

2021 MEDIA KIT

CONTENT CREATOR | CRAFTSMAN | CONSULTANT



Remarkable Woodworks

About me



Mark Rason is a self-taught craftsman that is always on the hunt for his next woodworking challenge.

Mark has an incredibly innovative way of making his work stand out. He specializes in finding creative solutions in ways most people do not. Over the last 2 years, Mark has showcased his talents by working alongside HGTV personalities such as Dave Kenney & Joey Fletcher, AKA “The Brolaws” as well as Scott McGillivray, in both, on and off screen projects.

Mark has a passion for empowering others and has catapulted his way into the DIY/ Home Reno world. Mark has become a social media content creator who frequently shares his favorite tips and tricks that he has picked up throughout his carpentry journey. His unique mixture of humor and humility allows him to educate people in a fun and entertaining way.

When Mark is not building something on site, you can find Mark at home in Bowmanville ON spending time with his wife, Robin and their young daughter.

Offering:

Social media Content
& Collaborations
Social Media Consulting
Brand Ambassador
Podcast Sponsorship
Event Appearances/Host
Workshop Training

Contact:

remarkablewoodworks@gmail.com
@remarkableworks

905-926-2874

Based in Toronto, ON, Canada
Rate card available upon request

Instagram + Audience



43.4K
FOLLOWERS
@remarkableworks

10%
ENGAGEMENT*

AUDIENCE
83% MALE

25-34: 39%
35-44: 34%

19% CANADA
46% USA

SPONSORED CONTENT



@MICROPROSIENNA
X CUT-N-SEAL
*Demonstrating correct
product usage*



@DEWALT_CA
X GIVEAWAY
*Promoting gifts for dad with
a Father's Day giveaway*

*MONTHLY AVERAGE PER POST

REMARKABLE
WOODWORKS

TikTok + Audience



63.4K

FOLLOWERS

@remarkableworks

10.2K

PROFILE VIEWS*

AUDIENCE

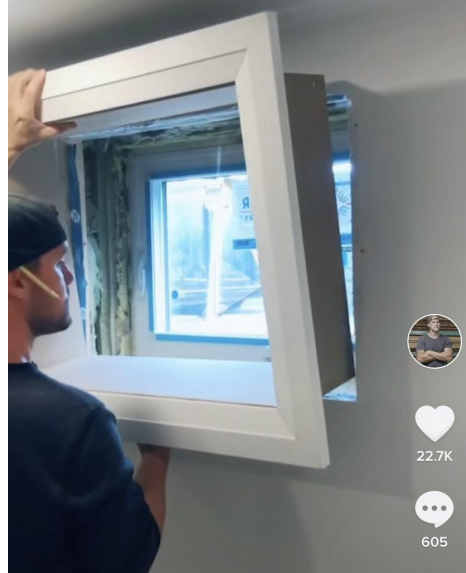
58.2% FEMALE

41.8% MALE

60% USA

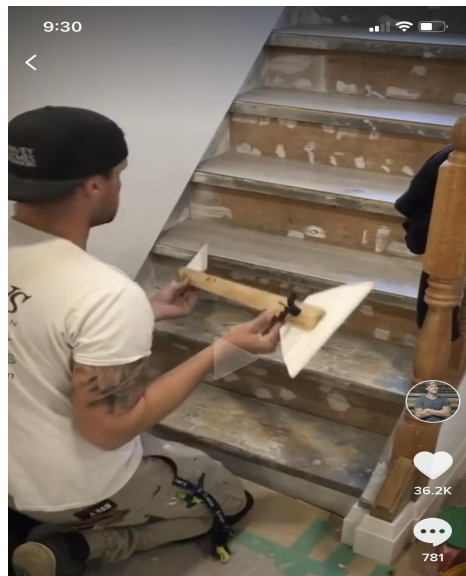
11% CANADA

TOP PERFORMING CONTENT



1.4M Views | 22.7k Likes

Installing a custom window frame



864K Views | 36.2k Likes

DIY stair tread jig

*MONTHLY AVERAGE

REMARKABLE
WOODWORKS

YouTube + Audience



7.15k

SUBSCRIBERS

Remarkable Woodworks

AUDIENCE

99.4% MALE

AGE:

25-34: 41.6%

35-44: 25.8%

18-24: 19.6%

50% USA

12.6% CANADA

COLLABORATIONS



MicroPro Sienna
X BUILD YOUR BRAND

Mini series on how I leveraged social media to grow my business

Series Views: 1.8K



Scott's House Call
X BACKYARD MAKEOVER IN A DAY
*Head of Construction and Project Manager for Season 4 of Scott McGillvray's **Scott's House Call** series*

E1 Views: 102K

Other Media Collabs.



For the Gram (Co-Host)

15,000+ Downloads

22 Episodes

Breakfast with the Brolaws (Co-Host)

11 Episodes



Summer 2020 collaboration with Post City to help homeowners spruce up their backyards with DIY projects

1. [DIY expert Mark Rason on how to upgrade your deck this summer](#)
2. [DIY expert Mark Rason on how to build a giant backyard chalkboard](#)
3. [DIY expert Mark Rason on how to create your own outdoor planter this weekend](#)

Testimonials + Past Partnerships

"We have had the pleasure of working with Mark for over a year and have enjoyed every minute of it. He is professional, down to earth and creative in how he weaves our product and brand into his content while maintaining an organic feel. His metrics speak for themselves for both sales traction and follower growth for our brand. His talents and quality of craftsmanship are well respected in his field and we are proud to have him on our team."

Derek Dochstader, BAD North America

"Mark is an industry expert and when he endorses a brand, it means something. He only stands behind products he believes in and uses personally. His followers know this and trust Mark implicitly. We have truly benefited from every partnership we've had the honor of collaborating with Mark on. Campaigns with Remarkable Woodworks have yielded increased sales, heightened awareness, and delivered robust follower growth. He always delivers content that is above and beyond our expectations and does so in an engaging and meaningful way."

Brenda DiFede, Licursi Group

"I had the pleasure of working with Mark throughout his MicroPro Sienna partnership. If you want fun, creative, and out-of-the-box social media content for your client, Mark is your guy. I could always count on him to deliver something new and exciting for our client's channels, while still aligning to our brand messaging and guidelines. There's a reason why his followers love him!"

Claire Aiello, kg&a

"Mark has been a FANTASTIC addition to the Rust-Oleum Spokespeople team. He not only delivers highly educational content to help the audience with product recos and tips, but does so in a fun and engaging fashion using all available features of the platforms (video posts, Stories, Reels, long-form web content). His experience in the industry, knowledge of social platforms, and fun personality makes him a great partner."

Bronte Jones, Jan Kelley



PORTER CABLE



DEWALT



RUST-OLEUM



STANLEY



FIRM GRIP

**REMARKABLE
WOODWORKS**