

REBECCA SHAKESPEARE ARMSTRONG



Rebecca Shakespeare Armstrong is a Cincinnati native who throughout her childhood to her senior year in high school, took advanced art courses in the Winton Woods School District. Armstrong has always loved art and fashion and comes from a family of artists (her husband, father and brothers are artists, and her mother was a retail stylist as well). Armstrong has her bachelors in Fashion Merchandising and Product Development as well as a minor in marketing from Bowling Green State University (BGSU). While in college, Armstrong created RJS Fashion which is an online shop where she offers unique headpieces, accessories, personal styling and blog. Her creativity stems from her faith as well as her love for film and television. Spring 2020 Armstrong jumped back into her passion for art and now added her artwork, stationery and commissioned work such as mini murals and abstract portraits to her shop (#BeyondFreshwithRJS). Armstrong has a thing for depicting Black Women in elegant, dramatic attire and watercolor fashion illustrations. From sharing her artwork across the country, to styling Cincinnati's top on the rise female Dj, DJ Arie, Armstrong's charisma and colorful personality can ignite others' drive to want to be themselves through her platforms.

SOCIAL MEDIA

Facebook 2K + followers, 1k monthly viewers
Instagram 2K + followers 5k monthly viewers
Pinterest (according to insights)
100+ followers, between 1K - 7k+monthly viewers (2019 -2022)
(according to insights)

Armstrong has gained her followers organically

SOCIAL MEDIA HANDLES

Instagram: @shebeyondfresh
@beyondfreshshop
@cincy.cocoabloggers
Facebook: Beyond fresh with RJS
Pinterest; RJS Fashion
Youtube: Rebecca S. Armstrong

SKILLS & COLLABORATIONS



SKILLS

- Traditional art background
- Styling consultations
- Fashion etiquette workshops
- Public Speaking
- proficient sewing
- Blogging/Interviewing
- Immediate Graphic Design
- Traditional illustrating
- immediate art classes

COLLABORATIONS

- Freshly Picked Brand Ambassador (2017)
- Guest CURLS influencer (Feb 2019)
- Collaborated with The Oil Bar - Cumberland Atlanta location (Oct 2019)
- DIY online tutorial with Cincinnati's Public Library (April 2020)
- Spring Vision Board art class collaboration with FAI church (Feb 2022)
- DIY Art class Trotwood Library - Trotwood, Ohio (March 2022)
- Artist-In Residency Coordinator at Woodlawn Recreation Center (2022)



CREATIVE WORK



WORK

Visionary of Cincy Cocoa Bloggers (est. April 2019)

Black Design Collective Member (since 2019)

Assist Artist (letter R) for Cincinnati's Black Lives Matter Mural (2021)

Wardrobe stylist for DJ Arie (2022 picture on the right)

Teaching Artist (afterschool art program) Cincinnati Arts Association (2022)

BRANDS THAT HAVE SPONSORED PREVIOUS RJS EVENTS:

Creation Museum

Jersey Mikes

(Perfetti Van Melle) Air Heads

Chick Fil - A

BRANDS WHO SPONSORED THE UnderTheSEE EXHIBITION:

ROMAC Multicultural Arts center

A.Ruth Creations LLC.

RJS PRODUCTS FEATURED ON

Goo Goo Atkins, who is the creator of WE TV's Goo RU Style and apart of the cast of the Mary Mary show as well as a celebrity stylist, has worn some of Rebecca's head piece designs on Television.



CREATIVE DIRECTION/ STYLING CLIENTELE

Rebecca's brand also offers styling services for other brands as well as special occasions such as engagement photos and more. If needed, Rebecca can be the creative director for shoots.

CONTACT

If your brand would like to work with Rebecca, please contact her at rjshakesfashion@gmail.com or call her at (513)813.0RJS (0757) to further discuss licensing, collaboration and./or an exciting new partnership!

