



Purchasing Department  
 4400 University Drive, MS 3C1, Fairfax, VA 22030  
 Phone: 703.993.2580; <http://fiscal.gmu.edu/purchasing/>

**CONTRACT MODIFICATION 1**

**DATE:** April 11, 2025

**CONTRACT TITLE:** CREATIVE & MARKETING SERVICES

**CONTRACT NO:** GMU-1692-21-21

**CONTRACTOR:** Rubia Group, LLC

**SCOPE OF WORK:** Contractor shall provide creative & marketing services for various departments at George Mason University on an “as needed” basis, as set forth in the Contract documents. Contractor agrees and understands that George Mason University cannot guarantee a minimum amount of business under this Contract.

**PERIOD OF PERFORMANCE:** June 4, 2024 through June 3, 2025 with one (1) optional one-year renewal.

**MODIFICATIONS:** The pricing is hereby amended as of **April 11, 2025** to the below position titles and hourly rates.

<b>POSITION TITLES OF PERSONS ASSIGNED</b>	<b>NEW DISCOUNTED HOURLY RATE</b>
Brand Strategist	<b>\$137.75</b>
Communications Strategist	<b>\$137.75</b>
Copywriter Senior	<b>\$105.17</b>
Creative Director	<b>\$147.23</b>
Data Strategist	<b>\$131.46</b>
Digital Marketing Strategist	<b>\$114.94</b>
Digital Marketing Coordinator	<b>\$80.75</b>
Emerging Media Strategist	<b>\$142.50</b>
Emerging Media Developer	<b>\$137.75</b>
Marketing Strategist Senior	<b>\$137.75</b>
Marketing Strategist Junior	<b>\$118.75</b>
Program Manager	<b>\$118.75</b>
Project Manager	<b>\$95.00</b>
Project Coordinator	<b>\$63.10</b>
UX Planner	<b>\$95.00</b>
Web Developer Senior	<b>\$146.99</b>
Senior Graphic Designer	<b>\$104.12</b>
Mid Graphic Designer/Layout	<b>\$89.78</b>

All other terms and conditions of GMU-1692-21-21 shall remain unchanged and in full force and effect.

[signatures to follow on next page]



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**AGREED BY:**

**George Mason University**

DocuSigned by:  
  
1F6CAB9662114BA...  
Signature

Erin Rauch

Name  
Assistant Director, Purchasing

Title  
4/11/2025

Date

**Rubia Group, LLC**

DocuSigned by:  
  
5C960C463945478...  
Signature

Rachel Morales

Name  
Founder & Managing Director

Title  
4/11/2025

Date