas on how we could improve, but she's not just a visionary; Kim also knows how to execute and pull in resources such as developers, graphic designers and other experts to get projects done adhering to both high measures of excellence and reasonable time tables. By engaging Sixty Tall, we have the benefit of a senior strategic leader, and also someone who can roll her sleeves up and get the work done. Kim has helped Kayo find our voice, professionalize our marketing and grow our revenue by more than 30% in one year. Hiring an outsourced CMO is a great option for growing businesses who want the best talent but might not be able to afford a full-time executive.



**Lindsay Burton**  
Founder  
Kayo Conference Series

# Their words

Highly recommend Kim for marketing across a broad spectrum of companies. She picked up our complex and difficult industry (primarily hemp), was self driven, and found ways to make it work. She gathered and analyzed data where none previously existed. She used that data to drive both strategy and execution, helping us grow. All while developing and staying true to a brand that resonated with our customers.



**Nick Hofmeister**  
Co-Founder and CFO  
Front Range Biosciences



# Their words

Kim took us from zero marketing department to suddenly having a strategy and actual activity across a whole bunch of channels: paid, organic social, SEO, influencer marketing, PR, content and I am sure I am forgetting a bunch.

I have a ton of admiration for how Kim walked into our admittedly chaotic situation where we had nothing set up but still had strong feelings about the brand and how we are represented to the world and just ran with it. She hit the ground running on day one and never stopped.

Kim is unique in that she is equally good at doing and planning. She drafted our first marketing budget and stuck to do it -- tracking every penny, and actually underspending while still getting done everything we wanted to tackle. She was the one doing most of that tackling -- setting up agency relationships, bringing in freelancers, creating partnerships and rolling up her sleeves herself.

Of course things don't go to plan in a startup. You test and learn. Some things work and some don't. Kim rolled with the punches with the best of them.

As a non-marketer, I was glad to have Kim by my side as we tipped our toes into the formal marketing waters for the first time. What she set up for us laid the groundwork for what is now a growing marketing department and effort.

If all that isn't enough, Kim's fun to grab a drink with too.



**Jon Staff**  
CEO and Founder  
Getaway

# Their words

Kim worked with us to launch the marketing across 2 businesses - Hello Sitter and Cryofuel. I really liked the combination of data, strategy and execution Kim offers. It is obvious Kim is used to managing marketing activity at very well respected marketing organizations and that experience shines through. She is also a fun person and I think that's important too!



**Simon Mansell**  
Founder  
Hello Sitter and Cryofuel

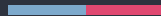
# Their words

Kim is not only an expert in branding & strategic marketing, but also a consummate professional who takes pride in developing innovative & creative solutions. I worked with her on a new product launch where she played an instrumental role in developing our product branding & communication strategy. She provided thoughtful feedback on how to best communicate the brand to ensure consumer retention. In addition, Kim excelled in developing consensus among various stakeholders while ensuring the core branding strategy was not compromised. It was a fantastic experience working with her and I would highly recommend her to anyone seeking strategic marketing & branding expertise.



**Bryant Acosta**  
Creative Director  
Barry's Bootcamp

# Ready to get started?



[kim@sixtytall.com](mailto:kim@sixtytall.com)  
303.725.2460