

# G R O U N D E D

---

Portfolio

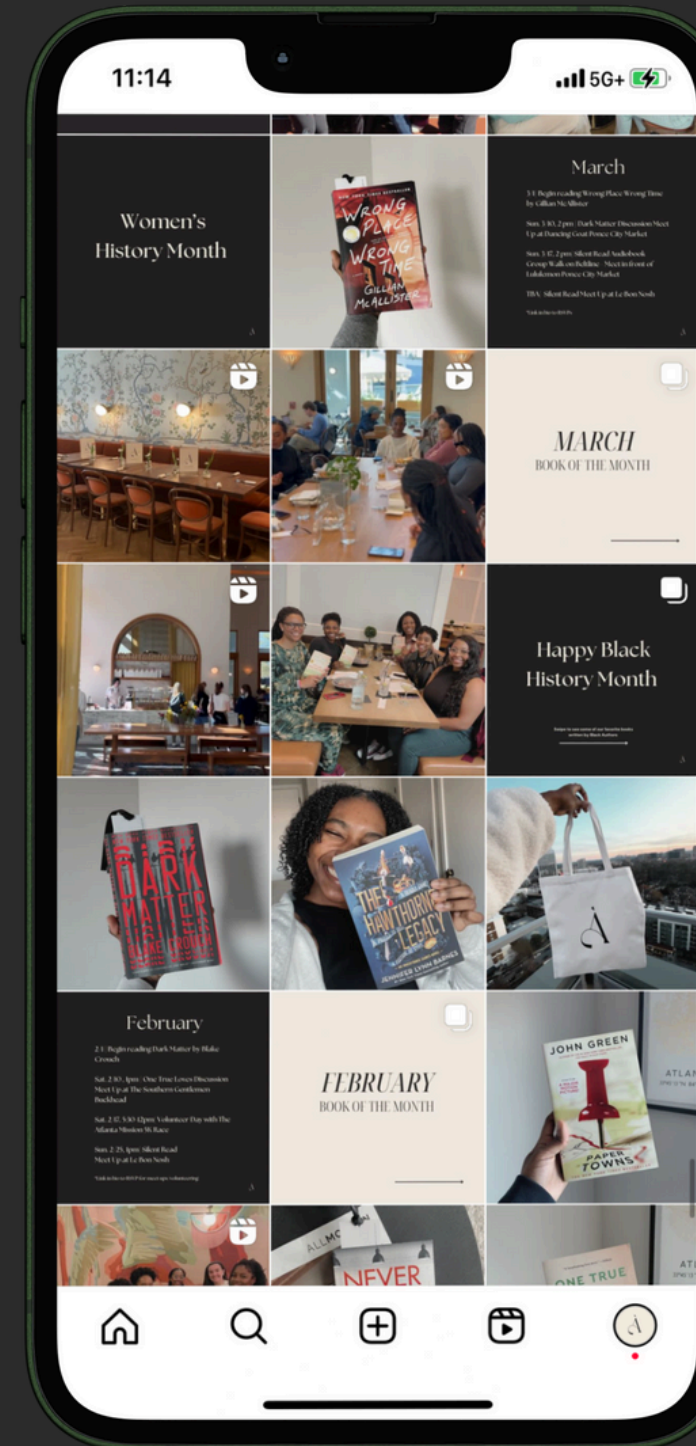
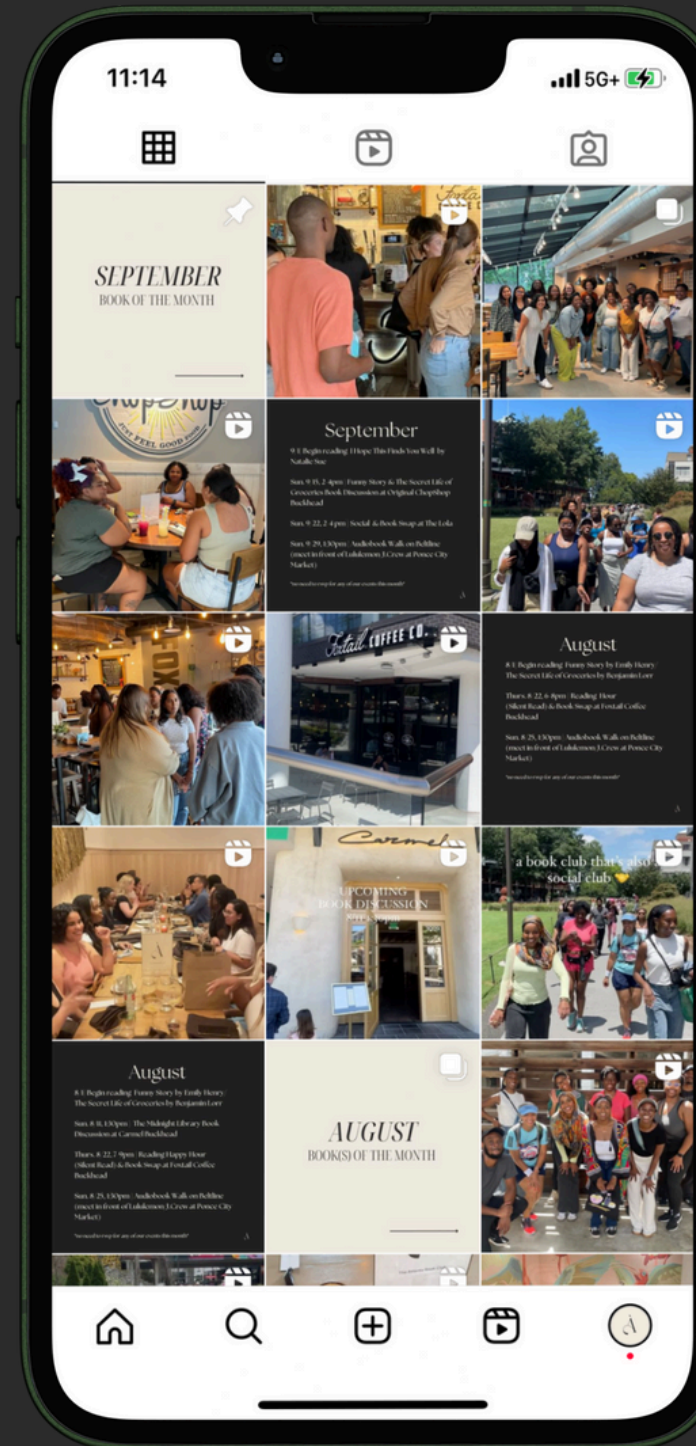
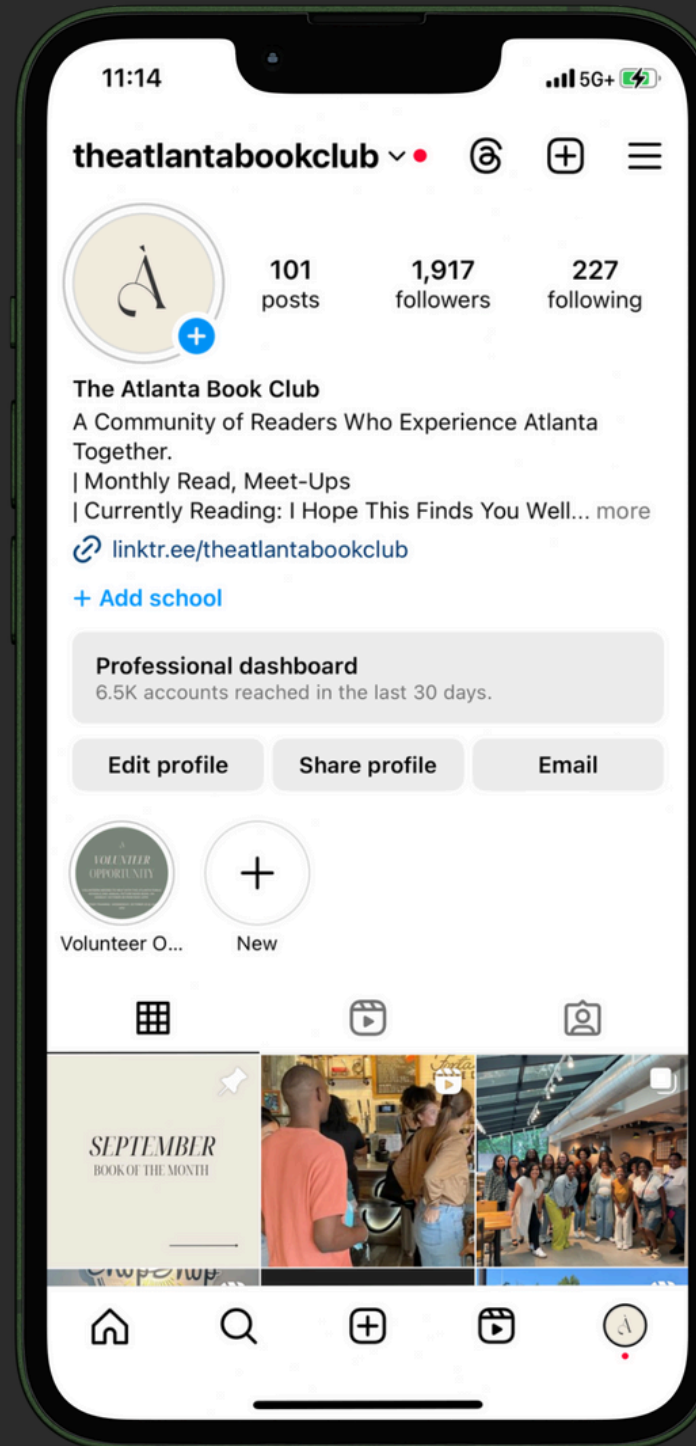
# THE ATLANTA BOOK CLUB

Brand Development & Social Media Management



# The Atlanta Book Club (Est. November 2023)

## Highlights



- Full Takeover (we **create & manage the entire account** from photos to videos, to graphic design, to event management).
- Grew account from **0 to 1917 followers organically** in 10 months.
- **Gained over 200 leads** (email newsletter signups, group chat, BookClub sign-ups).
- Event Attendance Rate: Average of 20-35 people per event.
- On TikTok: **1627 followers and 6293 total likes**

\*data is based on 10 months of running account.



# The Atlanta Book Club Graphics (Social Media Posts)

## THE MIDNIGHT LIBRARY by Matt Haig

DESCRIPTION | MYSTERY/DRAMA

SOMEWHERE OUT BEYOND THE EDGE OF THE UNIVERSE THERE IS A LIBRARY THAT CONTAINS AN INFINITE NUMBER OF BOOKS, EACH ONE THE STORY OF ANOTHER REALITY. ONE TELLS THE STORY OF YOUR LIFE AS IT IS, ALONG WITH ANOTHER BOOK FOR THE OTHER LIFE YOU COULD HAVE LIVED IF YOU HAD MADE A DIFFERENT CHOICE AT ANY POINT IN YOUR LIFE. WHILE WE ALL WONDER HOW OUR LIVES MIGHT HAVE BEEN, WHAT IF YOU HAD THE CHANCE TO GO TO THE LIBRARY AND SEE FOR YOURSELF? WOULD ANY OF THESE OTHER LIVES TRULY BE BETTER?

IN THE MIDNIGHT LIBRARY, MATT HAIG'S ENCHANTING BLOCKBUSTER NOVEL, NORA SEED FINDS HERSELF FACED WITH THIS DECISION. FACED WITH THE POSSIBILITY OF CHANGING HER LIFE FOR A NEW ONE, FOLLOWING A DIFFERENT CAREER, UNDOING OLD BREAKUPS, REALIZING HER DREAMS OF BECOMING A GLACIOLOGIST; SHE MUST SEARCH WITHIN HERSELF AS SHE TRAVELS THROUGH THE MIDNIGHT LIBRARY TO DECIDE WHAT IS TRULY FULFILLING IN LIFE, AND WHAT MAKES IT WORTH LIVING IN THE FIRST PLACE.



## FIRST LIE WINS Ashley Elston

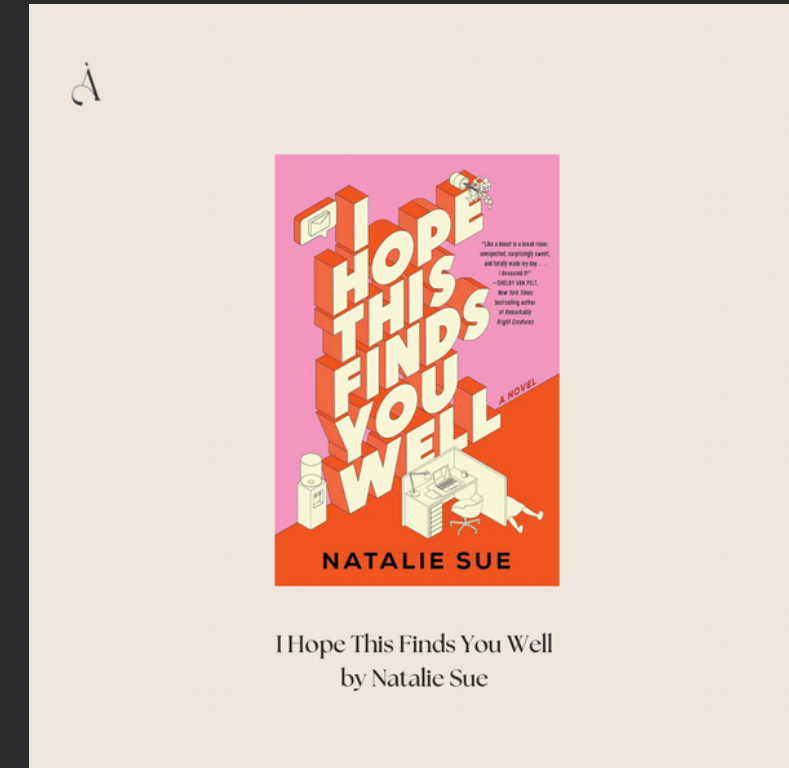
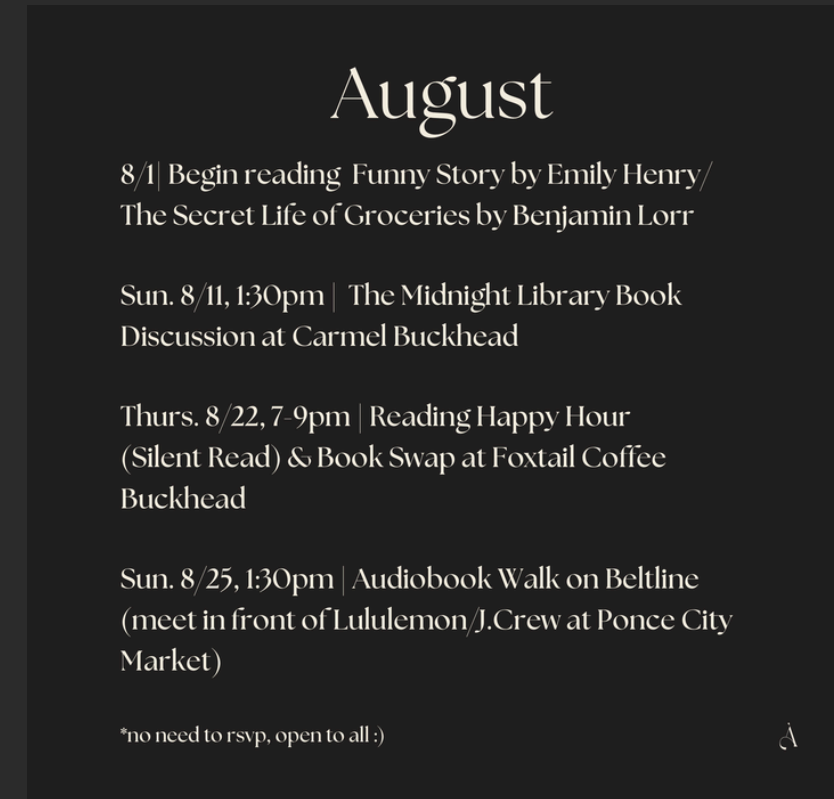
DESCRIPTION | FICTION/THRILLER

EVIE PORTER HAS EVERYTHING A NICE SOUTHERN GIRL COULD WANT: A DOTING BOYFRIEND, A HOUSE WITH A WHITE PICKET FENCE, A TIGHT GROUP OF FRIENDS. THE ONLY CATCH: EVIE PORTER DOESN'T EXIST.

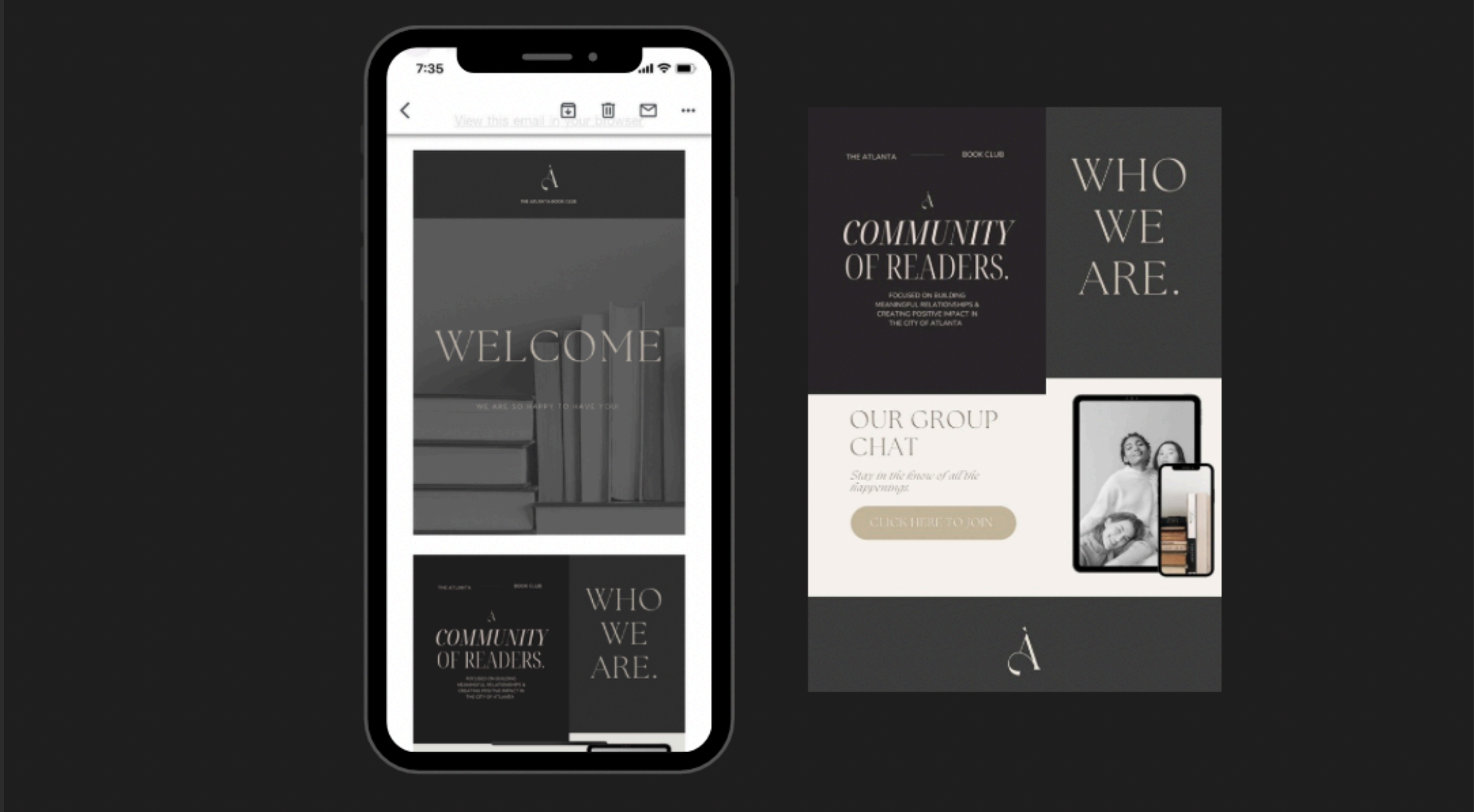
THE IDENTITY COMES FIRST: EVIE PORTER. ONCE SHE'S GIVEN A NAME AND LOCATION BY HER MYSTERIOUS BOSS, MR. SMITH, SHE LEARNS EVERYTHING THERE IS TO KNOW ABOUT THE TOWN AND THE PEOPLE IN IT. THEN THE MARK: RYAN SUMNER. THE LAST PIECE OF THE PUZZLE IS THE JOB.

EVIE ISN'T PRIVY TO MR. SMITH'S REAL IDENTITY, BUT SHE KNOWS THIS JOB ISN'T LIKE THE OTHERS. RYAN HAS GOTTEN UNDER HER SKIN, AND SHE'S STARTING TO ENVISION A DIFFERENT SORT OF LIFE FOR HERSELF. BUT EVIE CAN'T MAKE ANY MISTAKES—ESPECIALLY AFTER WHAT HAPPENED LAST TIME.

EVIE PORTER MUST STAY ONE STEP AHEAD OF HER PAST WHILE MAKING SURE THERE'S STILL A FUTURE IN FRONT OF HER. THE STAKES COULDN'T BE HIGHER—BUT THEN, EVIE HAS ALWAYS LIKED A CHALLENGE. . . .



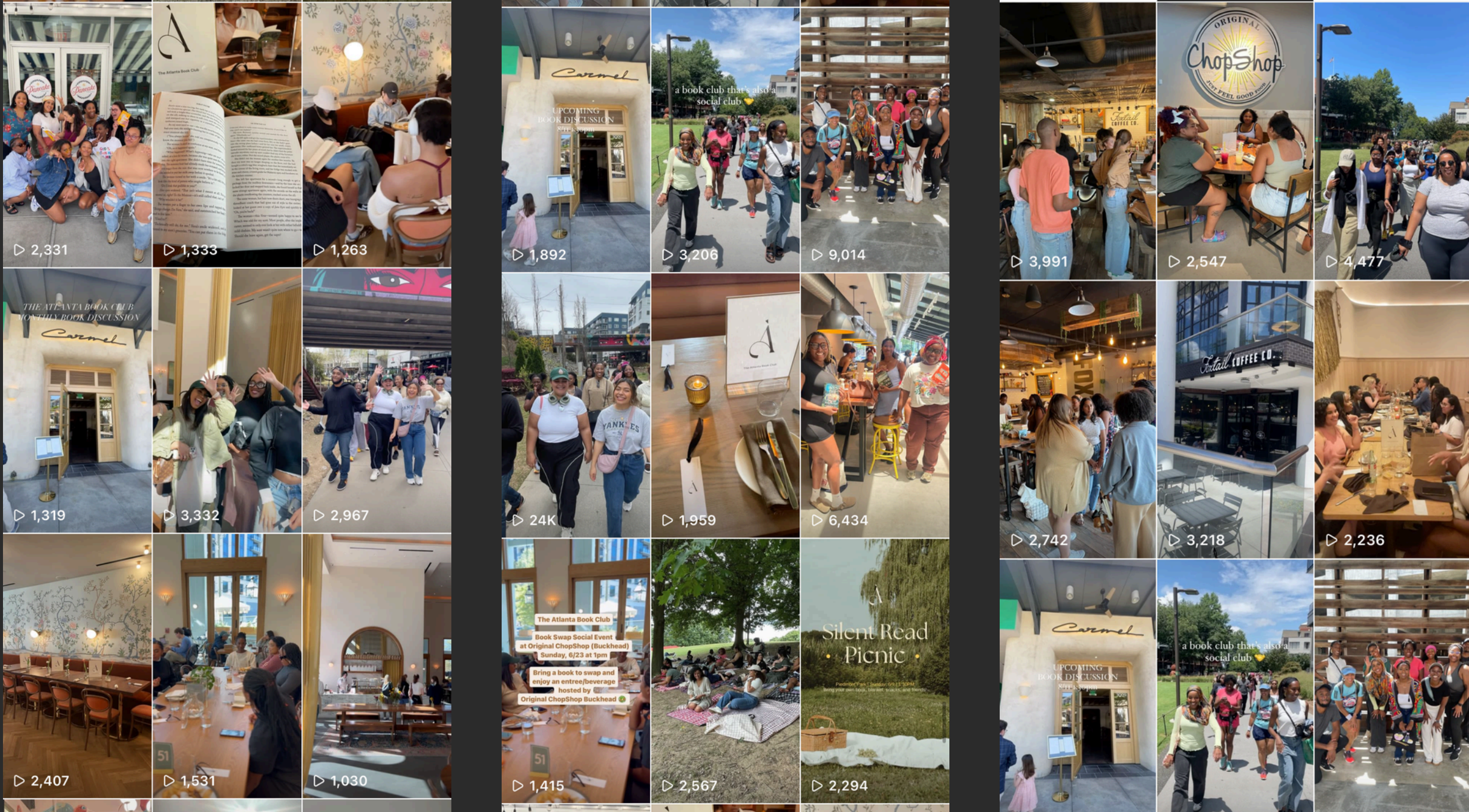
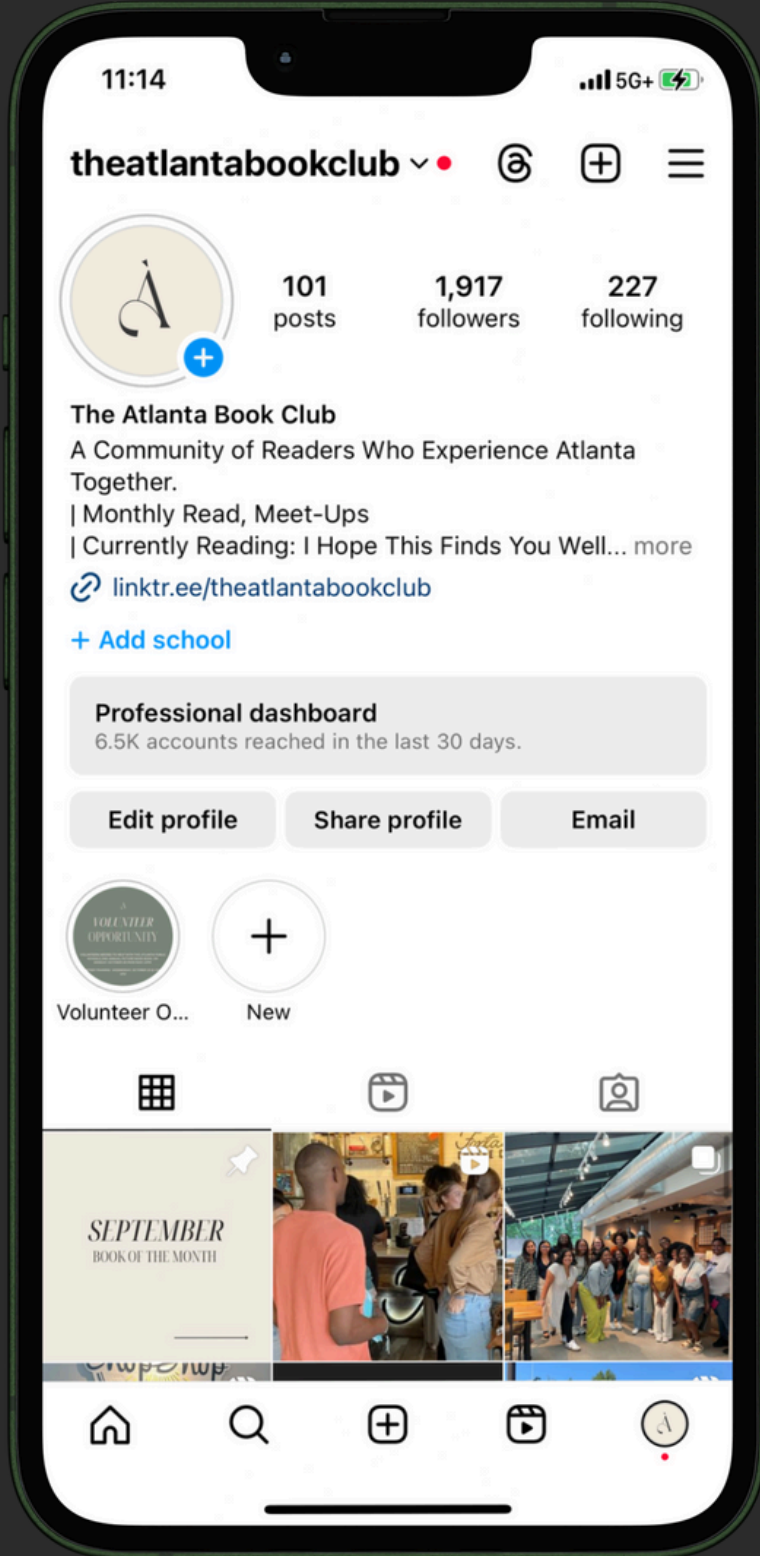
# The Atlanta Book Club Graphics



Email Newsletter Design



# The Atlanta Book Club Social Media Reach (Reels)

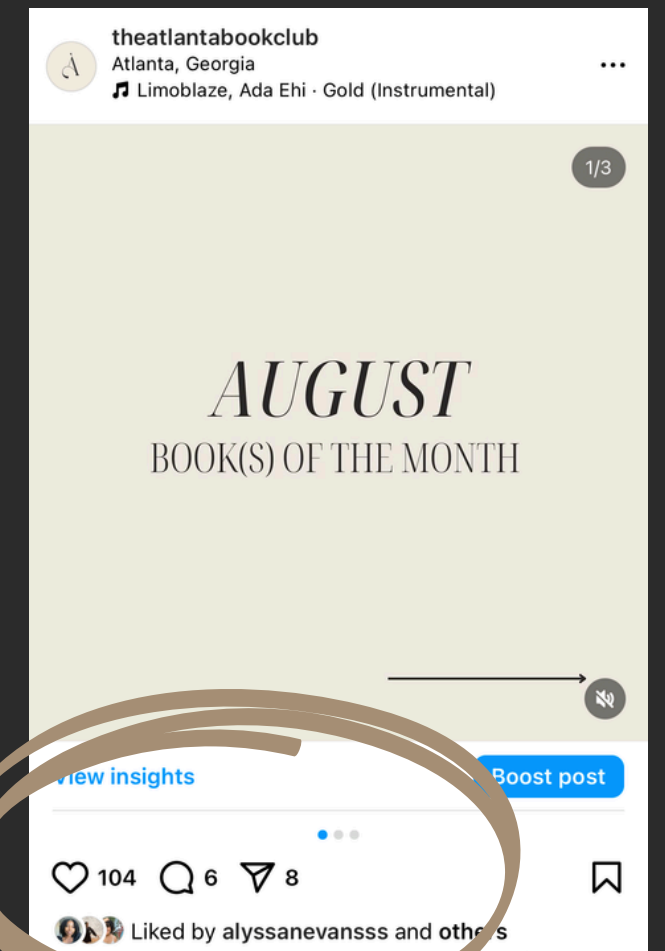
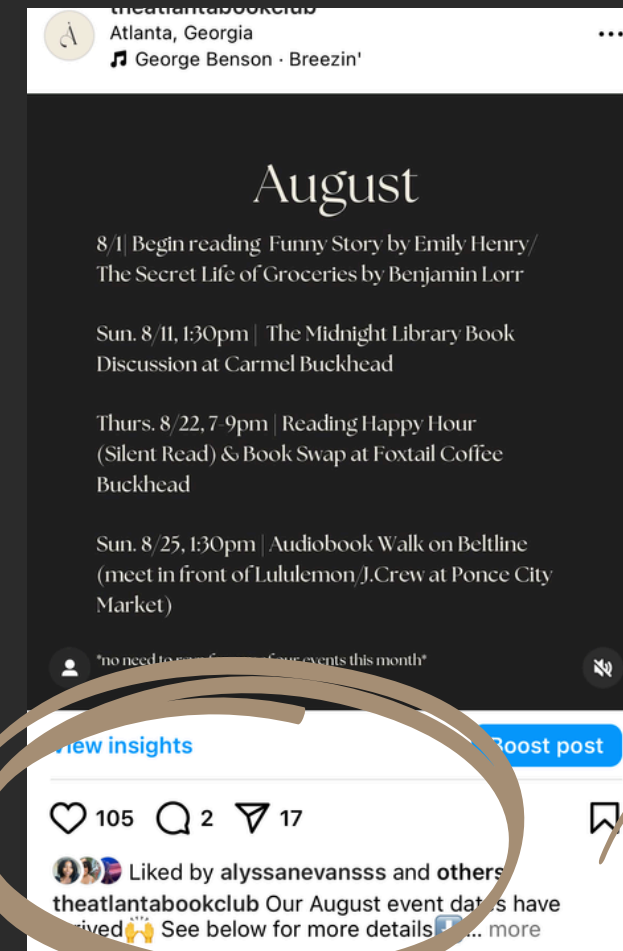
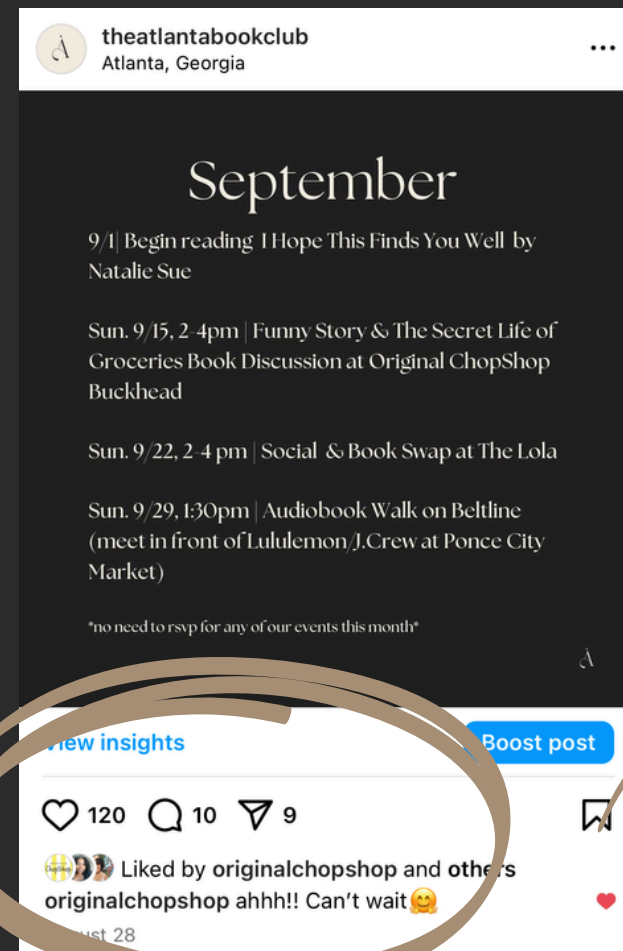
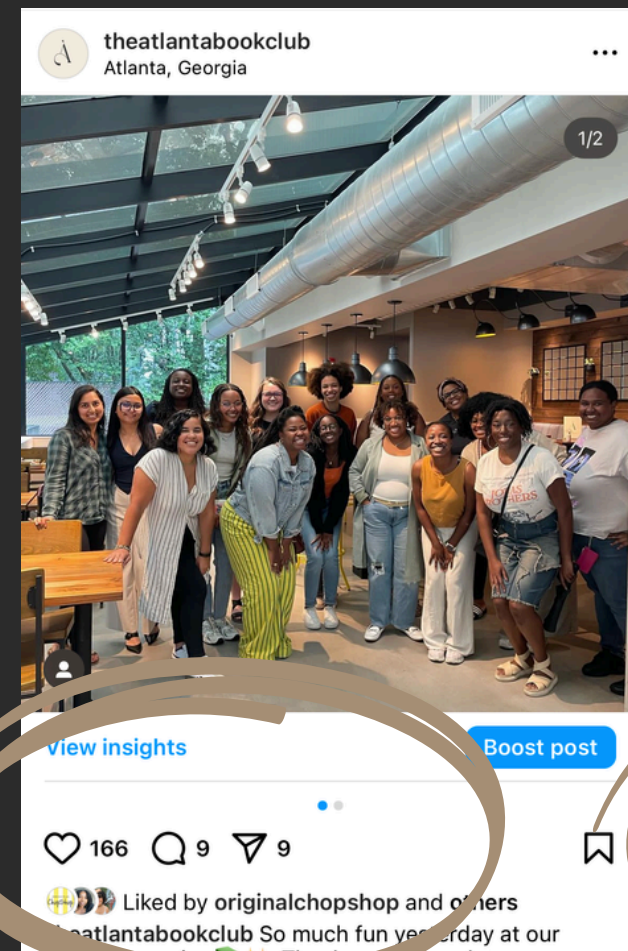
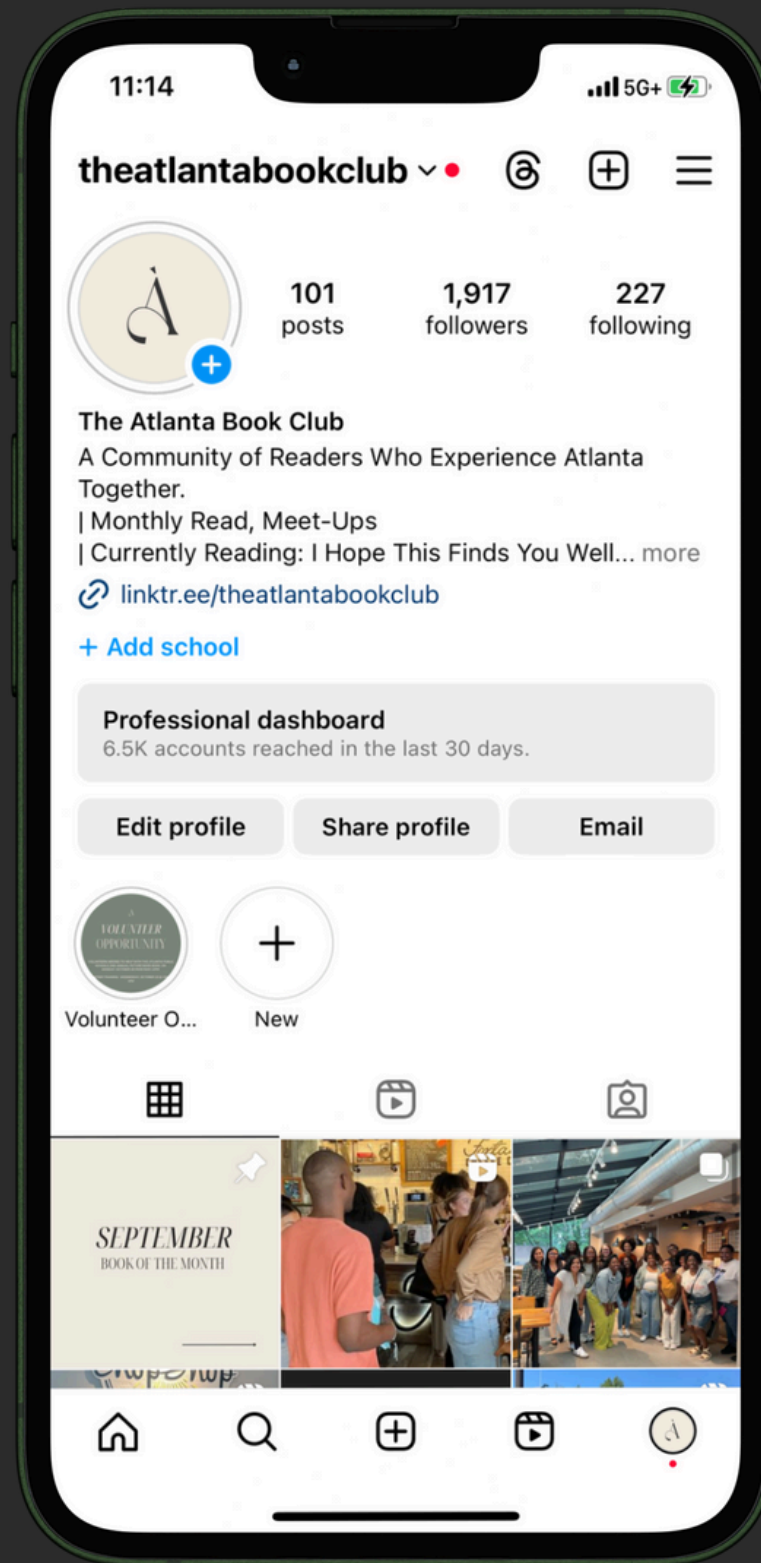


## Highlights

- Partnership with Original ChopShop with Collaboration Post
- Have a viral video (over 24k views)



# The Atlanta Book Club Social Media Reach (Static Posts)



High Engagement with Followers



# The Atlanta Book Club Printed Assets



Bookmarks (Front & Back Design)



Tote Bag Design



Branded Signage

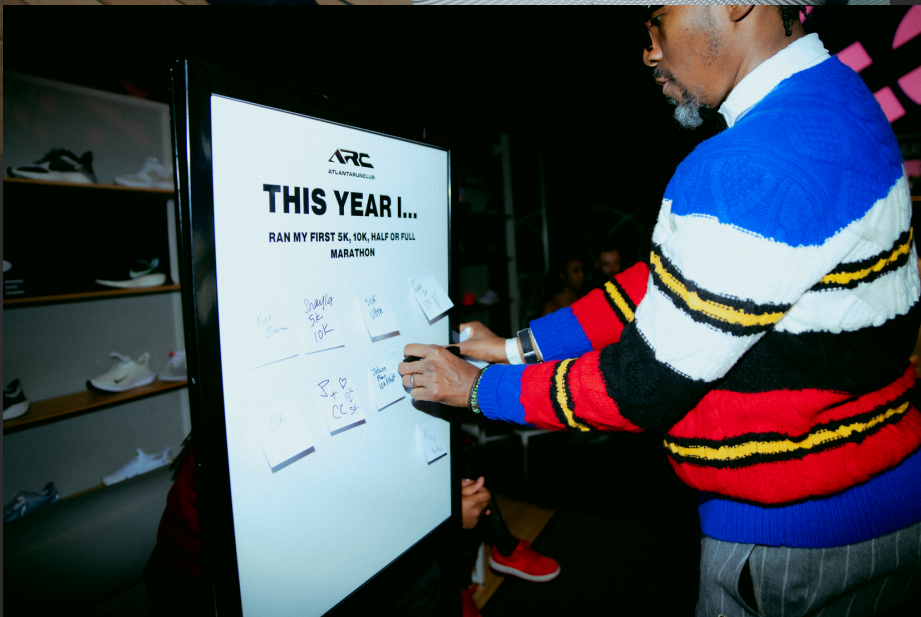


# ATLANTA RUN CLUB/NIKE EOY EVENT

Event Brand Activations



# Atlanta Run Club EOY Event





**TANCÉ**

Brand Development

# TANCÉ Brand Development

TANCÉ

EVENT PLANNING

TANCÉ IS **NOT YOUR EVERYDAY EVENT PLANNER.**

WE SPECIALIZE IN PLANNING MEMORABLE EVENTS WHILE CREATING SPACE FOR YOU THAT IS **BEAUTIFUL AND INTENTIONAL**; AN EVENT THAT SPEAKS TO THE HIGH QUALITY OF YOU AND THE MOMENTS YOU SHARE WITH YOUR COMMUNITY.

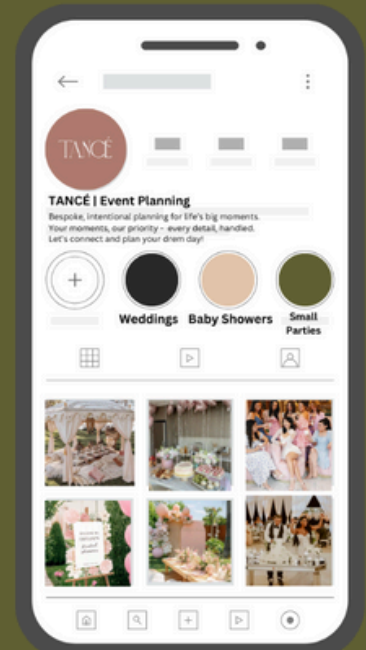
Logos & Typography

Adventures Unlimited



Social Media Look & Feel

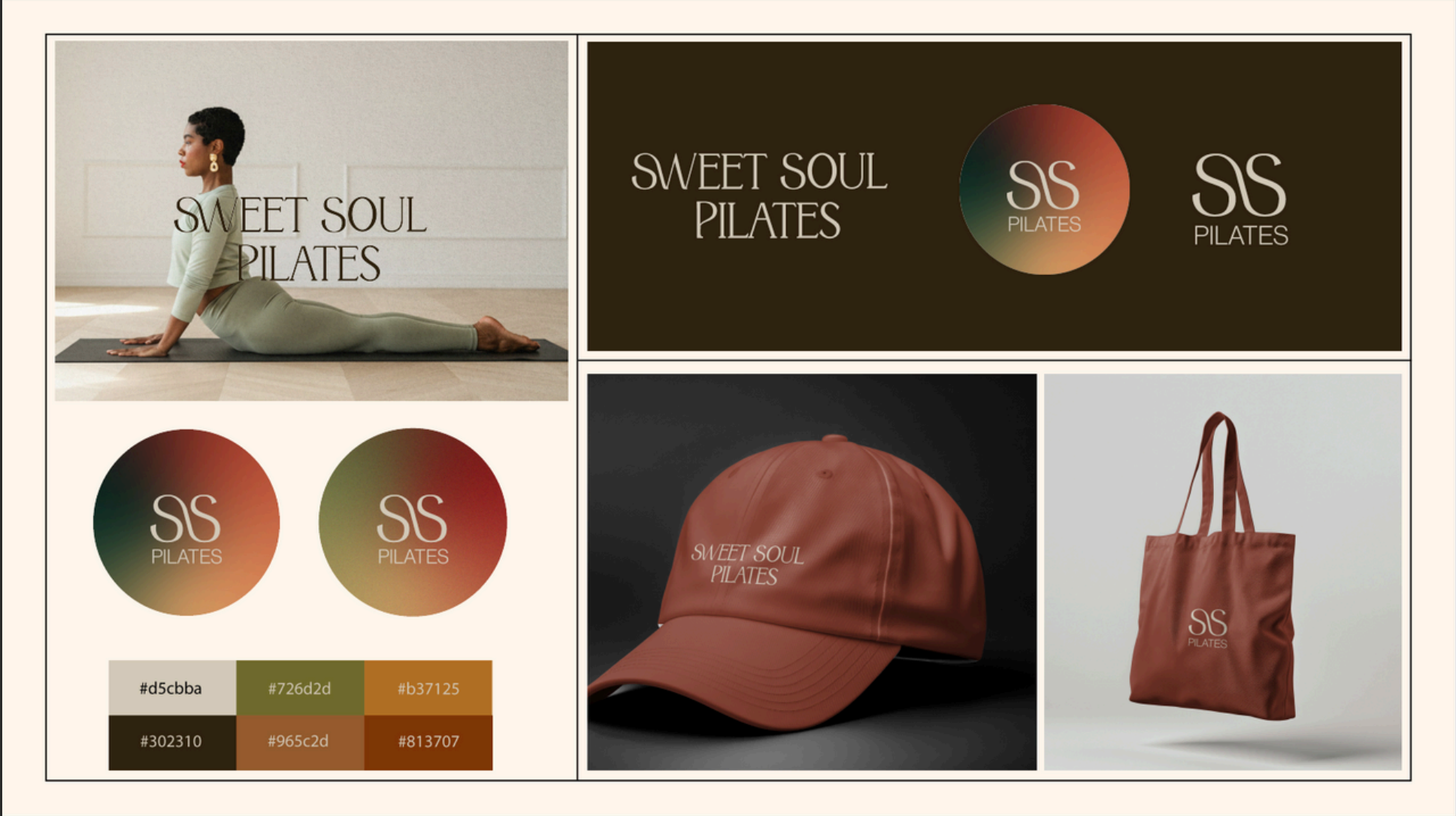
Focused on the experiences you create, letting people know what makes you stand out.



# SWEET SOUL PILATES

Brand Development

# Sweet Soul Pilates Brand Development

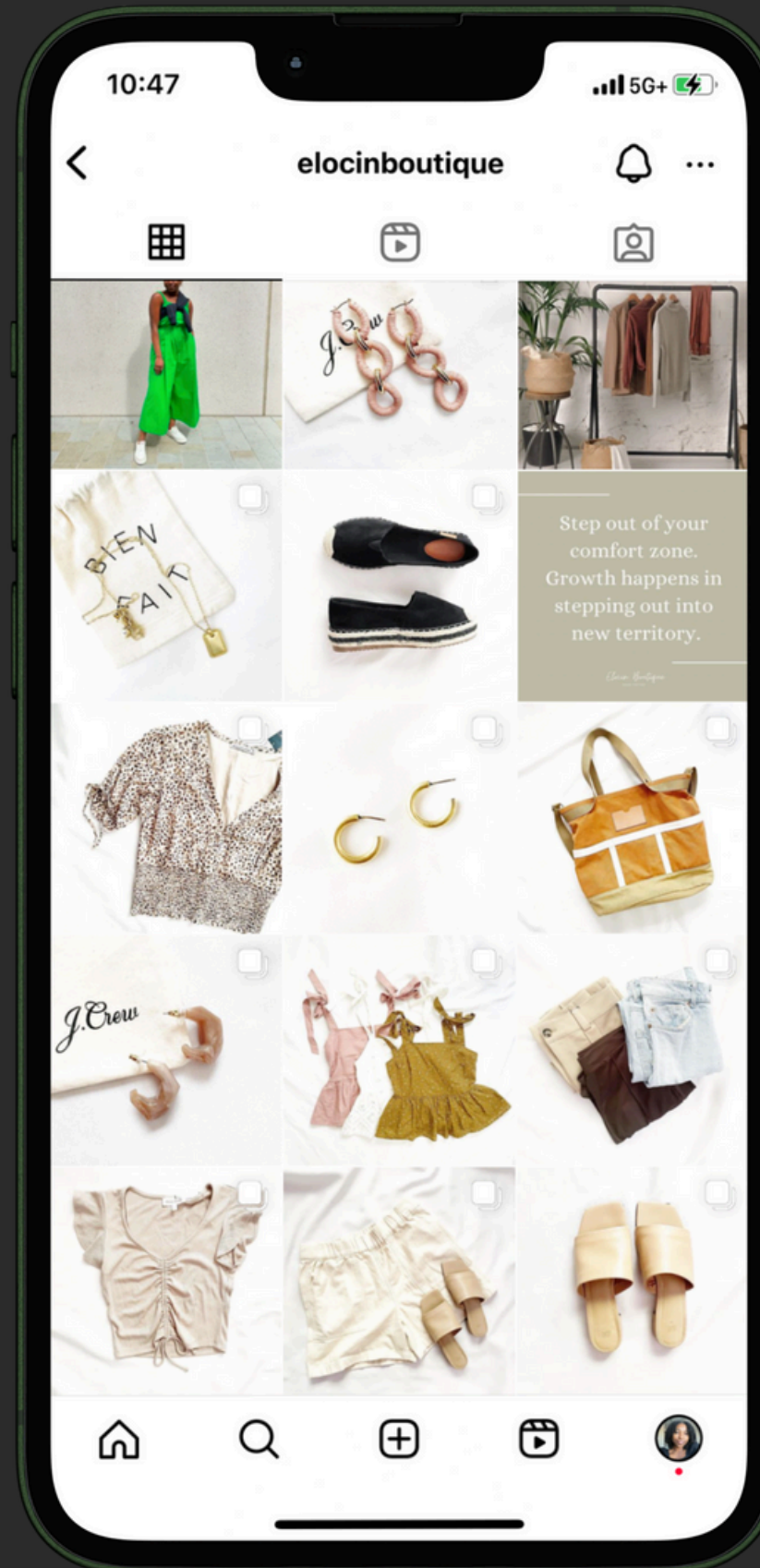
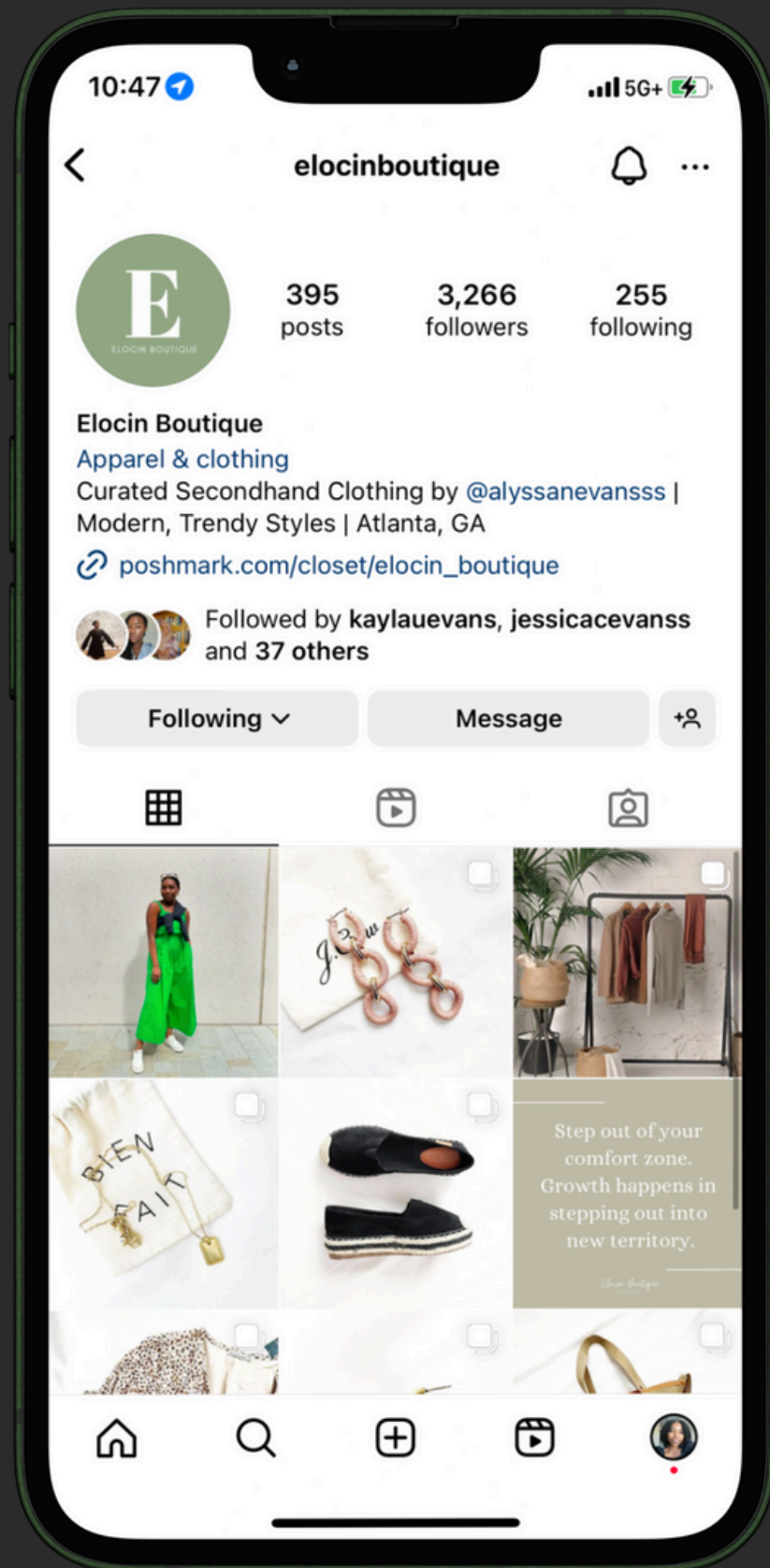


# ELOCIN BOUTIQUE

Brand Development & Social Media Management



# Elocin Boutique

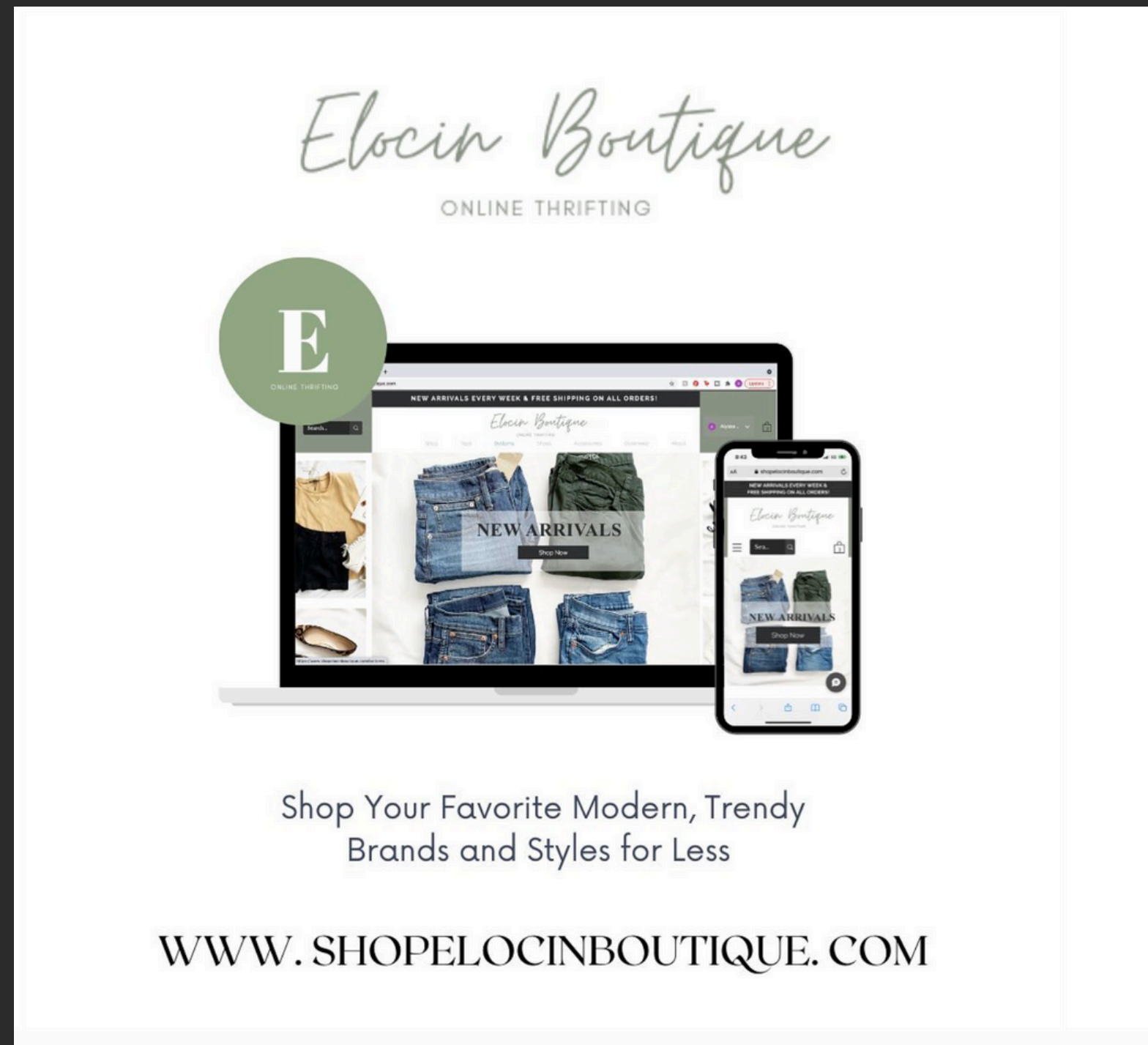


Full Takeover

We created & managed the entire account from photos to videos, to graphic design.



# Elocin Boutique Graphic Design

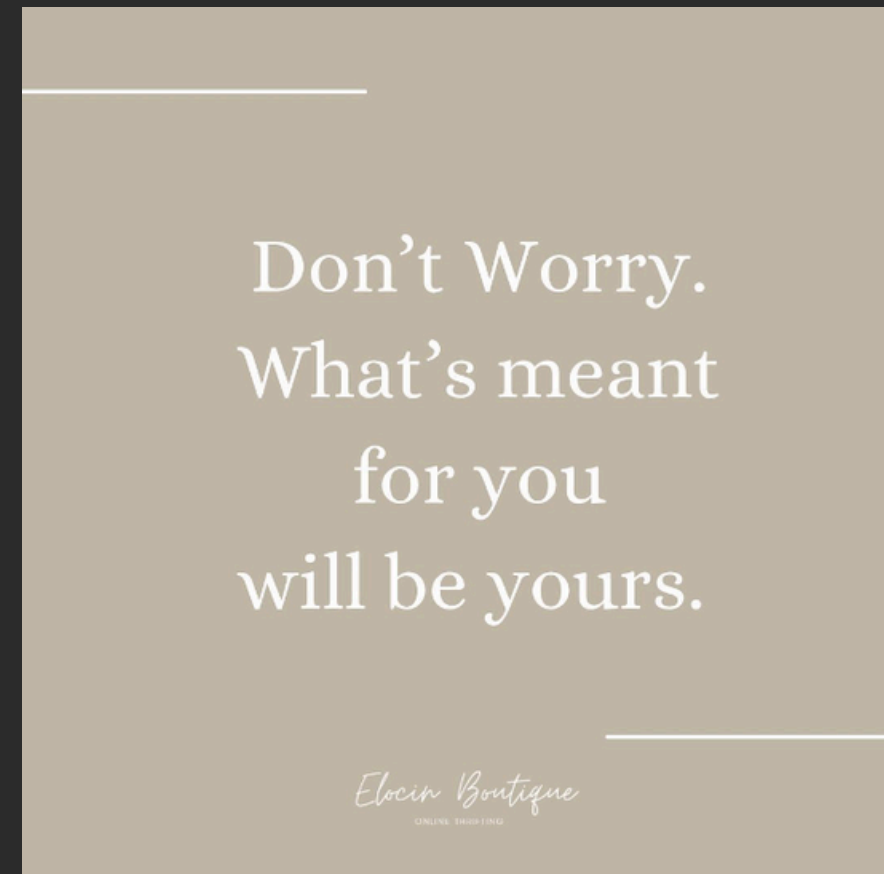


Website Design (Wix.com)



Branded Packaging Design

# Elocin Boutique Graphic Design



## Social Media Quotes Design



Elocin Boutique Photography



Flat Lay Style Photography with Simple Editing

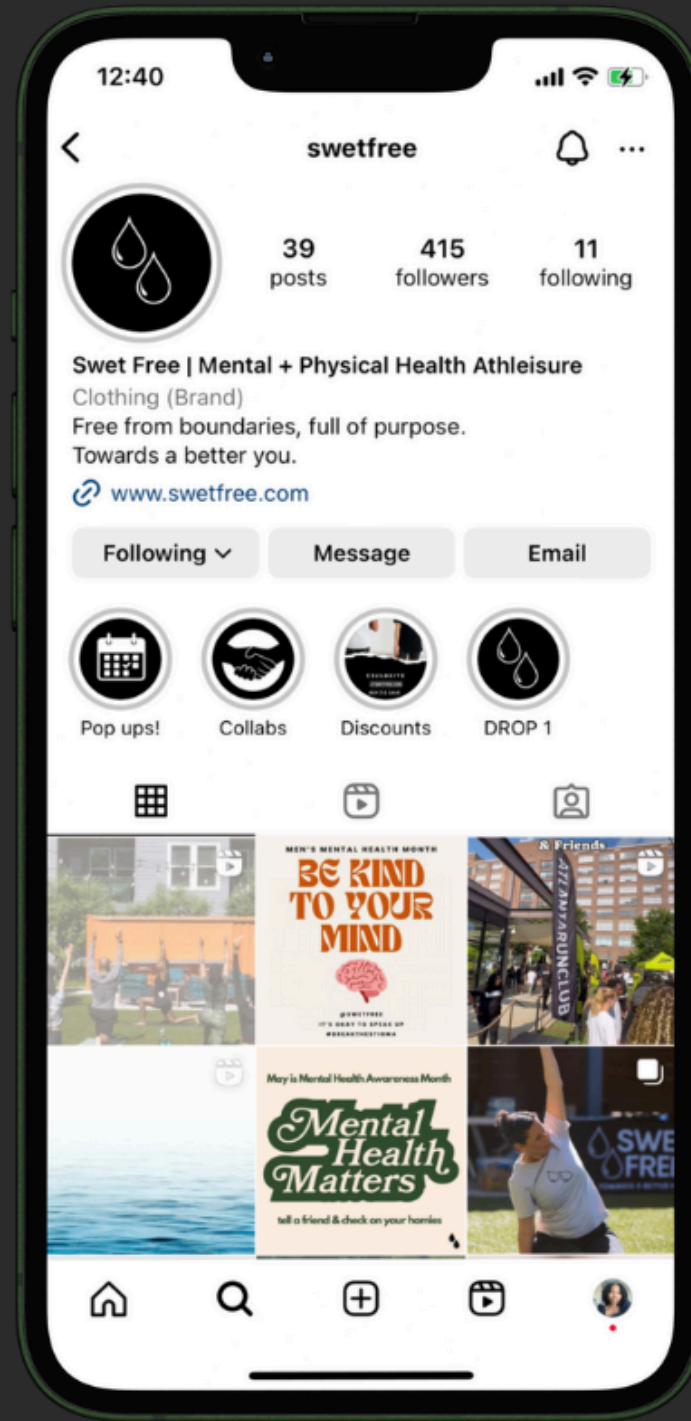
**SWET FREE**

Brand/Social Media Content Strategy

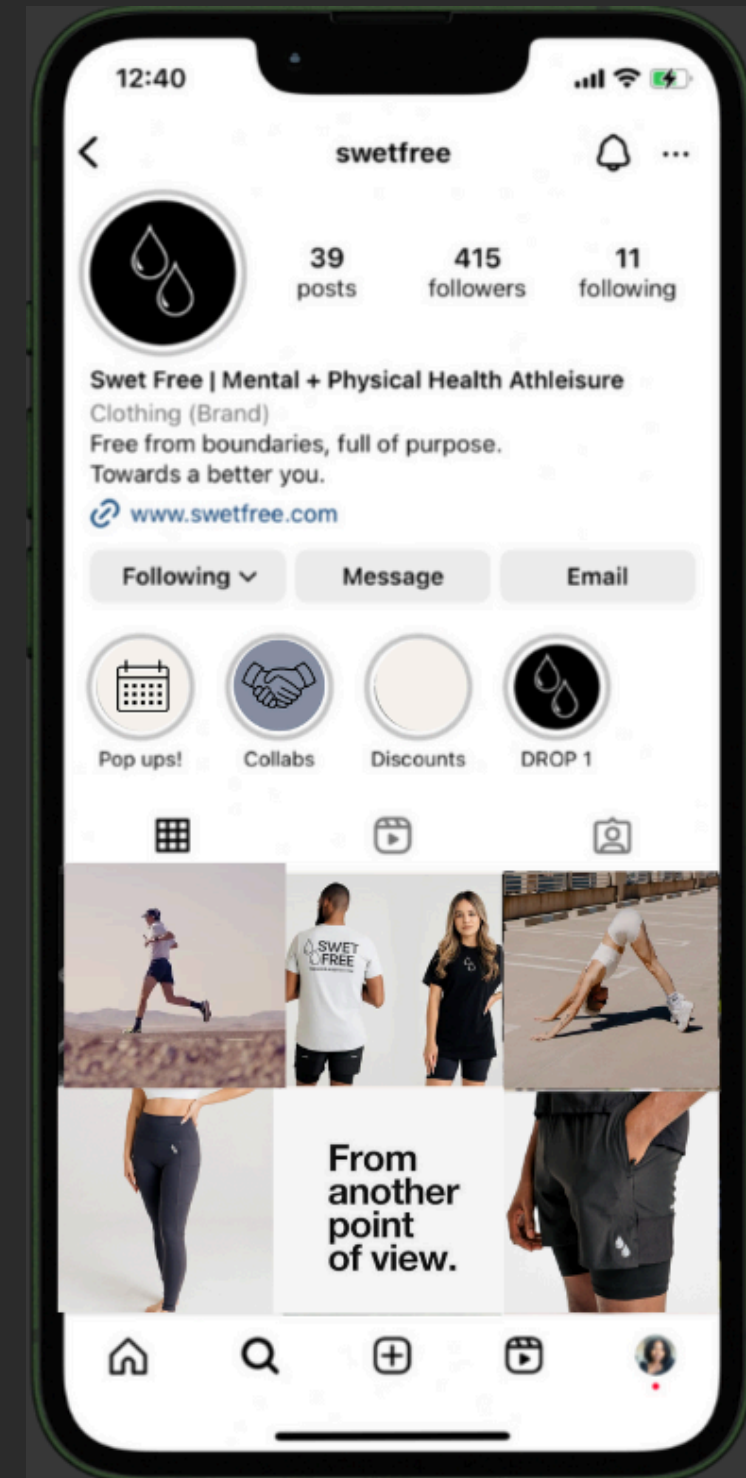
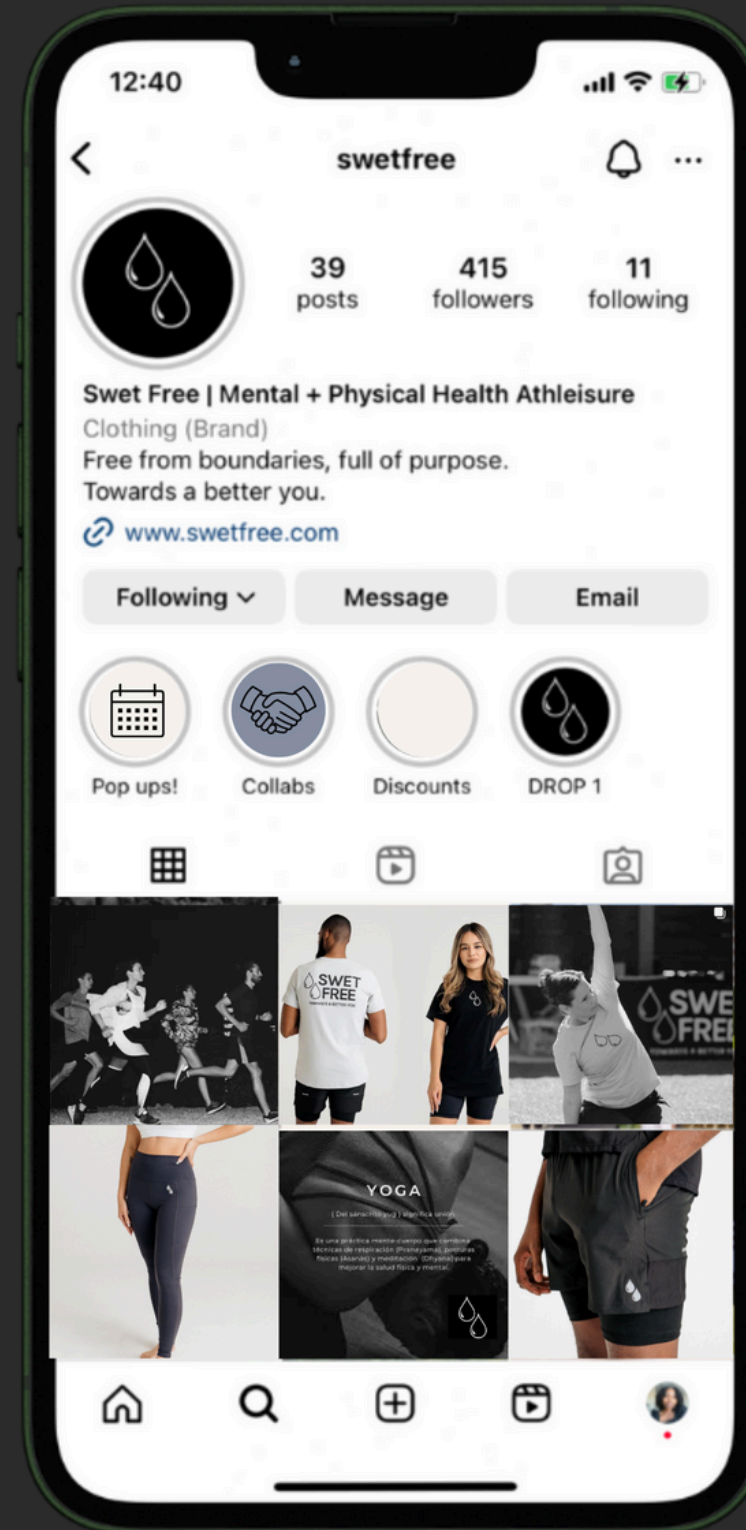


# Swet Free (Social Media Content Strategy)

\*note: the photos in these mockups were created with photos from Pinterest and the photos that the client already had.



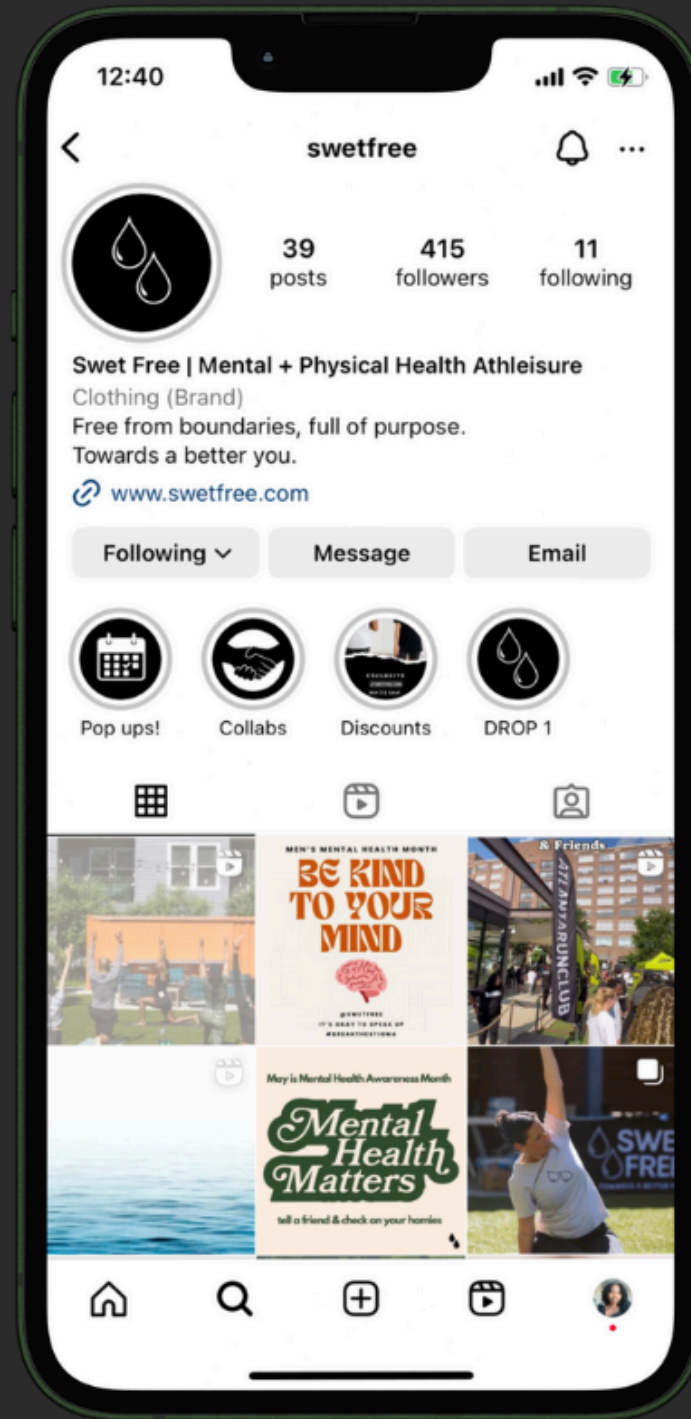
BEFORE



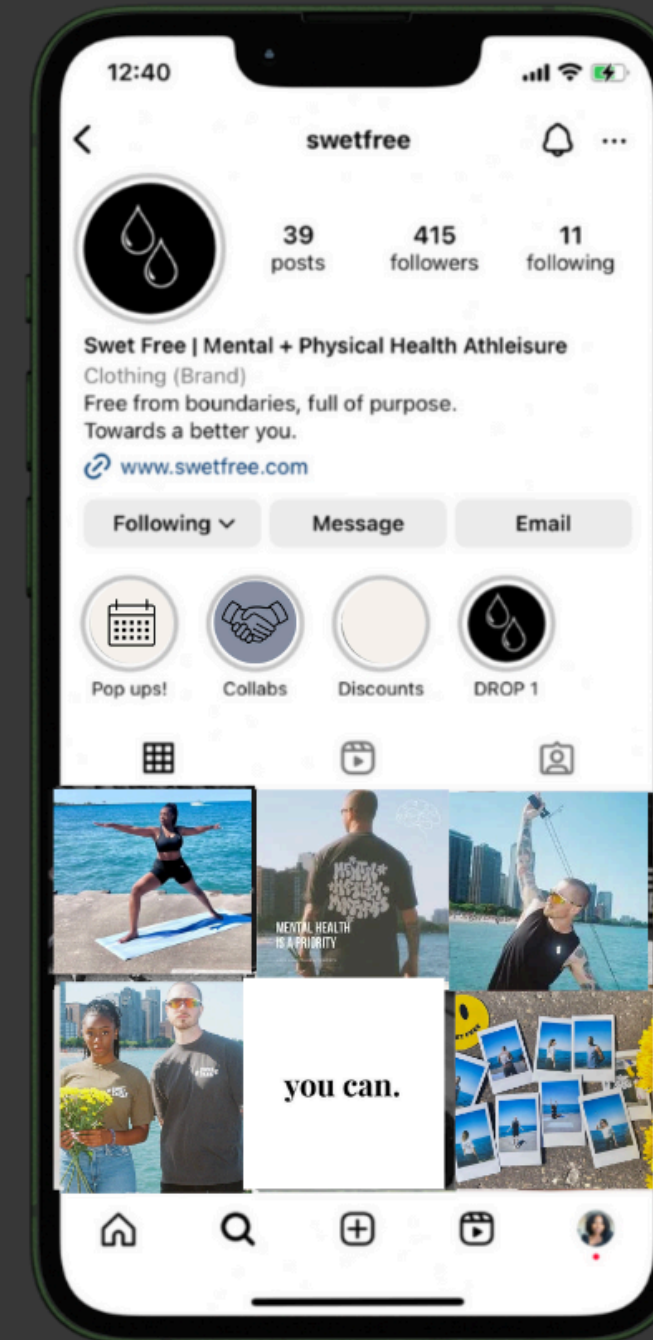
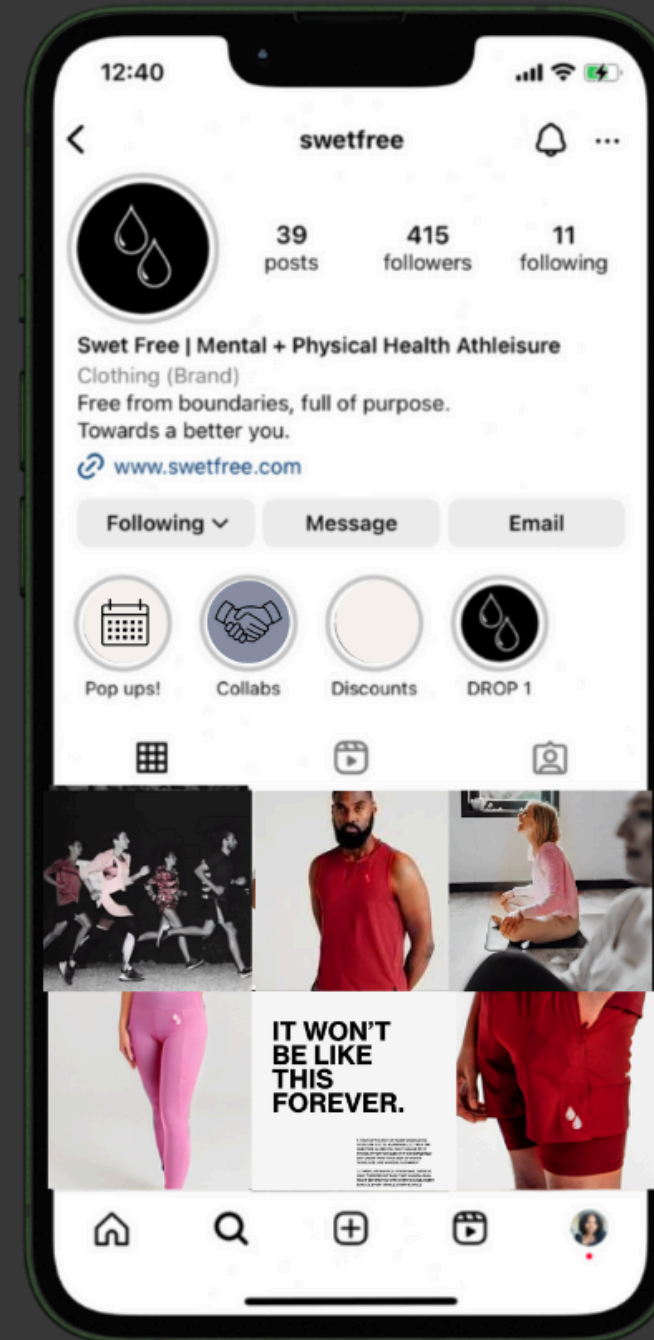
AFTER (Mockups)

# Swet Free (Social Media Content Strategy)

\*note: the photos in these mockups were created with photos from Pinterest and the photos that the client already had.



BEFORE



AFTER (Mockups)



# Swet Free Email Design

\*note: the photos in these mockups were created with photos from Pinterest and the photos that the client already had.

This email design features a dark header with the Swet Free logo and brand name. The main visual is a woman in a white yoga top with the text "SWET FREE EXPERIENCE" overlaid. Below this is a "RSVP" button. The body of the email is split into two columns: the left column shows a woman in a black t-shirt with a "Yoga Free Experience" section and an "RSVP" button; the right column shows athletic shorts with a "SHOP NOW" button. A central banner reads "Towards a Better You." The footer shows a group of people running and the Swet Free logo.

This email design has a dark header with the Swet Free logo and brand name. The main visual shows a man in a blue tank top and a woman in dark leggings with the text "Towards a better you." and a "SHOP NOW" button. Below this is a section for "Athleisure and Economic" with images of shorts and a t-shirt. The "UPCOMING EVENT" section features a woman in a white t-shirt, the text "Yoga Free Experience", the date "August 30, 2024", and an "RSVP" button. The footer includes the Swet Free logo.

This email design features a dark header with the Swet Free logo and brand name. The main visual shows a woman with yellow flowers and a man with sunglasses with the text "Towards a better you." and a "SHOP NOW" button. Below this is a "SALE" section with "UP TO 30% OFF" and a "SHOP NOW" button. The "MENTAL HEALTH IS A PRIORITY" section includes the hashtag "#MENTALHEALTHMONTH" and a "SHOP NOW" button. The footer shows a man in a t-shirt with a floral pattern.

## Swet Free (Caption Copywriting; Example Options)

"FROM WORKOUT TO WEEKEND, OUR SHORTS KEEPS YOU LOOKING AND FEELING GREAT ALL DAY LONG.

"EXPERIENCE COMFORT LIKE NEVER BEFORE. OUR T-SHIRTS FEELS AS GOOD AS IT LOOKS, PERFECT FOR ALL-DAY WEAR. YOU'LL NEVER WANT TO TAKE IT OFF.

"WARNING: OUR ATHLEISURE IS SO COMFY, YOU MIGHT NEVER WANT TO TAKE IT OFF. DON'T SAY WE DIDN'T TELL YOU SO.

IS IT HOT IN HERE OR IS IT JUST US? LOOK HOW GOOD [USERNAME] LOOKS IN OUR [CLOTHING TYPE]

**"OUTFIT THAT UPLIFTS: OUR ATHLEISURE NOT ONLY SUPPORTS YOUR WORKOUT BUT YOUR MENTAL GAME TOO. BECAUSE A HAPPY MIND MAKES THE BEST WORKOUT BUDDY.**

**"BECAUSE BOTH CAN EXIST, LOOKING GOOD AND FEELING GOOD"**

**"NO NEED TO SETTLE FOR LESS WHEN YOU CAN WEAR SOMETHING THAT ALSO MEANS SOMETHING."**

# GROUNDNED MARKETING

Brand Development/Social Media Management

# Grounded Marketing (Logo Design Creation & Branding)

**GR**  

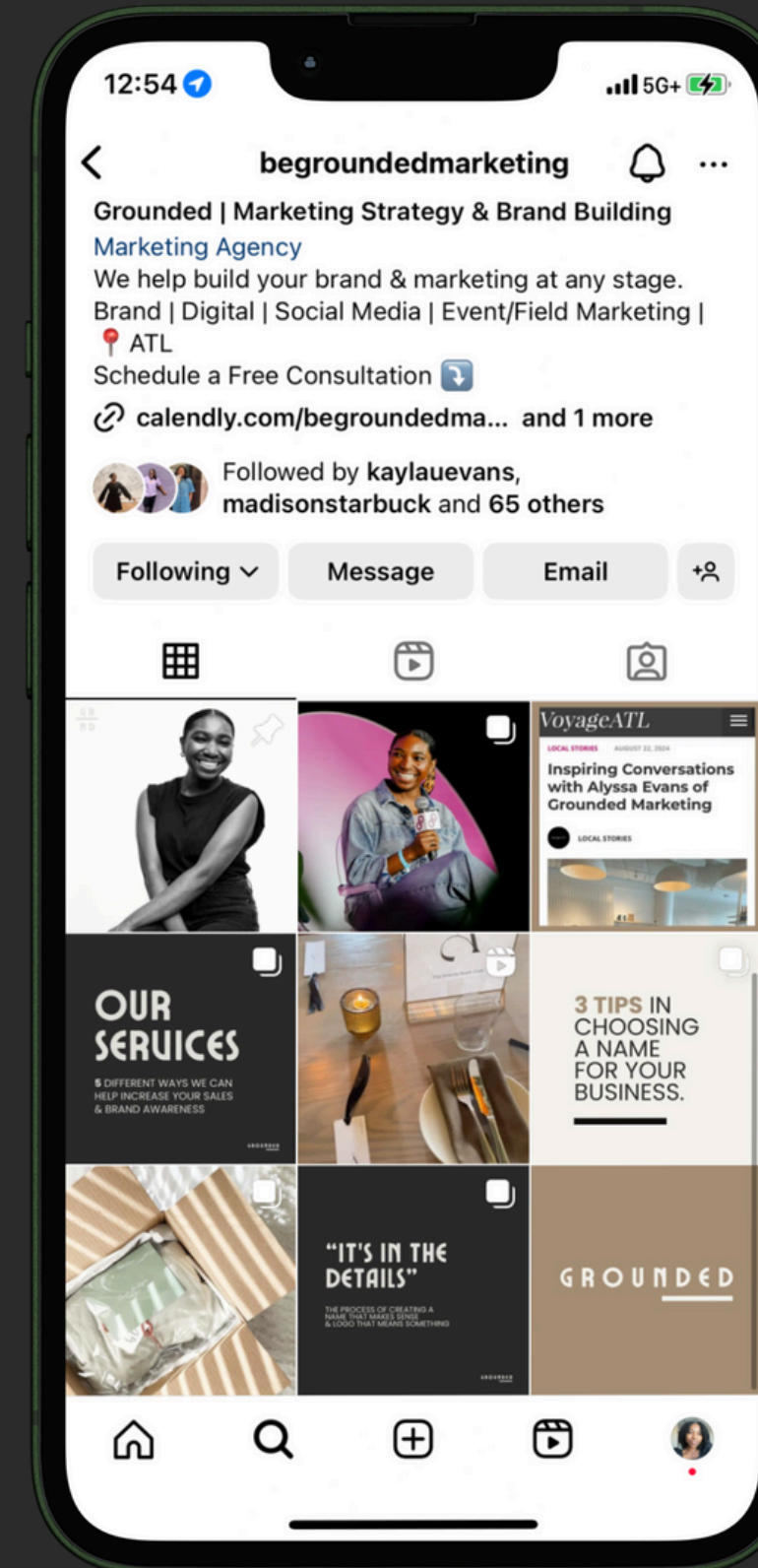
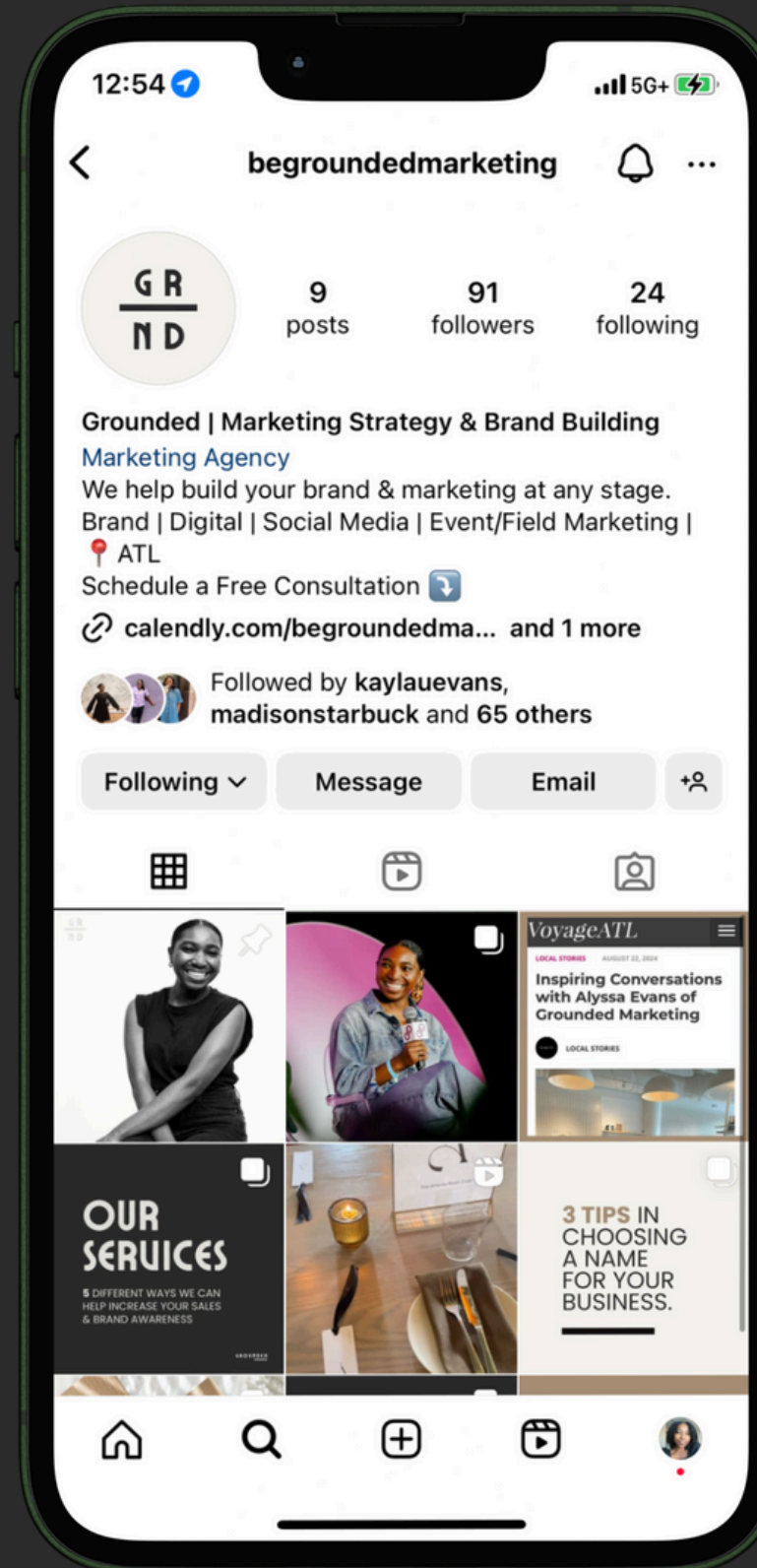
---

**ND**

**GROUNDED**



# Grounded Marketing (B2B: Social Media Content Creation & Management)



# Grounded Marketing (Graphic Design for Posts)

**3 TIPS** IN  
CHOOSING  
A NAME  
FOR YOUR  
BUSINESS.

---

## **SENTIMENTAL**

PICK A NAME THAT MEANS  
SOMETHING PERSONAL  
TO YOU.

01

## **FUNCTIONAL**

PICK A NAME THAT SPEAKS  
TO WHAT THE BUSINESS  
DOES OR WHAT MAKES IT  
DIFFERENT.

02

## **STILL HAVING TROUBLE?**

TRY IT IN A DIFFERENT  
LANGUAGE THAT YOU  
IDENTIFY WITH OR LOVE.

03

# Grounded Marketing (Graphic Design for Posts)

**OUR SERVICES**

5 DIFFERENT WAYS WE CAN HELP INCREASE YOUR SALES & BRAND AWARENESS

GROUNDED

**BRAND AUDITS**

WE MAKE SUGGESTIONS TO **IMPROVE** YOUR BRAND & MARKETING ON:

- SOCIAL MEDIA
- WEBSITE
- EMAILS
- EVENTS
- PRINTED MATERIAL & MORE....

01

GROUNDED

**SOCIAL MEDIA STRATEGY**

WE HELP YOU DEVELOP A **STRATEGY & CONTENT IDEAS** THAT HELP YOU ENGAGE YOUR AUDIENCE AND INCREASE SALES

02

GROUNDED

**EVENT MARKETING STRATEGY**

WE HELP YOU DEVELOP **ENGAGING IDEAS** FOR YOUR EVENTS & **DEVELOP A MARKETING STRATEGY** TO INCREASE ATTENDANCE

03

GROUNDED

**EMAIL CONTENT STRATEGY**

WE HELP YOU DEVELOP **ENGAGING CONTENT** FOR YOUR EMAILS TO HELP YOUR EMAILS CONVERT TO SALES.

04

GROUNDED

**BRAND DEVELOPMENT**

DON'T HAVE A BRAND ALREADY? **WE CAN HELP YOU CREATE A BRAND.**

FROM **NAME**, TO **LOGO**, TO **TAGLINES**, TO **BRAND STORY**, TO **LOOK & FEEL** OF YOUR BRAND ACROSS PLATFORMS

05

GROUNDED

# Grounded Marketing (Website)

