

Rise Above It Marketing Expands as a Trusted Resource for Growing Brands

Rise Above It Marketing expands as a trusted resource for growing brands, delivering strategy-first marketing for home services, design, and franchising.

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/EINPresswire.com/ -- Rise Above It Marketing Expands Reach as a Trusted Resource for Growing Brands in Home Services, Interior Design, and Franchising

United States — Rise Above It Marketing, a woman-owned strategic marketing consultancy, has announced continued growth in 2025 as it expands its role as a trusted resource for businesses in the home services, interior design, franchising, and home improvement industries. Known for delivering strategy-first solutions, the agency helps companies streamline marketing operations, strengthen brand positioning, and generate qualified leads.



Rise Above It Marketing Consulting Services

Founded by marketing veteran Roxan DeGennaro, Rise Above It Marketing supports brands through customized consulting, campaign development, and ongoing marketing leadership. With decades of experience across national brands, startups, and boutique firms, the agency offers businesses the guidance and execution support they need to scale with confidence.

“As marketing evolves, so do the needs of growing businesses,” says DeGennaro. “We’re here to be more than just an outsourced service. We act as a resource—helping clients navigate complexity, sharpen their message, and build marketing systems that truly work.”

The agency’s growing client roster reflects the increasing demand for experienced marketing partners who can deliver without the overhead of a full in-house team or traditional agency.

From brand audits and go-to-market planning to full-funnel content strategies, Rise Above It Marketing equips businesses with the tools and clarity they need to grow.

Key services include:

Strategic marketing planning

Lead generation campaigns (residential and commercial)

CRM implementation and marketing automation

Paid social and PPC strategy

SEO and website performance optimization

Brand positioning and messaging

Fractional CMO support and internal team training

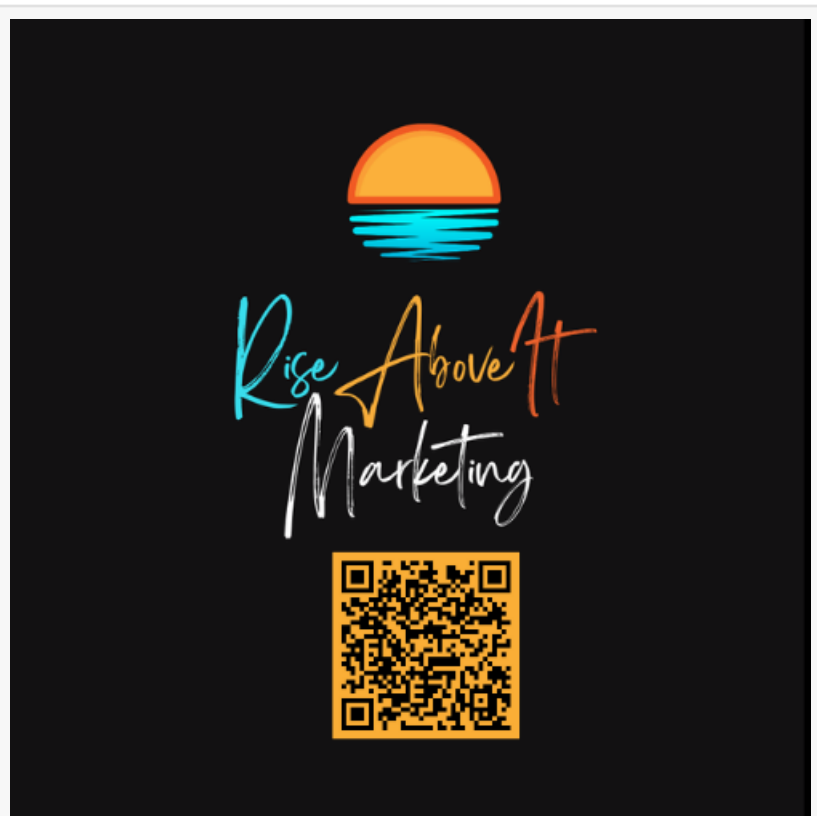
Rise Above It Marketing's approach blends creative vision with operational structure, allowing business owners and leadership teams to focus on growth while the marketing foundation is built and managed by a team of specialists.

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We don't believe in one-size-fits-all marketing. Every brand has a unique story, audience, and goal. Our job is to uncover what makes you different and build a strategy that works.”

Roxan DeGennaro

“We work closely with owners, internal teams, and even investors to ensure that marketing isn't just happening—it's performing,” adds DeGennaro. “Our clients often come to us in a state of transition—scaling fast, launching a new service, or trying to make sense of fragmented marketing. We provide the structure, strategy, and execution they need to move forward with purpose.”



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Complimentary Consultation

For more information or to schedule a discovery session, visit www.riseaboveitmarketing.com.

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