



PORTFOLIO

BRANDING | MARKETING | PUBLIC RELATIONS

Marketing and advertising are ruling the world. Adapting to the huge changes that are taking over this industry is essential. In the world today, the qualities of creative problem solving and hardwork are overlooked. The great thing about these two important qualities I possess is that no matter how marketing and advertising changes, I have an advantage in my career. Through internships, freelance, and college organizations, I have grown my skills in marketing strategy, public relations, copywriting, social media, branding, and many other areas. Working with clients and creating successful marketing is my specialty.



IMAGEWEST

OVERVIEW: STEAMER SEAFOOD



Problem:

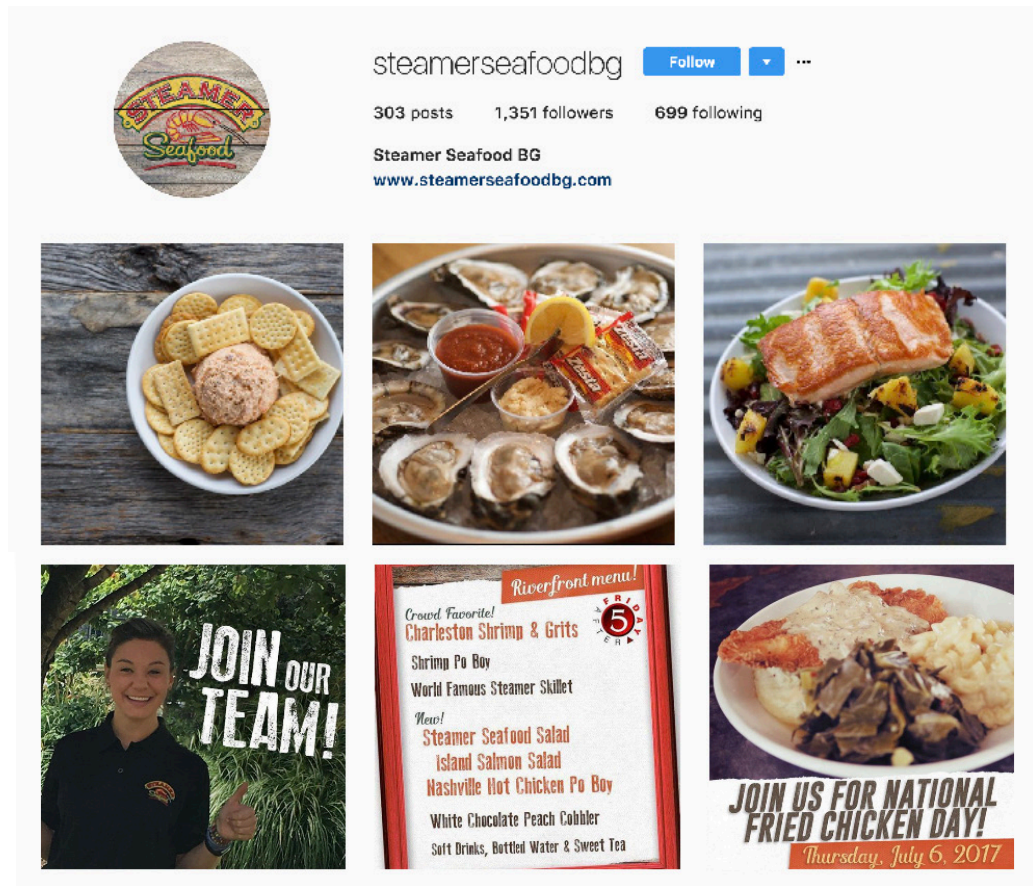
Steamer Seafood came to us with concern of how many customers they had coming in the door. They needed to completely rebrand themselves in a way that was going to draw attention and market their food and service to families, and middle-aged married couples. The last advertising agency they had hired had not been delivering quality work so Steamer Informed us of their high standards.

Solution:

Implemented the creative marketing solutions Steamer Seafood needed to build the restaurant a better brand for their customers.

- Held numerous client meetings with the owner and head manager of Steamer Seafood to discuss marketing campaigns, branding, and goals, while making sure they were nothing less than satisfied
- Used photography, graphics, social media strategy, and other outlets to promote the restaurant in different, yet creative, ways.
- Find opportunities to reach different customer demographics by reaching out to the community.

SOCIAL MEDIA



Completely
rebranded
event menu



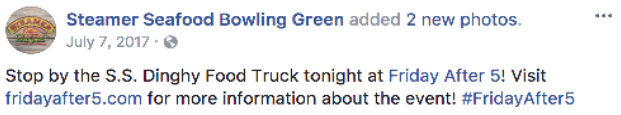
Creative problem solving came into play when we had to think of new and fresh ways to promote Steamer Seafood in a new light. Prior to meeting with us, Steamer Seafood had an employee running their social media. After taking over, I came up with some creative ways to solve their customer retention, viewer awareness, and other problems they had expressed.

- We instantly jumped on the interesting aspects about this seafood restaurant that would make them stand out and started strategically posting based on their competition, ideal demographic, and event promotion.
- Not only did I give them a complete rebrand, I gave them a whole new look on social media with hometown menus to give the persona of being a family friendly restaurant.

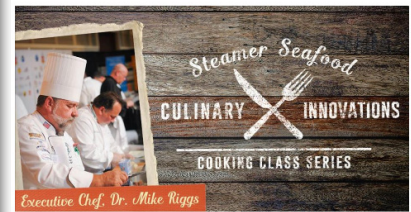
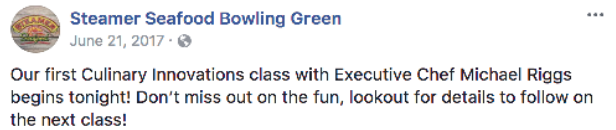
EVENT PROMOTION

The way I creatively solved Steamer's problem of not standing out to customers is we honed in on the intriguing and inviting events they hosted or participated in that had never promoted before.

Friday After 5:



Culinary Innovations:



Results:

As a result of my marketing techniques used for Steamer Seafood, the restaurant thrived and exceeded their goals.

- Many Friday After 5 customers traveled an hour from having our food in Owensboro to come to Steamer in Bowling Green.
- The Culinary Innovations class with Mike Riggs filled up in 20 minutes because of my post's impressions.
- Steamer now has an email marketing system in place through Zenreach.
- Hired numerous employees through an application I posted on Facebook.
- Steamer managers were so impressed with my work that they hired me as a hostess to help them with implementing their brand in the restaurant.

