



Jennifer Ruf
President & Creative Director
jruf@rufhaus.com
(732) 842-4140

rufhaus.com
rufhausmedia.com
rufhauspromo.com

Strategic Marketing | Creative | Publishing | AI Engagement

Rufhaus Designs, Inc. is a WBENC-certified, woman-owned strategic marketing and creative firm with more than 25 years of experience supporting corporate, nonprofit, and professional service organizations nationwide. Through our integrated divisions — Rufhaus Designs and Rufhaus Media — deliver unified marketing, digital, and publishing solutions that strengthen brand positioning, enhance audience engagement, and drive measurable business performance.

PAST PERFORMANCE

Con Edison

Strengthened workforce brand alignment through branded merchandise and visual communication systems across a large operational environment.

Northstar Media Group

19-year partnership delivering design and production for multiple national business publications.

Business Travel News (BTN)

Developed digital creative assets supporting webinars and editorial programs to maintain brand consistency and engagement.

Le-Vel Brands

Delivered integrated marketing initiatives including website development and multiple custom event publications to expand reach and audience engagement.

HTL Strefa

Developed integrated marketing collateral and custom packaging systems supporting both professional and consumer product lines, strengthening brand consistency across retail and clinical environments.

DIFFERENTIATORS

- ✓ Experienced in supporting corporate procurement processes and supplier diversity initiatives.
- ✓ 25+ years of continuous operation
- ✓ Direct executive oversight on every engagement
- ✓ Unified agency and publishing capabilities under one firm
- ✓ Proven long-term partnerships (10–19 years)
- ✓ Scalable production and technology network structured to support enterprise-level execution

CAPABILITY STATEMENT

Geographical Footprint: National
Year Established: 2000
DUNS#: 04-249-3864
CAGE#: 22-03862716

CERTIFICATION

Women's Business
Enterprise National
Council (WBENC)



Primary NAICS:

541430 - Graphic Design Services

Additional NAICS:

541810, 541613, 541860, 541850, 561920,
541890, 541922, 541511, 519130

CORE CAPABILITIES

Strategic Marketing & Advertising

Brand strategy
Campaign development
Go-to-market planning
Media strategy & buying

Creative & Digital Development

Visual identity systems
Graphic design
Website design (UX/UI)
Content production

AI & Performance Marketing

SEO/SEM
Social media strategy
AI-powered voice & SMS automation
Workflow systems

Publishing & Brand Activation

Custom print & digital publications
Editorial development
Branded merchandise
Event marketing support

CLIENTS

