

Creative Studio Services

2025

WORK PORTFOLIO

TFE

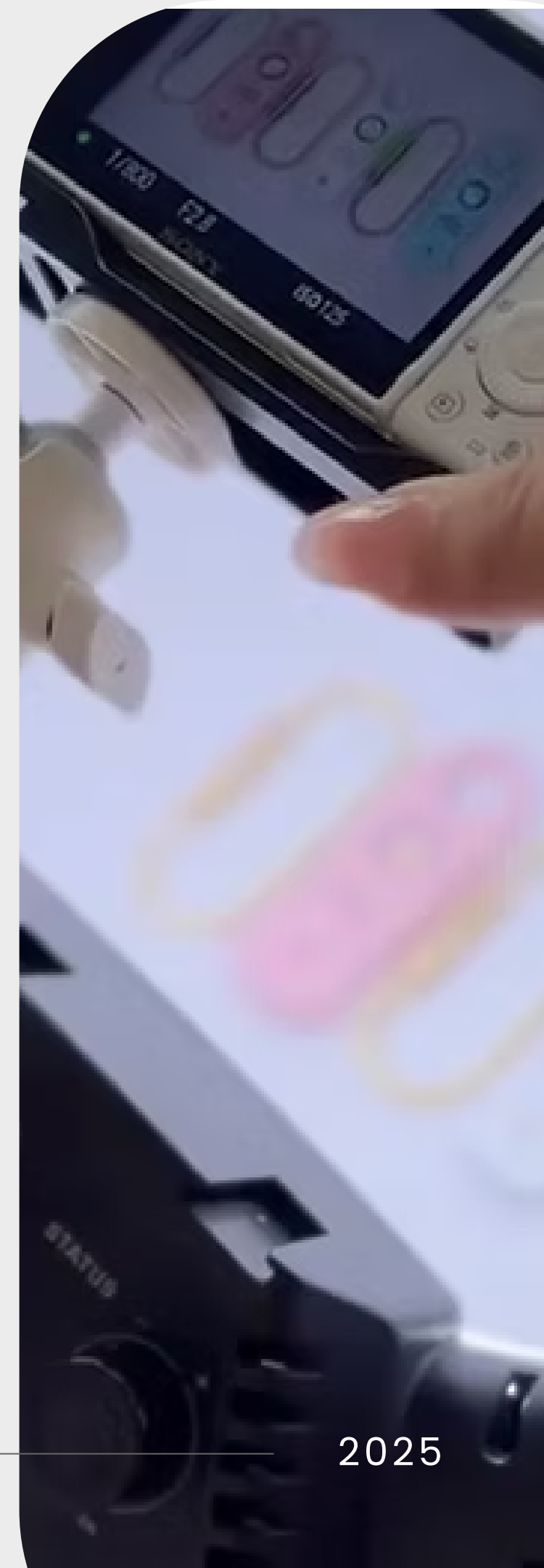
**By: The Feminine Ethos Creative Studio
Rosaura Alvarez & Brenda Mendez**



About Our Studio

At our studio, we blend creativity, strategy, and a human-centered approach to bring your vision to life. We believe great branding starts with deep listening—so our consulting process is rooted in collaboration, clarity, and intention. Whether you're building from the ground up or refining your next chapter, we help you craft solutions that are not only visually stunning, but aligned with your values, purpose, and long-term growth.

**Hablamos español y todos nuestros servicios pueden ser traducidos según sea necesario.*



Meet the **Founders**

Brenda Ruby Mendez

Brenda Ruby is a business strategist and creative founder with a background in accounting and entrepreneurship. After graduating from ASU and working at a Big 4 accounting firm, she went on to build multiple e-commerce brands and advise startups across industries. Her passion lies in helping bold founders lay strong foundations—so they can scale with clarity, stay in their zone of genius, and turn their vision into a household name that lasts.

Rosaura Alvarez

Rosaura is a business strategist and digital storyteller with a background in accounting and computer information systems. After graduating and working at a Big 4 accounting firm, she pivoted into content creation and business consulting—helping companies amplify their message and presence online. Today, she blends her technical expertise with creative vision to help businesses implement scalable systems and show up powerfully in the digital world. Co-creating The Feminine Ethos is more than a business—it's her way of building what she once needed: a space for growth, truth, and transformation.



Meet *Gabby*, Your A



Gabby is a CPA who specializes in helping small businesses for simplifying the accounting process. She is a graduate with a Master's degree in Accounting and became a CPA while working for a top accounting firm. Known for her excellence. Now Gabby goes above and beyond to ensure her clients' financial success every season!

Gabby Mendez
CPA, EA, MTax,

Accounting Solutions

Individual & Business

Tax Services

Stress-free tax filing for individuals and businesses. Maximize refunds. Minimize stress.

Book Now

A Recent Project.

AgaveCPA.com

Accounting Services Site

We partnered with Agave CPA, a locally rooted accounting firm, to create a brand identity and online presence that reflects their professionalism and approachability. From brand visuals to website design, we streamlined the client experience, saving the founder hours each week by replacing manual DMs and text messages with a seamless contact form. Now, inquiries are organized, professional, and effortless, giving her more time to focus on what she does best.



Home

Services

About

Contact

Schedule a Consultant
(No Initial Fee)

Accounting
Made Simple,
Growth Made
Possible.



Sip & Shop Self-Care

Our December Sip & Shop event was a success! The cozy, festive atmosphere brought everyone together for a sip on mimosas, and Despierta lavando! and share in the holiday cheer. From the local businesses, the energy in the room was a celebration of connection, and we can't wait to do it again next year!



for the mom looking to connect and explore. Enjoy access to calendar of events, special discounts, and thoughtful perks that make being part of the MamaCitas tribe easy, fun, and rewarding.

Mamacitaslife.com

We collaborated with Mamacitas, a local mom community founded by Esmeralda, to build a digital home that matched the heart of her mission. By creating a brand and website that reflects the warmth and connection she brings to her community, we helped her move beyond social media messaging and into a more intentional space. With a custom membership setup, event pages, and direct audience access, she now nurtures her growing network with ease. We're proud to continue partnering with her on local events and retreats that empower and uplift women in every season of motherhood.

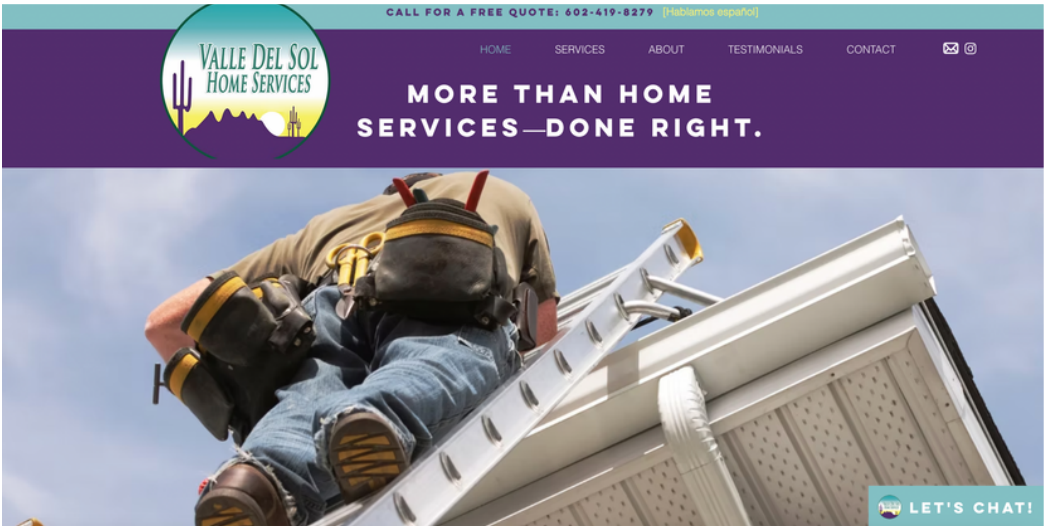
MEET JERRY, FOUNDER OF VALLE DEL SOL HOME SERVICES

Father. Faith-based. HVAC expert. Community devoted.

Jerry started his first business at 18 with nothing but a mower, a sense of humor, and a drive to do things differently. What began as cutting grass for neighbors turned into a deeper calling—to serve families with integrity and skill. After years in the field and a season working on high-end properties, Jerry returned to his roots and launched Valle Del Sol HS.

Today, his mission is simple: **do good work, treat people right, and give back to the community that raised him.**

[Read More](#)  **LET'S CHAT!**



CONTENT TEST



“THAN
JERRY,
ABLE T
AC ON
SATUR
NIGHT
MIDDLE
SUMME
SECON
FROM I
TO SPE
NIGHT
HOTEL

Dario V. AZPR

A Recent Project.

valledelsohs.com
HVAC / Home Services Site

For Valle Del Sol Home Services, we built a professional website that reflects the reliability and heart behind the brand. We elevated the customer experience by setting up a custom domain email and integrating a direct messaging feature, which is crucial for a business offering urgent home services. Beyond the website, we brought their brand to life through content creation, capturing a neighborhood block party hosted by the founder to showcase their deep roots in the community. Real client testimonials and lifestyle visuals were used to refresh the brand and build trust through authentic storytelling.



Choose your offer:

- ☒ **Single**
Standard price
- Color
#1 Coconut White ▾
- ☐ **Duo**
You save 10%
- ☐ **Trio** BEST VALUE
You save 20%

Add to cart - \$26.00

Buy with **shop** Pay

[More payment options](#)

[View full details](#)

Guarantee Safe Checkout



19 People are viewing this right now

Introducing GlowGuard Safety Meets Style

Who says safety has to be boring? With **GlowGuard**, **protection** with **fashion**—turning peace of mind into

This compact safety device adds a chic touch to purse ensuring you’re always prepared without compromising moments when privacy matters most, GlowGuard doesn’t just alerting you if anyone is nearby—so you can feel safe

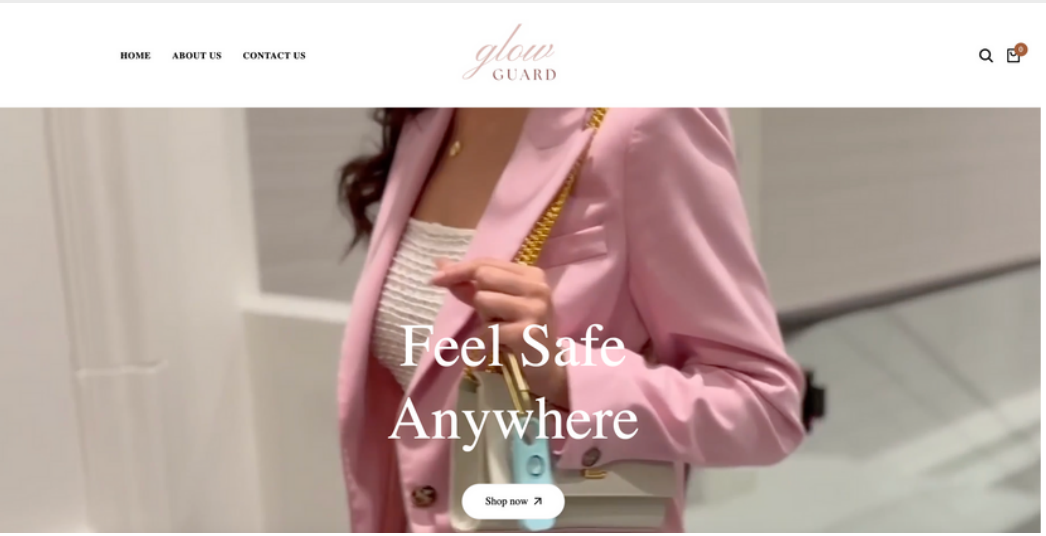
- 1 Compact + Stylish Design
- 2 Effortless Emergency Activation
- 3 Motion Sensor Alert Mechanism

A Recent Project.

myglowguard.com

Personal Safety Alarm Device

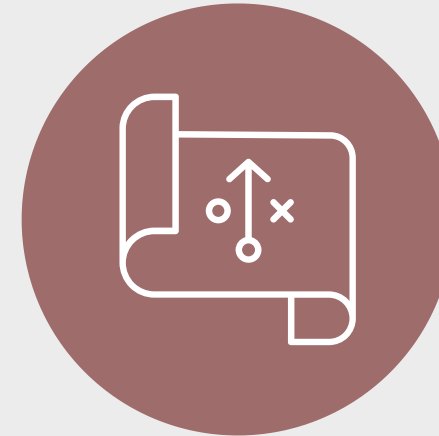
GlowGuard is our in-house e-commerce product—a personal safety alarm created to empower women and vulnerable communities with peace of mind. Rooted in purpose, we built a mission-led e-commerce shop that reflects the heart of the product: safety, style, and self-empowerment. Every element was thoughtfully designed to inspire trust and connection, from brand visuals to customer journey flow. With three beautiful color options and a message that resonates, GlowGuard is more than a device—it’s a movement. Built by women, for women, under the vision & values of The Feminine Ethos.



Business Services

TAILORED TO YOUR NEEDS

We offer strategic support to help founders & brands bring clarity, direction, and momentum to their business. Through services like whiteboard sessions, branding and strategy calls, short-form content creation, and event support, we help businesses organize their ideas, elevate their presence, and connect with their audience in meaningful ways. Whether you're starting fresh or evolving your brand, we're here to co-create with intention and impact. Each project we take on is tailored to the exact needs of our client and we pride ourselves on bringing their ideas to life.



BRANDING + STRATEGY



SHORT-FORM CONTENT + STORYTELLING



WHITE BOARD SESSIONS



EVENT SUPPORT

Additional **Support** Services

SOCIAL MEDIA SPARK PACKAGES

- For brands ready to grow with clarity, confidence, and intention—we provide the strategic foundation, content direction, and creative guidance to help you show up powerfully online. From content themes to messaging and visual storytelling, we co-create a plan that feels aligned and easy to implement.
- **Who it's for:** Founders, startups, and creatives who want an intentional online presence without the creative burnout of figuring it out alone.

MONTHLY RETAINERS

- We become part of your team. You get consistent support, creative execution, and strategy.
- **Ideal for:** ongoing support, brand updates, content creation, systems optimization.

ACCOUNTABILITY MENTORSHIP

- For founders building intuitively and boldly—we hold space, offer strategic support, and co-create momentum.
- Includes a mix of mindset, strategy, goal setting, and check-ins.
- **Who it's for:** solo founders, brand-new business owners, or creatives navigating growth.

HOURLY CONSULTATIONS

- A space to bring clarity, strategy, and aligned direction.
- **Ideal for:** branding clarity, business questions, direction for launches, or just starting out. We can help you set a roadmap.

Client Feedback

Working with The Feminine Ethos was absolutely great experience from start to finish. They aren't only incredibly smart and talented but also genuinely funny and enjoyable to work with. They were attentive, creative, and collaborative throughout the process. I can't wait for future project together. Highly recommend!

-LISETTE, VALLE DEL SOL HS

I just read your post event submission and had a moment, I cried because my heart is overflowing. I feel so blessed. I thank the universe for you both ✨
🙌🌞🤝

-ESMERALDA, MAMACITAS

Had an amazing time working with you ladies. Thank you for the outstanding work & making my site look so good. I'm so grateful to that my business has a digital home. Look forward to working with you again soon 🤝

-GABBY, AGAVE CPA

Lets **co-create** Together.

Whether you're building from scratch or stepping into your next evolution—we're here to bring clarity, creativity, and strategy to bring your vision to life.



info@tfethos.com



info@tfethos.com



[@tfethos](https://www.instagram.com/tfethos)



602-816-8513



TFE

Thank You.

WE'RE NEVER TOO BUSY FOR A REFERRAL.