





MY MISSION

**Building  
community  
through creative  
workshops and  
personalized gifts**



# ARTIST

## *Er Teacher*



HI THERE! MY NAME IS  
DANIELLE ROTHMAN  
AND I'M A MODERN  
CALLIGRAPHER IN NYC.

My business [Rothbyrns Creative](#) specializes in creative workshops and personalization services for corporate and private clients. I love making people feel special and empowering them to explore their creativity!

I earned my masters degree in Higher Education from Columbia University in 2012, and I've been leading workshops ever since. Since starting my calligraphy business in 2016, I've helped over 1,700 students get started with calligraphy and watercolor. I also personalize handwritten journals, cards, and prints, which I sell in my [Etsy shop](#) and at quarterly pop up shops in Chelsea Market.



# CLIENT

## Testimonial



There's a difference between being good at something and being able to teach it. Danielle is both a talented calligrapher and a gifted teacher. Her charisma and enthusiasm for the subject is contagious and at the end of class you leave with a skill that you'll have forever. I love Danielle's teaching style, her caring demeanor, her bubbly personality, her way of encouraging and empowering, and all the effort she puts forth in making each class unique and special. She makes it seem like a warm social event. I highly recommend Danielle's classes.

– Jade, Former Student



GUGGENHEIM



FOURSQUARE



ARTISTS & FLEAS



Jägermeister



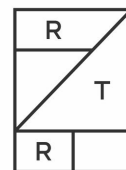
Etsy

L'ORÉAL



Kripalu  
Center for Yoga & Health

Health



BLICK  
art materials

M BOOTH



MARVY  
UCHIDA



DREAMERS // DOERS

west elm



# WORKSHOP

## Stats

BY THE  
*Numbers*

**1,700**  
STUDENTS  
TAUGHT

**230**  
WORKSHOP  
SESSIONS

**30**  
CORPORATE  
PARTNERS

I've taught in NYC, Charlotte, Boston, Philadelphia, the Berkshires & Grand Rapids. I'm happy to travel to your event!

## ALL AGES



I've taught kids and adults ages 7-78! I can teach at corporate events and kids' birthday parties, and everything in between.

## ANY GROUP SIZE



I use a visual presenter that connects to a projector or TV so that everyone can see my hands, even in a group of 100 people!

# MODERN Calligraphy



## BRUSH LETTERING

Learn how to use brush markers to create Modern Calligraphy! You will be guided through the basic strokes that make up all letters, writing the alphabet, and using both faux and brush calligraphy to write beautifully. We'll end the class by making cards for you and your guests to take home!



## CALLIGRAPHY BOOTCAMP

Explore three types of Modern Calligraphy: Brush Lettering, Faux Calligraphy, and Pointed Pen. All materials will be included for use during the workshop. If you would like to include supplies for your guests to take home, I can design a custom kit for each participant!

## EMBOSSSED NOTEBOOKS

Heat embossing is a fun and easy technique that adds shine and texture to your writing. It has a very polished look that will make your journal the perfect work accessory! You can pair this workshop with either brush or hand lettering.



# HAND Lettering

LEARN THE HAND LETTERING DESIGN PROCESS, INCLUDING CHOOSING WRITING STYLES AND LAYOUTS. EACH GUEST WILL CREATE A UNIQUE HANDWRITTEN PROJECT THAT THEY CAN KEEP OR GIVE TO A FRIEND!

\*NOTE: SOME PROJECTS SUCH AS CHALK BOARDS WILL REQUIRE AN ADDITIONAL MATERIALS FEE PER PERSON



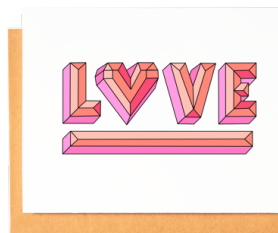
## CANVAS TOTES & PEN POUCHES



## CHALK BOARDS



## CARDS & QUOTES



# WATERCOLOR

## Workshops

### CALLIGRAPHY

Start with watercolor basics and then learn how to create brush lettering! Together we will swatch your colors, practice the eight basic strokes that make up all letters, learn a script alphabet, and try three different blending techniques to create fun gradients. We will then end the class with a final project to take home.

### FLORALS

Together we'll learn watercolor basics and then create several types of flowers, including roses, tulips, lavender, and peonies. Guests will then make a watercolor postcard that they can take home so show off their beautiful work! This class can be combined with the Watercolor Brush Calligraphy class or taught as a standalone, it's up to you!





# LETTERING

## Embroidery

### MONOGRAM HOOPS

We'll learn a few basic stitches and then use lettering inspiration to create monogram fabric hoops. I'll bring a bunch of colors and patterns for guests to choose from!



### TOTE BAGS + PEN POUCHES



We'll start by learning about hand lettering and then create a monogram or short quote to embroider on tote bags! I recommend 3 hours or more for this workshop.

### STITCHES SAMPLER

Learn several basic stitches that you can use to make all kinds of projects! We'll create a sampler that guests can use as a reference and keep as proof of their new skills.



# HOLIDAY

## Workshops

### LEARN A NEW SKILL FOR THE HOLIDAYS

Add holiday cheer with a festive creative workshop! In each class, guests learn how to add their own personalized touches to holiday gifts and décor. You can choose from any of these lettering projects, or we can collaborate to create something new to fit your needs!



LETTERING HOLIDAY CARDS



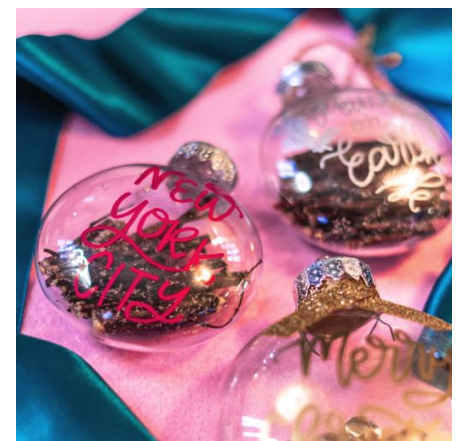
EMBOSSSED RESOLUTIONS



MODERN CALLIGRAPHY  
GIFT TAGS



WATERCOLOR LETTERING  
WINTER GREETINGS



HAND LETTERED  
ORNAMENTS

# MORE Options

TOPICS & ONLINE LESSONS



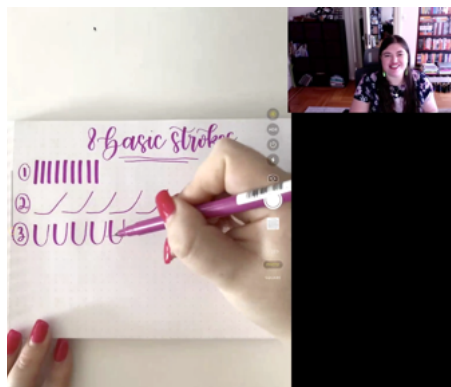
## DIGITAL LETTERING & DRAWING

How to use Procreate on Apple iPad to create lettering and illustrations



## LIVE ONLINE CLASSES

I can provide personalized instruction over webcam



## PHOTO EDITING

Use Lightroom and Photoshop to transform your photos



# NEXT Steps

Danielle is an enthusiastic and inspiring teacher. Lots of content and demos in a supportive and fun environment.  
I didn't want the class to end! - Anna

## LET'S CONNECT!

I would be happy to schedule a call with you to discuss options for your workshop. You can see more examples of my work and learn more about Rothbyrns Creative at the links below:

- [Website](#)
- [Instagram](#)
- [Etsy Shop](#)

Feel free to reach out to me at [danielle@rothbyrnscreative.com](mailto:danielle@rothbyrnscreative.com) with any questions about this guide or other ways to collaborate.

I look forward to working with you!



SINCERELY,

*Danielle Rothman*

