




COMPANY PROFILE

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 workwithlook.com

INTRODUCTION

Whether you're just starting out or looking to revamp an existing brand, Look Design & Direction has the expertise and resources to help you succeed. By taking a holistic approach to creative design, we ensure that our clients have a consistent, professional presence in all their public-facing materials. We specialize in creating user-friendly experiences that are tailored to each client's target audience, and we take the time to understand and incorporate their unique values into the design process. From logo and website design to print media and digital marketing materials, Look Design & Direction ensures that your brand will reach the right people in the right way.



BRAND DEVELOPMENT

Let's make their heads turn. While we're at it, I'll transition your brand from print to web and back again and develop a creative kit that guides your marketing messages going forward.

- + Brand strategy
- + Logo and identity
- + Campaign concepts



PRINT DESIGN

I like to think big. I'll work with you to create innovative designs that are fresh and relevant, and, most importantly, that resonate with your customers here and now.

- + Brochures and other collateral
- + Advertising campaigns
- + Direct mail
- + Annual reports and catalogs
- + Banners and booth signage
- + Billboards
- + Packaging



DIGITAL MARKETING

Telling your story online takes courage. I'll help you cut through the cyber clutter to meet your customers where they are. I'll show you how to put digital data to work for you to increase website traffic, find qualified leads and grow brand awareness.

- + Website UI and UX
- + Email marketing
- + Social media campaigns
- + Online advertising



EXPERIENCE

LOOK DESIGN & DIRECTION / HENCE DESIGN

Creative Director / Owner (2011 - Present)

- + Providing branding and marketing solutions through print, web and product development
- + Collaborates with clients, account executives, copywriters, photographers and web developers to execute results-driven communications and brand consistency
- + Implement on-line marketing strategies focusing on lead generation through social media, organic SEO, PPC advertising and email marketing while managing budget allocations
- + Create multimedia campaigns that connect product benefits with the needs of prospects to generate leads and sales

HATS OFF CREATIVE / CREATIVE SERVICES

Director of Print and Web Services (2007 - 2011)

- + Led team of 10+ designers and developers in a fast paced environment to deliver high quality, deadline driven marketing solutions for franchised based sales consultants nationwide
- + Implemented template-based applications for online marketing efforts resulting in lower costs with higher profit margins
- + Consulted with printers, mail houses, web hosts and industry service providers to optimize service offerings to stay ahead of the curve in an evolving online marketplace

MILLER DAVIS AGENCY

Web / Graphic Designer (2004 - 2007)

- + Designed, conceptualized and produced advertising campaigns, brand development and online marketing efforts for local and national clients
- + Established creative direction for startup print publication overseeing layout, advertising initiatives and production

EDUCATION

BACHELOR OF FINE ARTS - BFA GRAPHIC DESIGN

University of North Carolina at Charlotte (2004)

