PRESS FACT SHEET | NOVEMBER 2026

Quimby Digital

About Quimby Digital

Quimby Digital is a woman founded, bootstrapped social and paid media agency for consumer brands in parenting, women's health, and CPG. Founded in 2019 and based in Dublin, Ohio, it runs organic social, creator programs, paid social, and Reddit community strategy for high-growth brands with a small, mostly female remote team and an AI driven production model.

About the founder

Ashley Rector is the founder and CEO of Quimby Digital. A former corporate attorney and the founder of Harness Magazine, she bootstrapped the agency from 2019 and writes about women founded companies, running a business while raising a family, and how small teams use AI to produce at scale.

Quick facts

Founded	2019, as Laura Alexandria Marketing
Funding	Bootstrapped, no outside investment
Founder	Ashley Rector, former attorney, founder of Harness Magazine
Headquarters	Dublin, Ohio; team fully remote across the US
Team	About 90 percent women
Verticals	Parenting, women's health, CPG, consumer software
Markets	United States and Canada
How we work	AI agents on production and operations, people on strategy, taste, and clients

Press contact
Ashley Rector, Founder and CEO
ashley@quimbydigital.com | We reply the same day

WHAT WE DO

Organic social. A senior strategist and a designer on every account, then a community manager. Monthly batched evergreen content, weekly trend content, and reporting built around views, saves, and shares instead of follower counts.

Creator and UGC programs. We source, brief, review, and license creator content for organic and paid. One page briefs, real creators, content that looks like the feed because it came from it.

Paid social and search. Meta, TikTok, and Google for launch and growth stage brands. Media cost tied to creative and to the business number, never to a cheap impression.

Reddit and community. Disclosed brand accounts that answer questions in other people's threads. This is the work that gets brands cited by AI answer engines, and it is the fastest growing part of the agency.

What we do not do: email marketing, traditional SEO, retail media, CTV.

WHAT ASHLEY CAN SPEAK TO

- **Women founded, bootstrapped, past the million dollar line.** What it takes for a woman led services company to get there without a raise.
- **Running a company and a family at the same time, on purpose.** Taking leave as the founder and designing the company to run without you.
- **AI inside a small company, honestly.** What our agents do, what humans still do, what failed, and why none of it reduced headcount.
- **Hiring and keeping a mostly female, fully remote team.** Senior people on every account, freelance benches, fixed retainers.
- **Reddit as a growth channel.** Comments over posts, and what AI answer engines reward when they recommend a brand.
- **Creator economics for small consumer brands.** What a video should cost and what a brief should say.
- **Law to marketing.** What a legal background changes about contracts and regulated categories like women's health.

SELECTED COVERAGE

Forbes · Inc. · Nasdaq · EMARKETER · bizwomen THE BUSINESS JOURNALS · USA TODAY · MOTHERLY · zapier · CX TODAY · Little Black Book

Also featured in The Food Institute, Cleveland.com, Entreprenista, The Story Exchange, Authority Magazine, Business News Daily and The Influencer Marketing Factory. Full list with links at quimbydigital.com/press.

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