

twenty one north

digital communications agency

# who we are

Twenty One North is a digital communications agency, focusing on authenticity, bringing the most effective form of communication & elevating clients' brands by increasing visibility & driving awareness.

The Twenty One North team brings skill, passion, and dedication to its projects. Members of the team pride themselves on being a boutique agency that can provide a high level of personalization & deliver accelerated measurable results.

To the Twenty One North team, the public relations & social media marketing industry is a lifestyle. Each team member works alongside clients & their brands as though they were their own.

- △ creatives
- △ brand developers
- △ storytellers
- △ strategists
- △ designers
- △ digital curators
- △ results driven



# our values



## catered strategy

We reframe and restructure your brand's most marketable assets to be positioned at the forefront of strategy and then nurture public perception to be results driven.



## results oriented

We establish your most necessary KPIs, share analytics/reporting, and deliver clear measurable results.



## unique approach

We develop and implement tactics that are unique to each client's needs and never duplicated. We pride ourselves on our ability to truly generate tailored plans that are not merely a replication of blanket strategy.

# what we do

develop  
brand  
indelibility

controlling  
brand  
rhetoric

foster  
strategic  
relationships

# full service

with emphasis in the following areas:

- ▷ public relations
- ▷ social + digital
- ▷ brand development
- ▷ website design

\*not limited to



# meet the founders

hayden van hulzen  
vp of digital

After working in marketing for over a decade on the national and global scale in some of the most competitive industries including: automotive, sports, and cosmetics Co-Founder & VP of Marketing for Twenty One North, Hayden Van Hulzen merged her creative talents with powerhouse PR Agency leader, Christina Elmen.

She has worked with and developed campaigns with some of the world's largest influencers, played an instrumental role in evolving several start-up companies into seven figure businesses within the first six months, developed a cosmetics brand for Amazon prestige beauty, and collectively garnered over a billion campaign content views.

She is passionate about her industry, role as a mother, and empowering other women to invest in themselves and their dreams!



christina elmen  
vp of communications

After many years of experience in the public relations and marketing industries working with startups and established national and international brands, Christina Elmen has partnered with influential social media marketing professional, Hayden Van Hulzen.

She also has vast experience from the entertainment side of the business working in production and moved on to a marketing position at Universal Pictures where she worked on campaigns for award winning films such as Green Book, Girls Trip, First Man, and Jurassic World.

Christina brings a passionate approach and valuable skill set for client advantage. In addition to working hands-on in the industry, Christina is a faculty member at the Fashion Institute of Design and Merchandising in Los Angeles where she is an instructor in the Social Media and Digital Marketing Department.

contact us

hello@twentyonenorth.co



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