

Marnie Donoghue

Marketing

roculus networks | cybersecurity simplified

m: [\(704\) 307-7739](tel:(704)307-7739)

w: roculusnetworks.com e: mdonoghue@roculusnetworks.com

Client:

Rocus Networks (currently operating as Corvid Cyberdefense)

Client Contact:

Marnie Donoghue, Corvid Cyberdefense Marketing Director

Project description:

Rocus Networks, a cybersecurity MSSP startup in Charlotte, North Carolina, requested visuals for use in their digital and social media campaigns. In order to develop a reputation as a thought leader in the cybersecurity industry, they wanted to promote their in-house experts by using attention-getting illustrations in campaigns. My challenge was to create compelling yet accurate representations of the experts and I chose to achieve this goal by using a cartoon-style approach.

Applications:

The illustrations were used in Instagram, Facebook, LinkedIn, and Twitter campaigns as well as in blog posts.

Results:

The campaigns generated a 60% increase in engagement and 25% increase in impressions v. the photography approach. The client was thrilled with the images, and the subjects themselves shared them with their followers.

Testimonials:

Working with Cailie Golden was a pleasure. She went above and beyond to ensure that I was happy with the illustrations. She received input with professionalism and grace and in the end, we have three graphics that are compelling and effective. She really nailed it!

—Marnie Donoghue, Corvid Cyberdefense Marketing Director

When I saw Cailie's image of me, I was stoked. I've never been a comic character before and I loved it!

—John Britton, Corvid Cyberdefense Director of Security Operations

Disclaimer

The information contained in this communication from the sender is confidential. It is intended solely for use by the recipient and others authorized to receive it. If you are not the recipient, you are hereby notified that any disclosure, copying, distribution or taking action in relation of the contents of this information is strictly prohibited and may be unlawful.

This email has been scanned for viruses and malware, and may have been automatically archived. We have implemented **CyberFusion™**, from **Rocus Networks** which protects our networks, data, email and endpoints with leading edge threat prevention controls and **24x7x365** threat detection and monitoring. To find out more [Click Here](#).