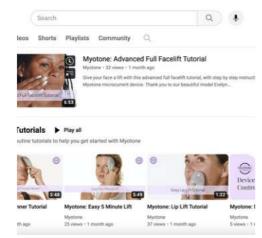
# PORTFOLIO









Emily ae Andres
WEB DESIGN | GRAPHIC DESIGN |

WEB DESIGN | GRAPHIC DESIGN |
BRAND DEVELOPMENT | DIGITAL
MARKETING | PRODUCT
PHOTOGRAPHY | VIDEOGRAPHY

#### REACHING YOUR TARGET AUDIENCE

GAINING LOYAL LEADS CAN BE DIFFICULT WHEN YOU DON'T HAVE A DETAILED MARKETING & SALES PLAN. 910 DESIGN CAN HELP! ASK HOW I CAN HELP YOUR COMPANY TURN LEADS INTO LONG-TIME CUSTOMERS.

LEAD CHANNELS/PLATFORMS - Viewers who are interested in Social Media, Emails, Blogs, Display Ads, Print Ads, Websites: PPC (pay-per-click), SEO (Google search optimization) and Prospecting - Reach more of your target audience! Direct Mail, PR, Trade Shows, and Webinars/Presentations lead to:



#### FRONT-END WEB DEVELOPMENT

- CUSTOM HTML5, CSS3 & JS
- PHP & SERVER KNOWLEDGE
- BOOTSTRAP TEMPLATES
- LANDING PAGES
- PRODUCT & SERVICES PAGES
- FULL SITE CONSTRUCTION

#### WEBSITE DEVELOPMENT

- WORDPRESS + WOOCOMMERCE (12+ YEARS)
- SQUARESPACE
- o WIX
- GODADDY SITES
- SHOPIFY STORE & SITE DEVELOPMENT

#### INSTRUCTIONAL DOCUMENT DESIGN

- USER & QUICK-STEP GUIDES
- COMPLEX INSTRUCTIONAL MANUALS
- NEWSPAPERS
- MAGAZINES
- WHITEPAPERS
- MENUS

#### **EVENT COORDINATION**

- MONTHLY DINNERS
- CORPORATE EVENTS
- BIRTHDAYS
- HOLIDAY PARTIES

#### EMAIL MARKETING CAMPAIGNS

- HUBSPOT, MAILCHIMP & CONSTANT CONTACT EXPERIENCE
- CONTACT LIST GROWTH STRATEGIES

#### SOCIAL MARKETING

- INSTAGRAM
- FACEBOOK
- X (FORMERLY TWITTER)
- LINKEDIN
- PINTEREST
- YOUTUBE CHANNEL

#### LOCAL MARKETING

- LOCAL MAGAZINE ADS
- MAGAZINE/NEWSPAPER ARTICLES
- SPONSORSHIPS LOCAL SPORTS TEAMS, RACES & INITIATIVES
- COLLABORATIONS WITH MICRO-INFLUENCERS POPULAR IN YOUR AREA

#### PRODUCT PHOTOGRAPHY & VIDEOGRAPHY

- RESTAURANT MENU HIGHLIGHTS
- FOOD & BEVERAGE SHOOTS
- ENVIRONMENT SHOOTS
- SPECIAL PROMOTIONS
- RETAIL PRODUCT SHOOTS BE WEB. AMAZON & SOCIAL MEDIA READY.



#### LOGO DESIGN & BRANDING PACKAGES

- 14+ YEARS OF LOGO & GRAPHIC DESIGN EXPERIENCE
- MODERN DESIGNS THAT HAVE BEEN TESTED FOR LONGEVITY.
- EXTENSIVE INDUSTRY AND COMPETITOR RESEARCH IS DONE BEFORE DESIGN PHASE TO ENSURE YOUR BRAND IS READY TO COMPETE ON THE DESIRED MARKET LONG-TERM.
  MAKE YOUR BRAND INDUSTRY-READY
- CONTACT ME FOR A NEW LOGO PACKAGE TODAY!

























#### GROWTH & INTEGRATED BRAND AWARENESS

### **BLUE SURF CAFE**

- FAMILY-FRIENDLY CAFE WITH MARKETING TARGETING UNCW STUDENTS & LOCALS LIVING AND WORKING IN THE AREA.
- OPEN FOR BREAKFAST & LUNCH EVERYDAY 8:30 AM -2:30 PM

#### WEBSITE DEVELOPMENT

- MENUS UPDATED EVERY SEASON
- WEEKLY DRINK AND DINNER **SPECIALS**
- MONTHLY 5-COURSE WINE DINNERS AND MORE
- LARGE PARTIES WELCOME!
- OVERALL WEBSITE TRAFFIC INCREASED BY 24% FOR OVERALL YEAR (43-46% IN NOVEMBER AND DECEMBER 2023).

#### **DIGITAL MARKETING STRATEGIES**

- BLUE SURF CAFE NOW AN EVENT VENUE - CAMPAIGNS LED TO OVER 30 EVENT LEADS IN 3 MONTHS.
  IG FOLLOWERS INCREASED BY 250%
- IN 6 MONTHS
- OVER 2,000 SUBSCRIBERS ADDED TO CONTACT LIST
- EMAIL CAMPAIGNS FOR EVENT VENUE LED TO OVER 50 BOOKINGS



**BLUE SURF** 

About

### **BLUE SURF**







- UPSCALE-CASUAL RESTAURANT
- MARKETING TARGETING THE MAYFAIRE AREA, WRIGHTSVILLE BEACH, MIDTÓWN, PORTERS NECK AND HAMPSTEAD.
- OPEN FOR LUNCH & DINNER, BRUNCH SERVED ON THE WEEKENDS ONLY
- TUE-THU 11AM-9PM | FRI 11AM-10PM | SAT 10AM-10PM | SUN 10AM-9PM

#### WEBSITE DEVELOPMENT

 ALSO RECONSTRUCTED AND EVENTS SECTION ADDED TO CREATE MORE TRAFFIC TO SITE, PERFORMANCE ENHANCEMENT ANALYSIS, SEO AND MORE.

#### DIGITAL MARKETING STRATEGIES

ANALYTICS SHOWED OVER A 30% INCREASE IN TRAFFIC BETWEEN JANUARY AND APRIL DUE TO EMAIL MARKETING, SOCIAL MARKETING AND GOOGLE AD CAMPAIGNS.















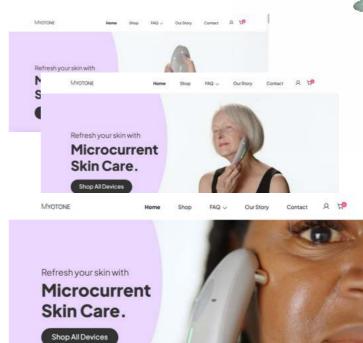




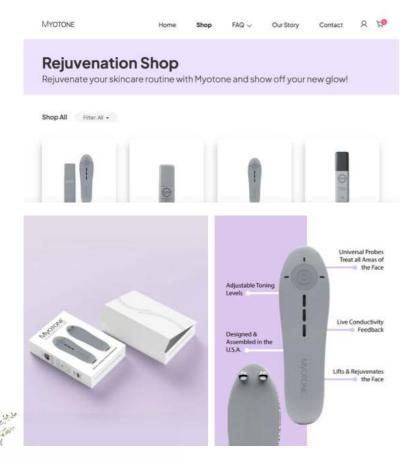


#### PRODUCT & BRAND DEVELOPMENT





DEVELOPED WEBSITE: MYOTONE.COM



Google Play

Download on the

App Store

AIDED IN THE
 DEVELOPMENT
 OF THE
 MYOTONE APP NOW AVAILABLE
 ON THE APP
 STORE &
 GOOGLE PLAY
 STORE AS WELL.

MYOTONE OBTAINED NECESSARY PATENTS.

- WORDPRESS SITE DEVELOPED WITH WOOCOMMERCE STORE.
- IG, TIKTOK, X & FB PROFILES OPTIMIZED FOR LEAD GENERATION.
- YOUTUBE CHANNEL WITH HOW-TO TUTORIALS CREATED.
- EMAIL MARKETING HUBSPOT AUTOMATION CAMPAIGNS CREATED FOR LEAD GENERATION.
- MANAGED EVERYTHING FOR RELEASE ON GOOD MORNING AMERICA!
- INFOGRAPHICS, QUICK STEP GUIDE & USER MANUALS DEVELOPED.
- TUTORIALS AND PRODUCT-USE VIDEOS FILMED AND EDITED FOR USE ON THE WEBSITE, YOUTUBE CHANNEL, SOCIAL MEDIA AND MORE.
- ALL NEW BRAND COPY FOR USER MANUAL, MYOTONE METHOD, WEBSITE, YOUTUBE CHANNEL, ETC.



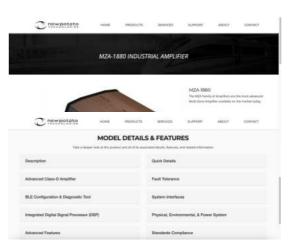
#### WHITEPAPERS & LANDING PAGES

NEWPOTATOTECH.COM - PAGES DEVELOPED WITH CUSTOM HTML, CSS & JS CODE





- LANDING PAGES DESIGNED ON THE NEW POTATO TECH WEBSITE
- PRODUCT PAGES LIKE MZA INDUSTRIAL AUDIO AMPLIFIERS. ALSO DEVELOPED
- INDEPENDENT LANDING PAGES ALSO CREATED FOR PRODUCTS LIKE BLUE RIPPLE.



BRANDED NEW PRODUCT DEVELOPED BY NPT - GROUNDWATER SENSOR - MY CONTRIBUTION INCLUDED:

- INDUSTRY RESEARCH, SEO,
- BOOTSTRAP LANDING PAGE B2B SALE TO A LARGE CORPORATION AND THEY ARE WORKING TO IMPROVE THE TECHNOLOGY INSIDE OF IT (SO THEY TOOK THE LANDING PAGE DOWN). MISSION ACCOMPLISHED! THE PAGE IS STILL AVAILABLE TO VIEW ON MY GITHUB ACCOUNT @ERA2828). PRODUCT PATENT SOLD BASED ON THE LANDING PAGE CREATED LINKED TO WHITEPAPER CREATED BELOW.



#### PHOTOGRAPHY & VIDEOGRAPHY



- PRODUCT PHOTOGRAPHY FOR WENDELL AUGUST FORGE - A SATELLITE SHOP INSIDE BLUE MOON GIFT SHOPS - HOLIDAY ORNAMENT PROMOTION.
- CORPORATE SOCIAL MEDIA CAMPAIGNS FEATURED SEVERAL OF MY IMAGES.
- ALSO FEATURED ON THEIR WEBSITE, MAGAZINE ADS THAT YEAR AND MORE.
- THIS WAS THE MOST
   SUCCESSFUL AND WIDELY USED
   PHOTO FROM THE SHOOT.



#### SMART SIPS COFFEE'S NEW PERK BOX DESIGN & MARKETING

- PRODUCT PACKAGING DESIGN
- PHOTOGRAPHY
- SOCIAL MEDIA MARKETING
- "DRINK YOUR DESSERT WITHOUT THE CALORIES, CARBS OR SUGAR" CAMPAIGN IMPLEMENTED ACROSS INSTAGRAM, X, FACEBOOK AND EMAIL MARKETING.



### AS SEEN ON SHARK TANK & GOOD MORNING AMERICA!

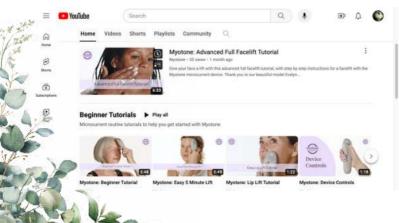


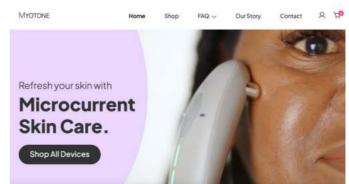
#### **MYOTONE REBRAND INCLUDED:**

NEW WORDPRESS SITE WITH WOOCOMMERCE STORE

IG & FB SOCIAL PROFILES

YOUTUBE CHANNEL WITH TUTORIALS ON MICROCURRENT SKINCARE.





#### LOCAL PRINT BRANDING & MARKETING

- BRANDING PACKAGES WITH:
- HORIZONTAL & SQUARE LOGOS
- COMPREHENSIVE BRAND TYPOGRAPHY
- PANTONES, CMYK & RGB CODES
- BRAND COPY, TAGLINES & LETTERHEADS
- MARKETING STRATEGIES BASED ON INDUSTRY RESEARCH AVAILABLE.



#### MAGAZINE ADS, ARTICLES & POSTCARDS



BUSINESS CARDS - SQUARE, STANDARD, DIE-CUT, PRESSED & MORE. BRING YOUR CARDS INTO THE MODERN ERA AND MAKE THEM POP!



## INTEGRATED MARKETING CAMPAIGNS: GOOGLE ADS, SOCIAL, EMAIL & PRINT

COUTURE LASH - PREVIOUS CLIENT MOVED INTO NEW LOCATION & BEGAN HOSTING EVENING EVENTS.

- EVENT MARKETING WITH INTEGRATED CAMPAIGNS WAS IMPLEMENTED
- PRINTED INVITATIONS
- EMAIL MARKETING WITH CRM
- SOCIAL MEDIA BLASTS.







Rogue Valley, Oregon -







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5-Course Dinner - February 27th Pairing the flavors of Quady North wines

Bubbly Reception Begins @ 5:30

1st Course at 6:00

Apple, Tangerine, Spring Mix, Goat Cheese, Toasted Almonds, Lemon Vinaignette Pistoleta White, Quady North, Rogue Valley Oregon

olives, tarragon dressing, croissant crostini, micro greens GSM Rose, Quady North, Rogue Valley, Oregon

Elk Sausage, Dirty Rice, Smoked Red Pepper Emulsion GSM, Quody North, Pomes Valley, Oceano, 2016

Braised Beef, Creamed Potatoes, Charred Broccolini, Marchand di Vin Syrah 4-2A, Quady North, Bonue Valley, Oceana 2019

Coffee Service and Mignardise Roasted Apple Coffee Cake and

(910) 406-5050

#### BLUE SURF ARBORETUM WEST:

- MONTHLY WINE DINNER MENUS DESIGNED.
- SOCIAL & EMAIL CAMPAIGNS IMPLEMENTED.
- CONTACT LIST -OVER 300% GROWTH.
- SOCIAL LINKS TO BLUE SURF CHOWNOW APP.
- WEBSITE EVENTS SECTION AND WINE DINNER PAGE CREATED ON WORDPRESS SITE
- TOAST ORDERING & EMAIL MARKETING WITH A/B TESTING

#### UPTOWN MARKET:

#### RETAIL EMAIL MARKETING

- ADD A SHARE BUTTON TO ANY EMAIL TEMPLATE TO GET SUBSCRIBERS TALKING ABOUT YOUR BRAND.
- ABOVE IS AN EXAMPLE OF A FALL CAMPAIGN SENT TO SUBSCRIBERS & FOLLOWERS - 78% CLICK RATE.
- EMAIL & SOCIAL MEDIA CAMPAIGNS HIGHLIGHTING NEW FURNITURE & DECOR.

#### LOCAL STARTUP:

- BUSINESS CARDS WITH QR CODE
- 3D MODEL RENDERINGS OF MULTIPLE CONTAINER HOME CONCEPTS
- GODADDY STARTER WEBSITE LANDED 8 CONTRACTS IN 1ST 3 MONTHS (OVER 2,000 LEADS GENERATED IN FIRST YEAR FROM SITE)
- EVENT FLYERS FOR FACE-TO-FACE PROMOTION

#### **QR CODE MARKETING**





#### CAD & 3D MODEL RENDERINGS



COMMUNITY
FUNDRAISER EVENT
FLYERS MADE TO
INCREASE
AWARENESS AND
GAINING ACB LEADS.





LOCAL START-UP BUSINESS FUNDRAISER
PARTNERING VITH OTHER LOCAL BUSINESSES TO INCREASE
CLIENT EXPOSURE IN VILHINGTON!

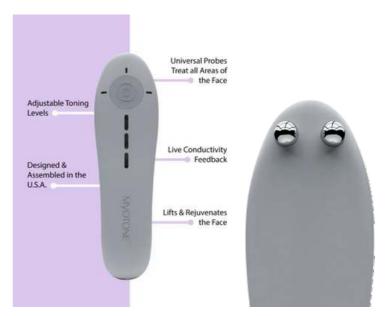
ANY FUNDRAISER DONATION OF S200 OR MORE CAN PRESENT PROOF OF DONATION TO RECEIVE 15% OF F

ACE CONTAINER BUILDS HAS PARTNERED WITH LOCAL BUSINESSES IN ORDER TO PROVIDE THIS GREAT OFFER.

NOTE: PARTIAL PROCEEDS VILL BE DONATED TO THE EBFUNDME FUNDRAISER FOR ACE CONTAINER BUILDS LLC START-UP CAPITAL. DISCOUNT APPLIED PER DONATION AND AFTER PURCHASE.



#### MORE PRODUCT STAGING & 3D RENDERING

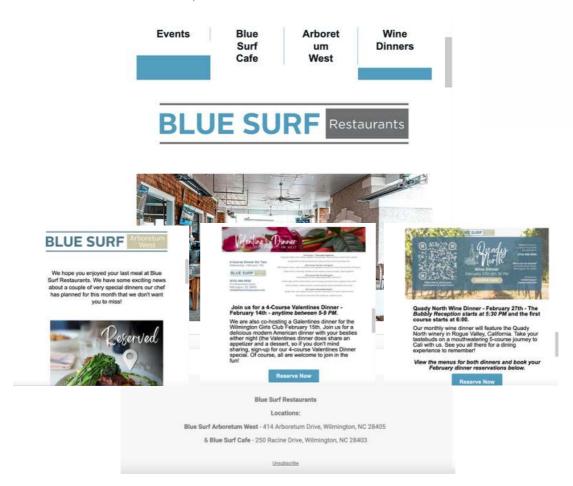


ACE CONTAINER BUILDS **GODADDY WEBSITE & BRAND COPY** - "ENJOY YOUR OUTDOOR OASIS AS MUCH AS YOUR INDOOR AREAS! THIS LOCAL STARTUP BUSINESS HAS DEVELOPED MODERN & EQUALLY AFFORDABLE CONTAINER HOME CONCEPTS TO FIT ANY FORM OR FUNCTION. CUSTOM DESIGNS & LANDSCAPING AVAILABLE AS WELL AS PRE-DESIGNED FLOOR PLANS. LET'S GET CREATIVE WITH YOUR LIVING SPACE!

CALL TODAY FOR AN ESTIMATE ON YOUR DREAM HOME AND/OR BACKYARD OASIS, POOL HOUSE, DETACHED OFFICE OR GYM. THE OPPORTUNITIES ARE ACTUALLY ENDLESS! DISCOVER A MORE WEATHER-RESISTANT & AFFORDABLE METHOD OF BUILDING WITH ACE CONTAINER BUILDS."

#### **EMAIL MARKETING**

BLUE SURF RESTAURANTS **EVENT EMAIL CAMPAIGNS**WITH RESERVATION LINKS, WEEKLY SPECIALS & SUBSCRIBER EXCLUSIVES.



INTERNATIONAL E-COMMERCE & SERVICE EMAIL MARKETING - BELLA ROSE PHOTOGRAPHY CAMPAIGNS SENT TO SUBSCRIBERS IN THE US, FRANCE, ENGLAND, SWITZERLAND AND GERMANY.





#### **SOCIAL CAMPAIGNS & POWERPOINTS**

NATIONAL INFERTILITY AWARENESS WEEK - NON-PROFIT ORGANIZATION ON-SITE POWERPOINT PRESENTATION SPREADING AWARENESS, FOCUSED ON REMOVING ANY STIGMAS & BARRIERS TO THE INFERTILITY PROCESS.

















THANK YOU FOR VIEWING, I HOPE YOU HAVE ENJOYED MY DESIGN PORTFOLIO. MY GOAL WAS TO SUMMARIZE MY EXPERIENCE AS MUCH AS POSSIBLE WHILE ALSO BEING INCLUSIVE OF ALL MEDIA TYPES. AS ALWAYS, FEEL FREE TO CONTACT ME WITH ANY QUESTIONS YOU MAY HAVE.

LOOKING FOR SOMEONE TO MANAGE YOUR REBRAND, WEBSITE, SOCIAL PROFILES, GOOGLE AND/OR EMAIL MARKETING WITH CUSTOMER RELATIONS MANAGEMENT ON A BUDGET? 910 DESIGN CO. IS THE ONE-WOMAN BAND YOU ARE LOOKING FOR!