Rachel Rosenthal is an organizing expert and founder of Rachel and Company, a Washington, DC-based professional organizing firm. Since 2007, Rachel has worked with 3,000+ clients, teamed up with prominent brands, and been seen in the media by millions of consumers for her inspiring yet practical ideas for families and professionals.

Rachel believes in the transformative power of being organized. Whether she's designing solutions for your home or office, sharing her insights in workshops or online courses or partnering with leading lifestyle brands, Rachel's aim is constant: help to get you organized.

And that means simple, elegant solutions that last - and that empower you to be more productive, spend more time with your family, better serve your customers, or build your own organizing business.

In short, life well-designed is Rachel's passion and purpose, and she's ready to get started with you.
Meet Rachel

Rachel is a mother to identical twins, wife, passionate entrepreneur, and an expert in organizing your home, office and life. Rachel is dedicated to helping you create a lifestyle that is more organized, sustainable, and joyously livable.

After law school Rachel lacked the fulfillment she had hoped for in a desk job, so Rachel gave up the security and stability of her 9-5 career to build a highly innovative professional organizing firm from the ground up.

Rachel’s 13 year old identical twin daughters, Ellie and Marin, are talented singers and dancers and love to act. These mini organizers love to share their kid-friendly tips, as seen on the Rachael Ray Show, WUSA9, and WJLA-TV.

After years of balancing life as a single mom and business owner, Rachel remarried in June 2017. Together with her husband Jon, Rachel has created a home using the same approach that she uses for each of her clients. Understanding that life and homes will not always be neat, Rachel’s philosophy is that every organizing system should be functional for the family, realistic to their needs and lifestyles, and flexible to grow and change over time.
Because of her experience working with busy families since 2007, Rachel has had the opportunity to work with brands that fit their target audience and lifestyle. Statistically, Rachel’s following is 95% women and 5% men ages 25-44.

Rachel has over 115k engaged followers throughout all social media platforms and she shares content to her community (email list) monthly.

Reach & Metrics

- 67.6k Instagram followers (@rachelorganizes)
- 87.4k monthly viewers (@rachelorganizes)
- 2,206 Facebook followers (@rachelorganizes)
- 45% open rate

Audience Demographics

- 95% Women
- $114K Median Income
- 64% Based in the US
- Ages 25-34 (31%), 35-44 (38%), 45-54 (18%)
Rachel, her work and organizing tips have been recognized in the press in over 100+ publications. Rachel’s realistic approach to organization and focus on creating manageable solutions that tie into a home’s existing aesthetic has contributed to Rachel and Company’s success.

VIEW ALL PRESS
Partnerships

Rachel has worked with prominent family-centered home and lifestyle brands on campaigns that often include media opportunities.

Rachel has created partnerships, giveaways, Instagram Stories takeovers, hosted events and secured media coverage with a portfolio of brands. She also writes a blog, where the subjects range from organizing with kids, an organized lifestyle and time management and routines that often features brands Rachel loves.

How to Partner with Rachel?

- MEDIA PLACEMENT
- BLOG POSTS
- INSTAGRAM POSTS & STORIES
- VIDEOS
- INSTAGRAM TAKEOVERS
- GIVEAWAYS
- BRAND AMBASSADORSHIPS
- EVENT HOSTING
- SPEAKING ENGAGEMENTS
Why Work with Rachel?

Rachel is considered one of the top organizing experts and contributes to many press articles throughout the year. She is often asked about her favorite products to share with the publication’s audience.

Rachel's connection with media contributors and her trusted audience make her the go to for brands looking to get their products and services in front of the public in a unique, organic way through media placement.

In addition to press opportunities, Rachel works with brands to show customers how to get organized using the brand’s products across all of her platforms from her Instagram to blog and newsletter. Rachel focuses on practical tips that improve quality of life not simply the aesthetics of organization.

As Rachel has transitioned through many phases of life herself from college and law school to life as a single mom and now family of 4 she is equipped and qualified so speak on organization in all phases of life.
Brand Partnership Case Study:

**The Container Store**

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**Campaign Objective:**

This campaign was focused on promoting a new line of products at The Container Store. The campaign included a blog post and Instagram feed post showcasing how to use the new products to organize a bathroom.

**Campaign Results:**

Photos from the original post (on the left) were repost on at least three other Instagram accounts including @thehomeedit with 4.6 million followers. **The posts received nearly 55,000 likes and 575 comments.**

**Campaign Analytics:**

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*Please note:* these numbers reflect the impressions and details for the post on the @rachelorganizes post but do not include the details for the reposted images included on the next page.
Brand Partnership Case Study:

The Container Store®
Rachel is a nationally-recognized speaker and speaks at all types of events from mon-centered seminars to corporate conferences and virtual events. Rachel focuses on giving practical tips that can be immediately implanted to produce change in attendees' lives.

Rachel shares ideas for closet, kitchen, bathroom and overall home organization. She speaks on topics ranging from empowering families with easy-to-use tips for organizing family life to revealing high-impact organization and time-management techniques to corporate groups.

What can a nationally-recognized speaker do for your event?

We’d love to talk to you about designing a presentation tailored for your event. Having taught and inspired thousands at workshops, conferences, virtual events, retreats, in-store events, and in the media, Rachel is sure to engage and excite your audience and participants.

VIEW MEDIA REEL