



BRAND DESIGN AND MARKETING

ABOUT

My passion is visually conceptualizing a brand's image, meticulously planning clear campaigns, and bringing them to life.

I have worked in various demographic markets from luxury fashion, beauty, tech, small businesses, and private clients. I received my B.S. in Fashion Marketing with an emphasis in sustainability and digital media. I have a natural love for art history and color theory, which plays a unique role in my creative POV. I strive to create innovative and inspiring projects designed to leave my audience captivated by evoking engagement and conversation. I am a ying and yang of both analytics and creativity. By day I am a Sr. Associate Media Strategist at one of the largest advertising companies in the world, which requires market consumer research, budget sheets, data/analysis, trend forecasting, and campaign development. Balancing my analytical day, I find creativity in innovative ideation and storytelling through film, photo, and graphic design.

SERVICES	HOURS	RATE	FEE*
PRODUCTION (Photo/Film/Graphic Design)			
:30 Second Video (TikTok/IG Reel/YT Short)	9	\$50	\$450
Commercial Photoshoot	4	\$50	\$200
Editorial Photoshoot	6	\$50	\$300
Logo Design** (3 concepts - 2 rounds of edits)	28	\$50	\$1,400
Business Card Design** (2 concepts - 2 rounds of edits)	5	\$50	\$250
Infographic/Creative Illustration**	30	\$50	\$1,500
POST-PRODUCTION (Photo/Film)			
:30 Second Video Edit	1	\$50	\$50
Photo Retouching	1	\$25	\$25
CAMPAIGN STRATEGY			
Creative Campaign Strategy Consultation Package Inclusive of: 2 Consultations, Market Research Deck, Creative Brief, and Tactical Campaign Framework Deck	40	\$30	\$1,200
Campaign Activation/ Social Media Account Management *** (Community engagement, social media mapping, content/ campaign activation, data analysis, content partnerships)	1	\$50	\$50

*Projected are avg. estimates for hourly rates/fees. Fees may vary based on complexity of client project. Rates are negotiable by request.

**Graphic Designs (e.g. - logo, business card, illustrations) are digital designs (non-inclusive of prints). Prints cost an additional fee based on client request/supply.

***Campaign Activation/Social Media Account Management is non-inclusive of content creation/production. Please reference Production rates for content production.

BRAND EMPLOYMENT/CLIENT HISTORY



WORK PORTFOLIO

