

BRAND PORTFOLIO

CASE STUDY ONE

01 Moment Of Impact

02 Here's who we were talking to

TARGET AUDIENCE

EXECUTION

03 What we actually did (no fluff).

04 The Eye Candy

VISUAL ASSETS

RESULTS

05 The Big Picture.

MOMENT OF IMPACT

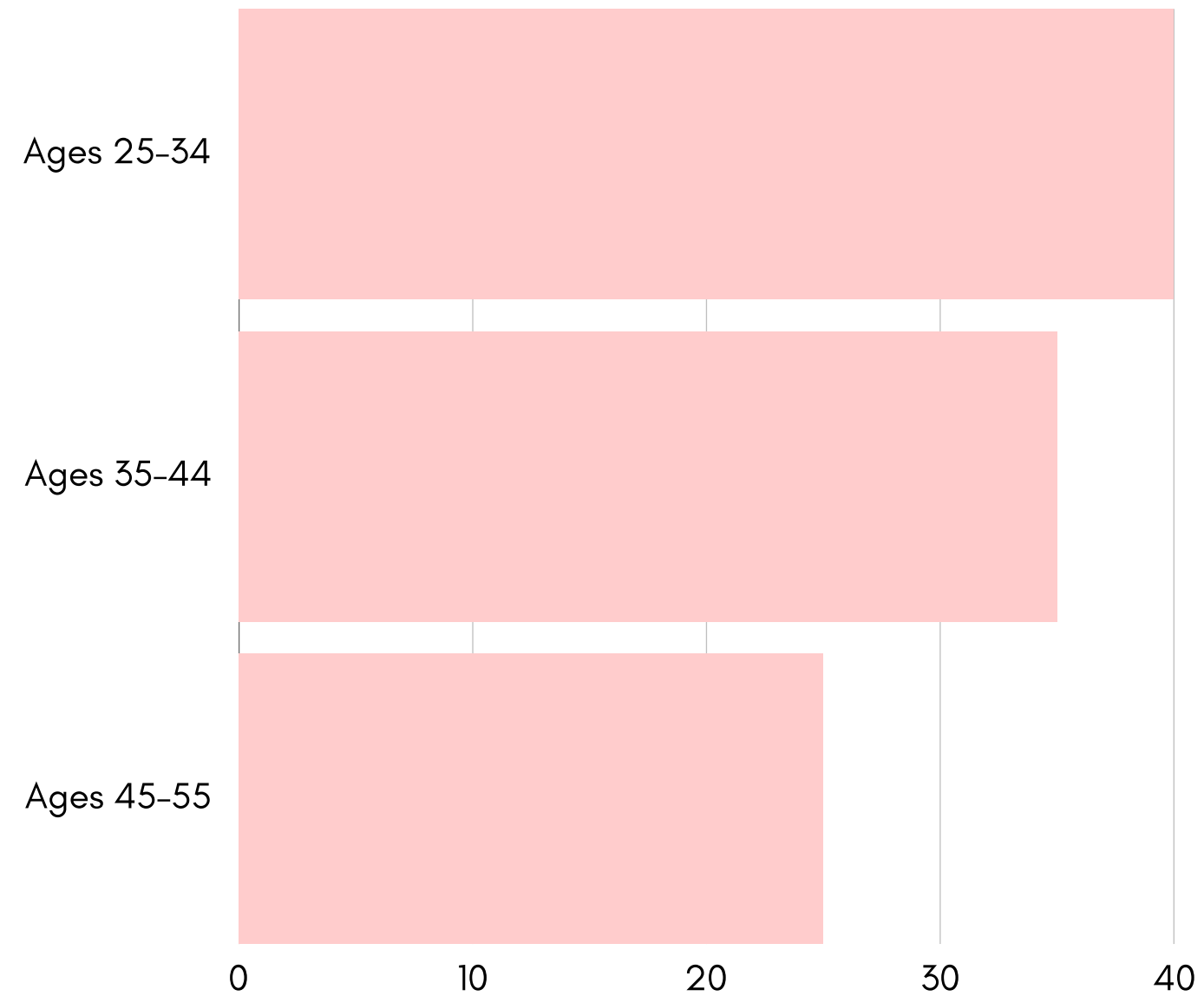
OBJECTIVE

To design a heartfelt, modern brand identity for a faith-based podcast that invites listeners into a deeper relationship with God through personal testimony, biblical wisdom, and messages of redemption—without relying on traditional Christian lingo.

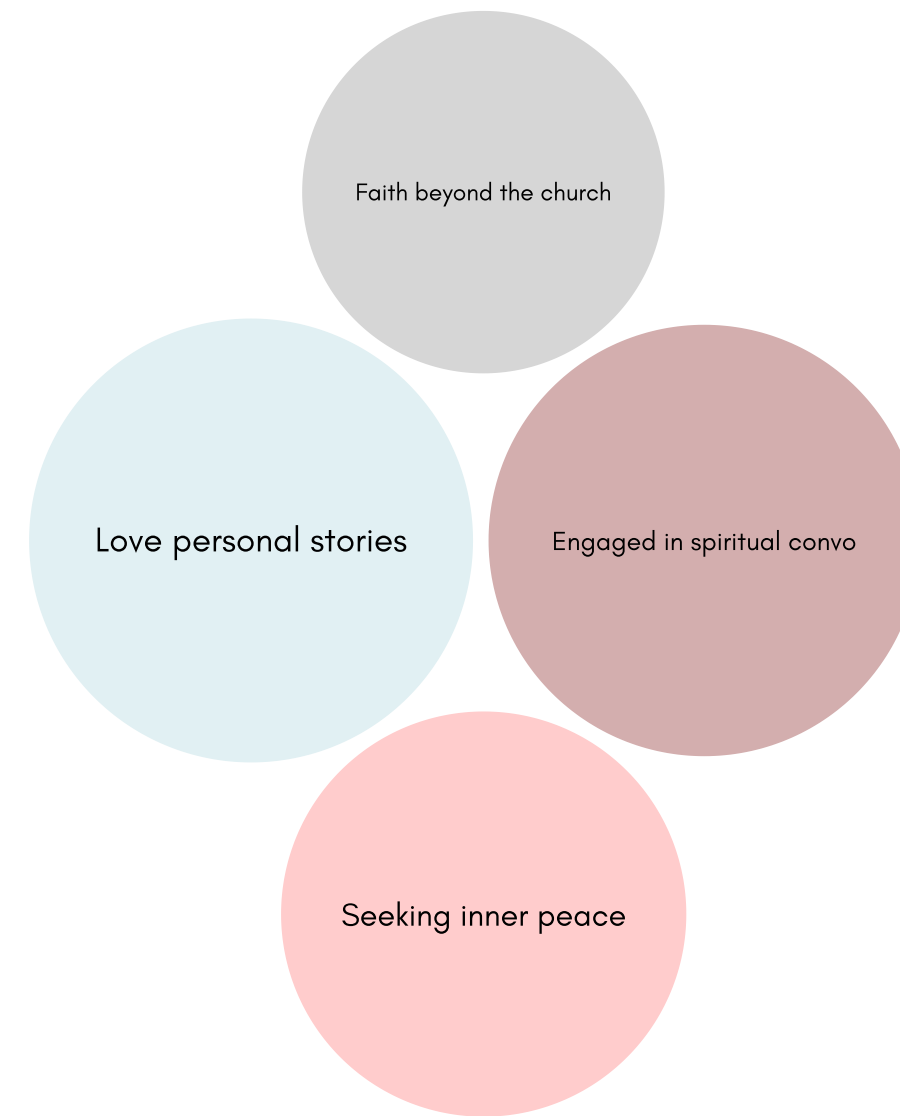


TARGET AUDIENCE

Moment Of Impact



AUDIENCE INSIGHTS



Faith-seeking women, primarily ages 25–55, who desire an authentic spiritual journey rooted in personal storytelling and real-life transformation. Many are re-engaging with their faith or exploring God outside of institutional church spaces.

EXECUTION

- Created the full visual identity, including logo design, podcast cover art, and brand color palette.
- Set up the podcast for distribution across major platforms (Apple, Spotify, etc.).
- Supported the launch of the first four episodes, coaching the host on consistency and formatting.
- Provided guidance on episode monetization and audience engagement strategies.
- Ensured brand visuals reflected warmth, modern faith, and community-focused values.

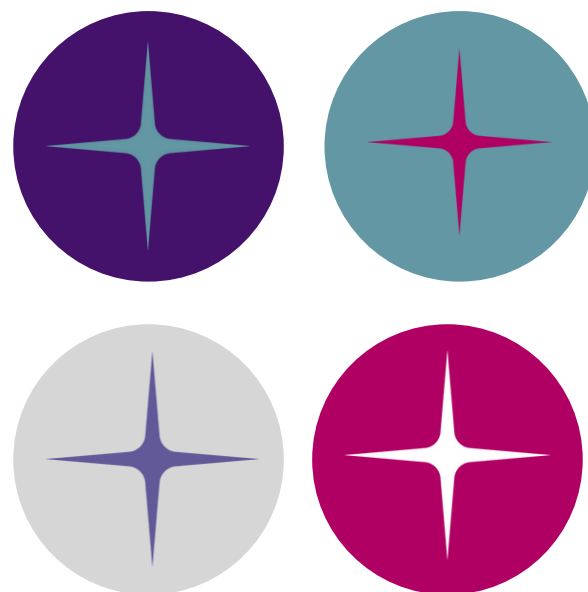
VISUAL ASSETS



COLORS



IG HIGHLIGHTS



PRIMARY LOGO



PODCAST ARTWORK



LOGO SUBMARK



SECONDARY LOGO



FONTS

Zeitung Micro Pro
Thin

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Zeitung Micro Pro
Regular

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Big Caslon CC

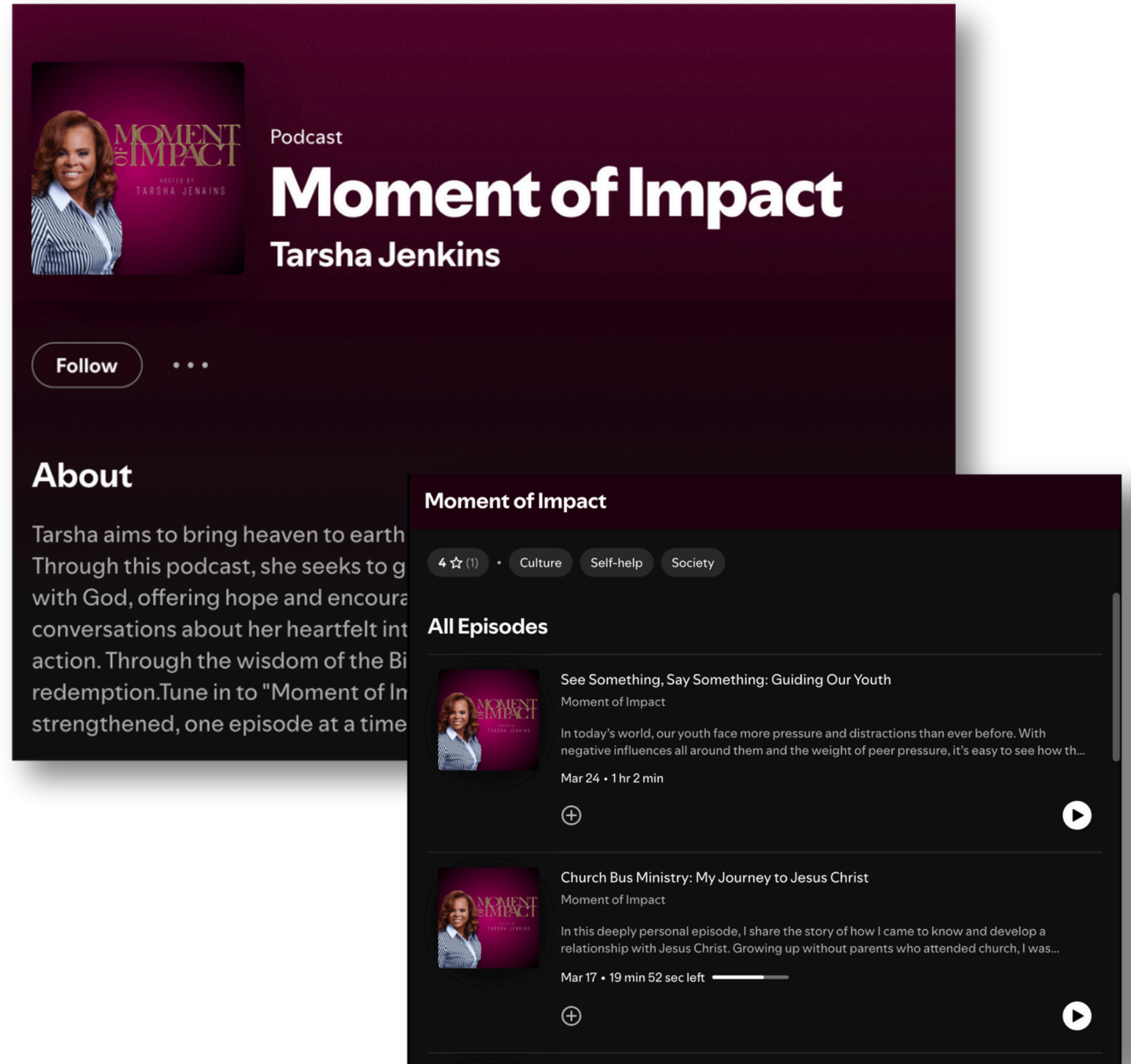
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Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

RESULTS

Successfully launched with a cohesive visual presence across all platforms

Alignment with Bold, Authentic Branding & Community Empowerment

This brand identity served as a vessel to amplify Tarsha's mission: bringing heaven to earth through storytelling that transforms. By removing the barrier of overly traditional language and focusing on impact over institution, the brand empowers listeners to reconnect with their faith in a genuine and approachable way. The branding allows the message of hope, encouragement, and redemption to shine clearly building a platform for lasting spiritual community.



CASE STUDY TWO

09 She Is Experience

10 Not for everyone — on purpose.

TARGET AUDIENCE

11 How we made it happen

EXECUTION

12 What we brought to the table

DELIVERABLES

RESULTS

13 The numbers are in.

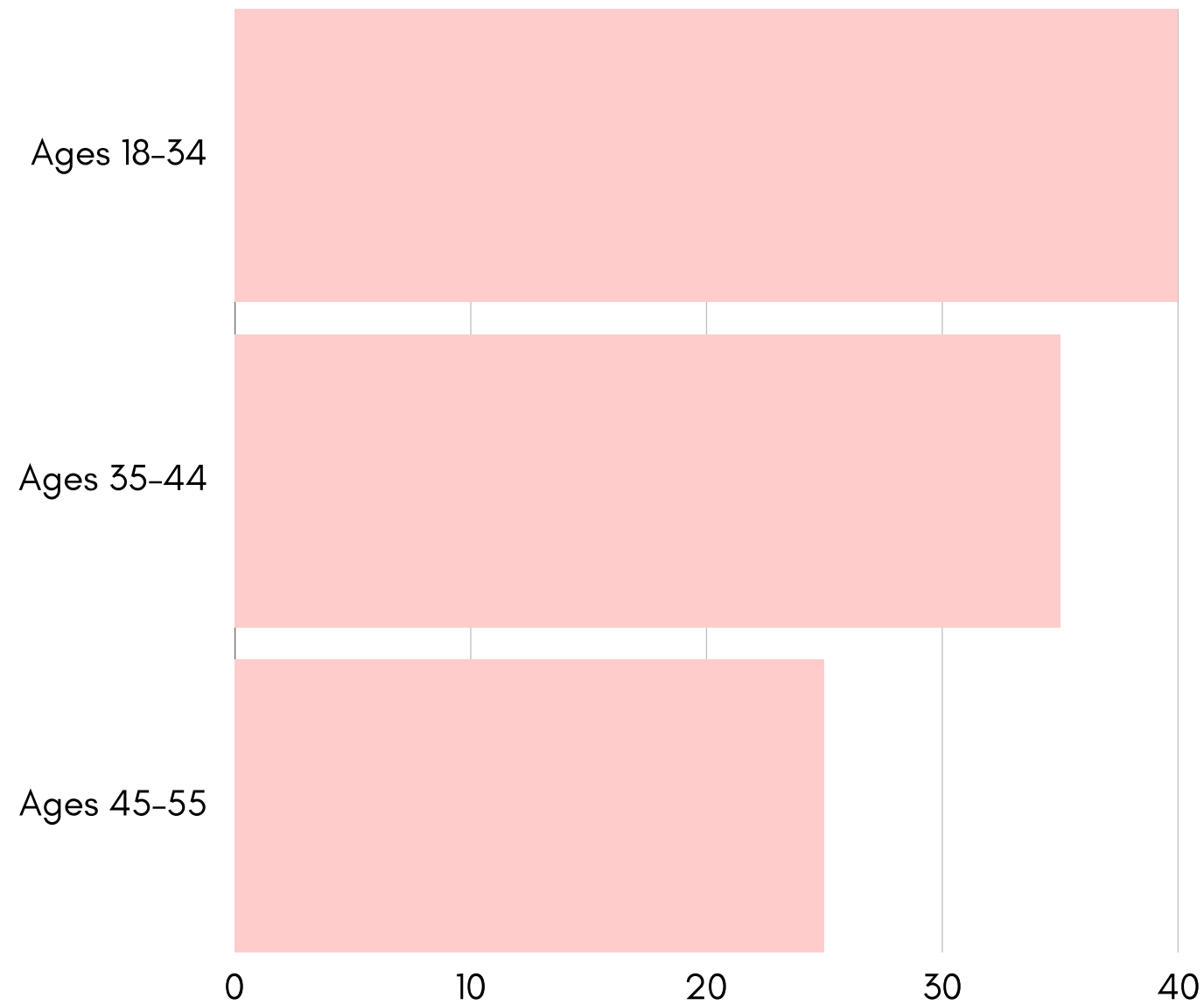
THE SHE IS EXPERIENCE



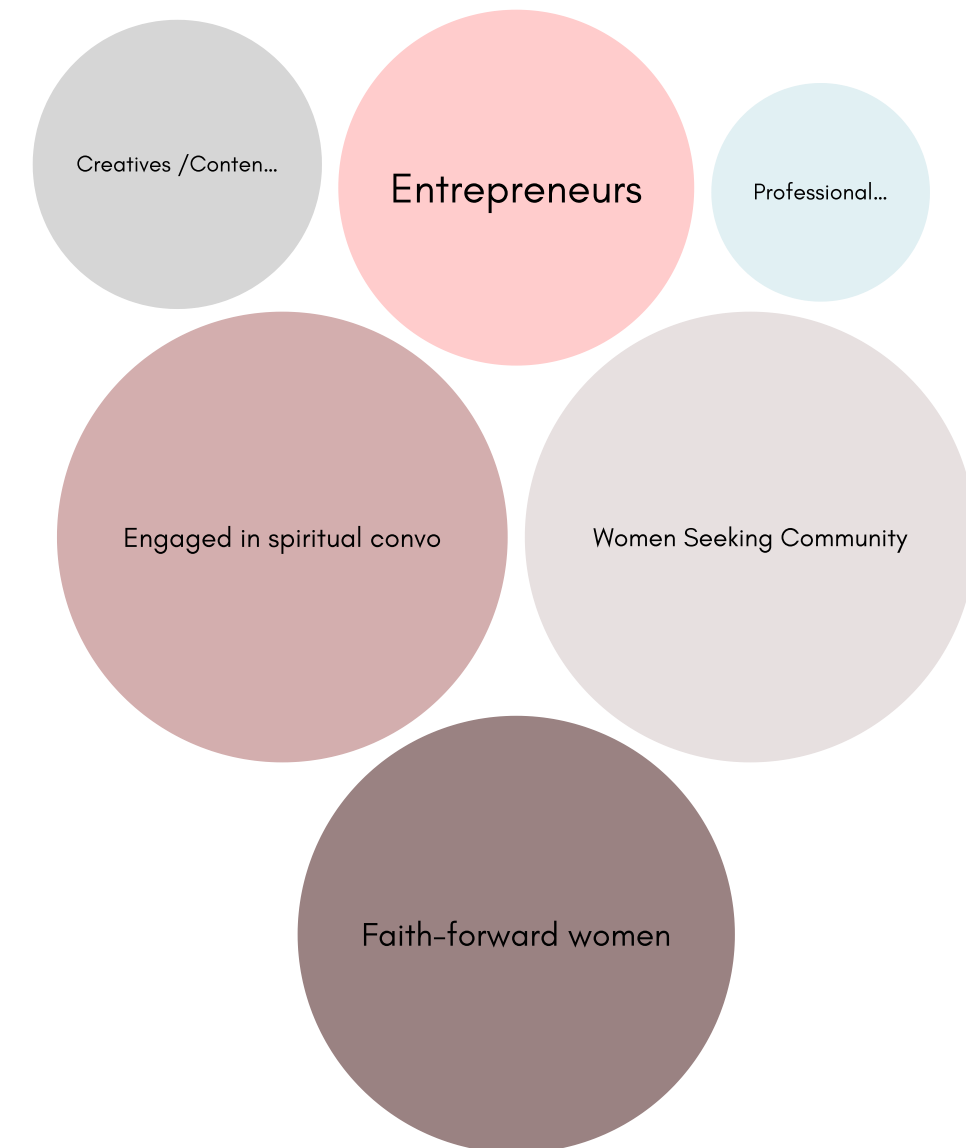
OBJECTIVE

To develop a strategic and emotionally resonant social media marketing plan for a transformative BIPOC women's event centered on identity, empowerment, and sisterhood. The goal was to increase awareness, drive ticket sales, and establish a strong foundation for ongoing brand presence, all while maintaining alignment with the event's foundation in faith

TARGET AUDIENCE



AUDIENCE INSIGHTS




Women of all ages, particularly between 18–55, who are seeking authentic connection, healing, and purpose through curated experiences. This includes professionals, creatives, entrepreneurs, and faith-forward women ready to invest in themselves and their personal growth through community. They are not just looking for a moment of escape, but a movement of transformation.

EXECUTION

She Is Experience

- Developed a full social media strategy, aligning tone, timing, and brand essence with the heart of the She Is Experience.
- Created a content calendar to guide promotion across platforms (Instagram, TikTok), timed to build momentum from initial interest to Flash Sales sales.
- Wrote intentional and emotionally engaging copy centered on themes of worth, awakening, and womanhood.
- Collaborated with a content creator to produce organic, community-driven content that prioritized connection over promotion, helping to cultivate a welcoming and authentic online presence.
- Grow the previously unengaged Instagram page with under 1,000 followers, transforming it into a page with consistent engagement and growth

DELIVERABLES




B. Simone Announcement

4/3

125,528 Views
305 Profile Visits
52 External Link Taps
33 Follows

2.1k 89 221 110



99,667

ACCOUNTS

Growth

INSTAGRAM

March Total Followers

1044

+10.2 vs FEB 28

Unfollows

13

Overall

99

Follows

112

Geography

Canada	84.0%
United States	11.0%
Nigeria	0.8%
United Kingdom	0.4%
Kenya	0.3%

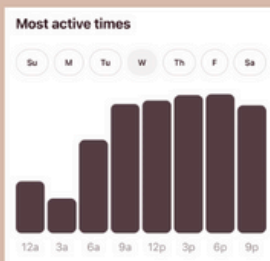
Age range

18-24	30%
25-34	11.5%
35-44	7.5%
45-54	4.7%
55-64	3.1%

WOMEN - 95.9

MEN - 4.13

Most active times



March						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
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						2
						3
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April						
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						10

RESULTS

- Achieved a 33.3% increase in Instagram followers from February to May, growing the account with 336 new organic followers through strategy and intentional engagement alone.
- 0 paid ads were used; all traction was driven through strategic content planning, authentic messaging, and organic engagement tactics.
- Supported a successful event rollout with aligned messaging and steady audience interaction.
- Strengthened the brand voice of She Is Experience, making it distinct, magnetic, and emotionally connected.
- Elevated the perceived value of the event by ensuring marketing spoke directly to the heart, identity, and transformation journey of each attendee.
- Created cohesive communication across platforms, building brand trust and anticipation from launch through event day.

WEBSITES

POSH Q CONSULTATION



GRIGGS22

**JOYCE
GRIGGS**
DEMOCRAT FOR CONGRESS

www.poshqconsult.com

POSH Q CONSULTATION

Branding + Web Revamp

BEFORE



AFTER



www.poshqconsult.com



WELCOME TO
HAIR
BY ASHLEY

📍 111 FRONT STREET CITY, STATE

SALON HOURS

Monday	9AM - 6PM
Tuesday	9AM - 6PM
Wednesday	9AM - 6PM
Thursday	9AM - 6PM
Friday	9AM - 6PM
Saturday	9AM - 6PM
Sunday	Closed

CONTACT

☎ 555-555-5555
 ✉ HELLO@YOURSITE.COM
 📷 @YOURHANDLE
 📺 YOURHANDLE/FACEBOOK.COM

LOCATION

📍 111 FRONT STREET CITY, STATE

MEET YOUR
STYLIST

Please compose a brief paragraph outlining your background and the services you offer. Ensure clarity regarding the advantages of your services and your expertise in the field.



CUSTOMIZABLE acuity: scheduling BOOKING SITE

POLICIES

BEFORE SCHEDULING YOUR APPOINTMENT, KINDLY REVIEW THE POLICIES. SHOULD YOU HAVE ANY INQUIRIES, PLEASE DO NOT HESITATE TO CONTACT ME.

PAYMENTS	CANCELLATION	SCHEDULE	LATE
 We accept payments in cash, debit or credit card, Venmo, and PayPal.	 You may cancel or reschedule your appointment up to 24 hours in advance.	 To avoid additional fees, it is advisable to make bookings at least 5 days in advance.	 After a 15-minute grace period, an additional fee will be incurred.



Prepare for Your Appointment

- Avoid using additional products in your hair, such as oils.
- Please ensure your hair is clean before your appointment.
- Hair should be a minimum of ear length.
- Ensure hair is thoroughly dried before your appointment.

IMPORTANT

PLEASE READ BEFORE BOOKING

HEALTH	GUESTS	DEPOSIT
 Please prioritize your well-being. If feeling unwell, kindly rebook.	 For safety reasons, additional guests or children are not permitted.	 A non-refundable deposit of \$50 is required to confirm your booking.

MONTHLY SPECIAL

25% OFF
CLASSIC SEWINS



POSH Q CONSULTATION

WEBSITE *Design*

X

BEYOND THE *Cajun* RIVER

SWIPE <<<

WEBSITE DESIGN BY POSH Q CONSULTATION



From Intimate Gatherings to Grand Galas, Taste the South.

Reveling Southern cuisine with a contemporary twist. From cozy gatherings to extravagant affairs, assure the essence of the South in every bite. Our fresh yet familiar dishes capture the heart of Southern tradition while infusing modern flair.



Crafting Culinary Memories, Right in Your Own Kitchen.

Indulge in an exquisite culinary journey with our private dining experience. We bring the authentic flavors of the South to your doorstep. Experience the ultimate convenience as every detail is handled, from setup to cleanup, allowing you to savor every moment.



SWIPE <<<

WEBSITE *Design*

TAILOR-MADE WEBSITE
DESIGN

FULLY CUSTOM WEBSITE
EXPERT CONSULTING
SEO OPTIMIZATION
DIGITAL ASSET CREATION

POSH Q CONSULTATION

Pretty Brunch



Enjoy vibrant flavors, fresh ingredients, and special seasonal delights that will brighten up your brunch experience.

See Menu

Reserve Table



Hours

Monday - Friday: 7 AM - 2 PM
Saturday & Sunday: 9 AM - 3 PM

Locations

Florida
1285 Bloom Avenue, Springdale, FL 34219

Georgia
1285 York Avenue, Atlanta, GA 30545

Contact

(555) 782-2255
hello@prettybrunch.com

Meet Chef Grace

Chef Grace is the creative force behind Pretty Brunch, where stunning presentation meets indulgent flavors. Trained in classic French techniques with a modern twist, she believes brunch is more than a meal—it's an experience. Her dishes, from delicate floral pancakes to decadent pastries, are designed to delight both the eyes and the palate. With a passion for fresh, vibrant ingredients, Grace has transformed Pretty Brunch into a go-to destination for elevated brunch culture. Whether perfecting her signature lavender honey French toast or curating the perfect tablescapes, her mission is to make every bite a beautiful memory.



Grand Opening

50% OFF MIMOSA FLIGHTS



POSH Q CONSULTATION

Pretty Brunch

Pretty Brunch



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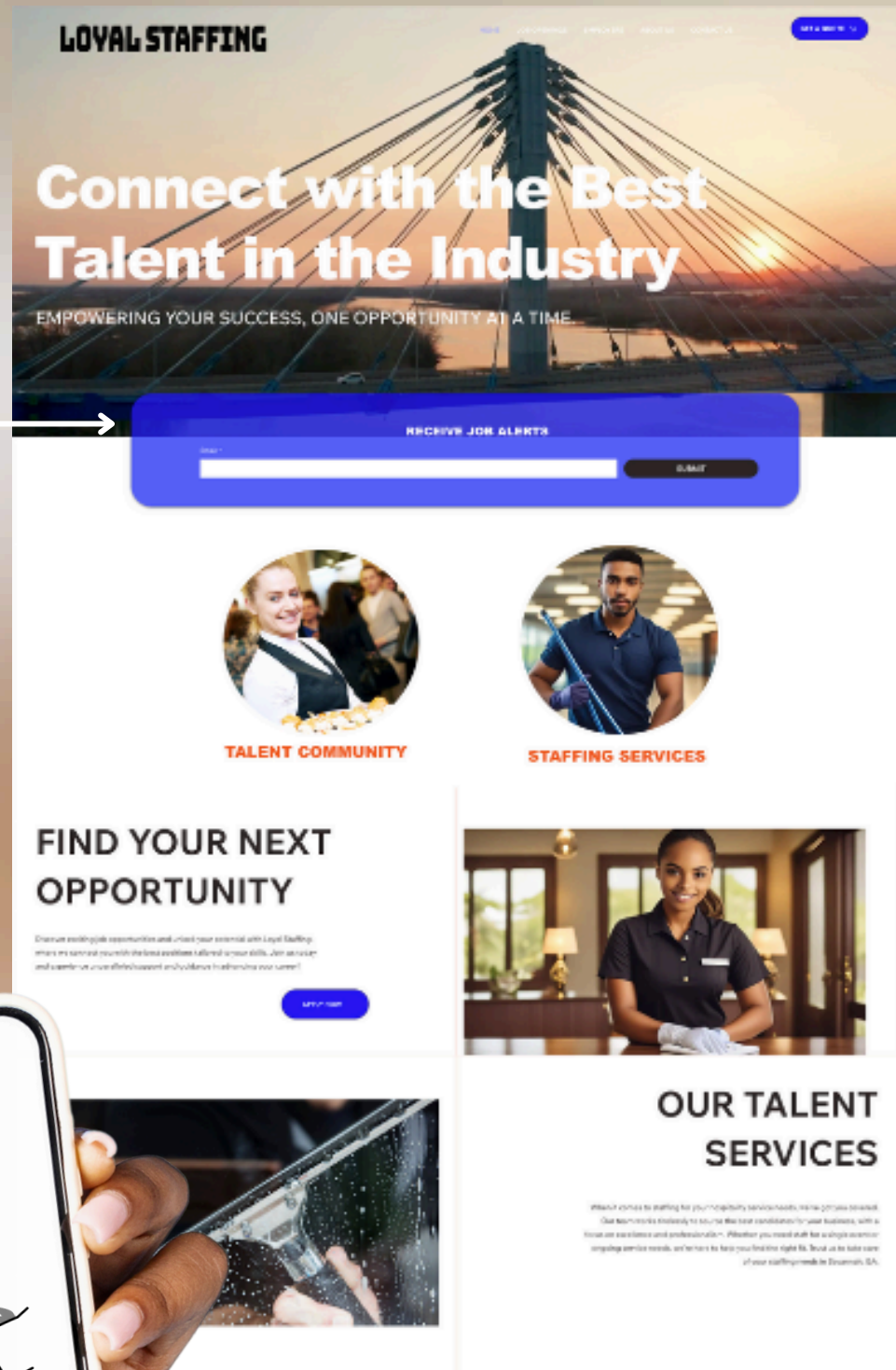
TAILOR-MADE DESIGN
A UNIQUE SITE CRAFTED TO FIT YOUR BRAND PERFECTLY

LOYAL STAFFING

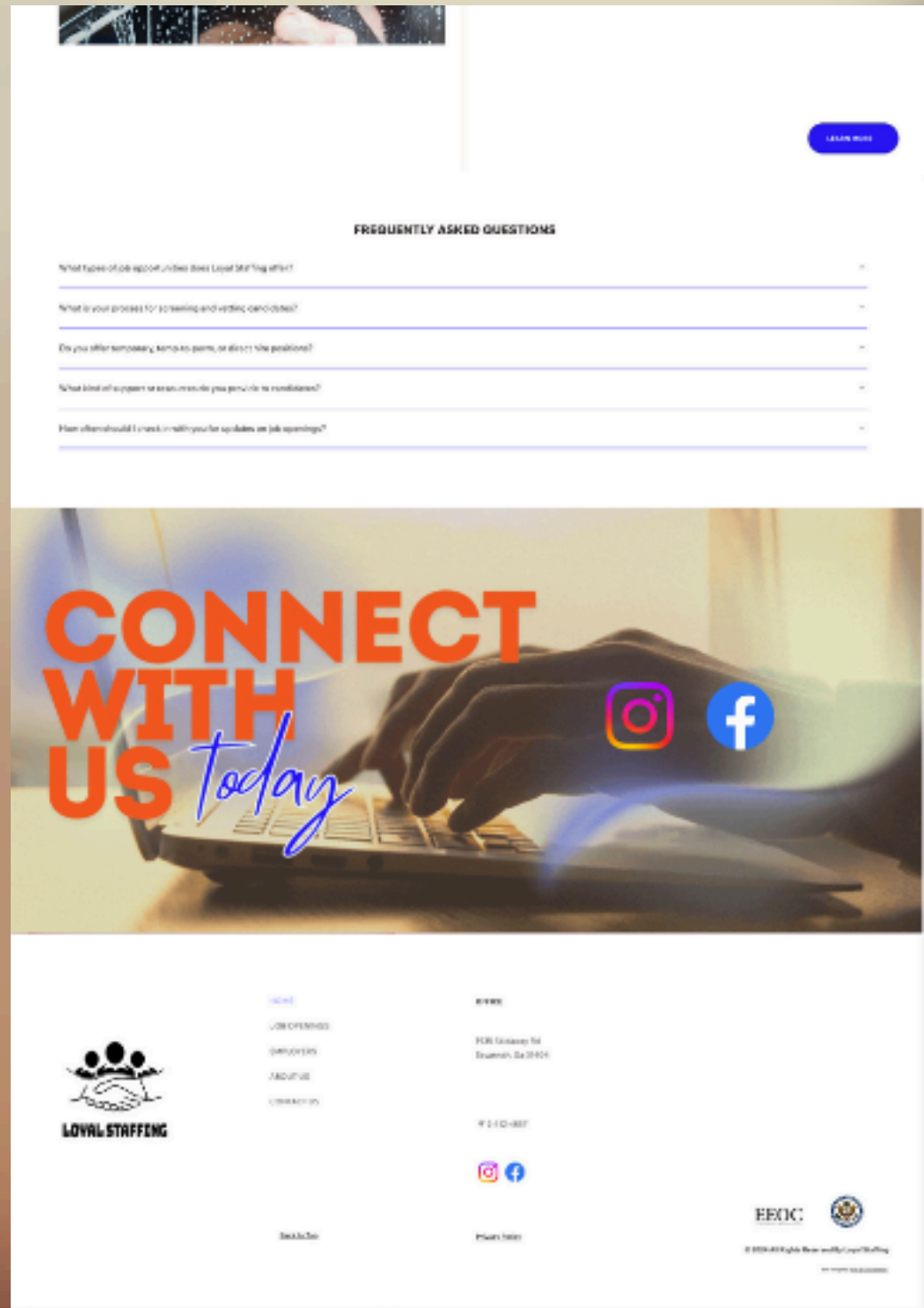
QUOTE REQUEST

FAQS

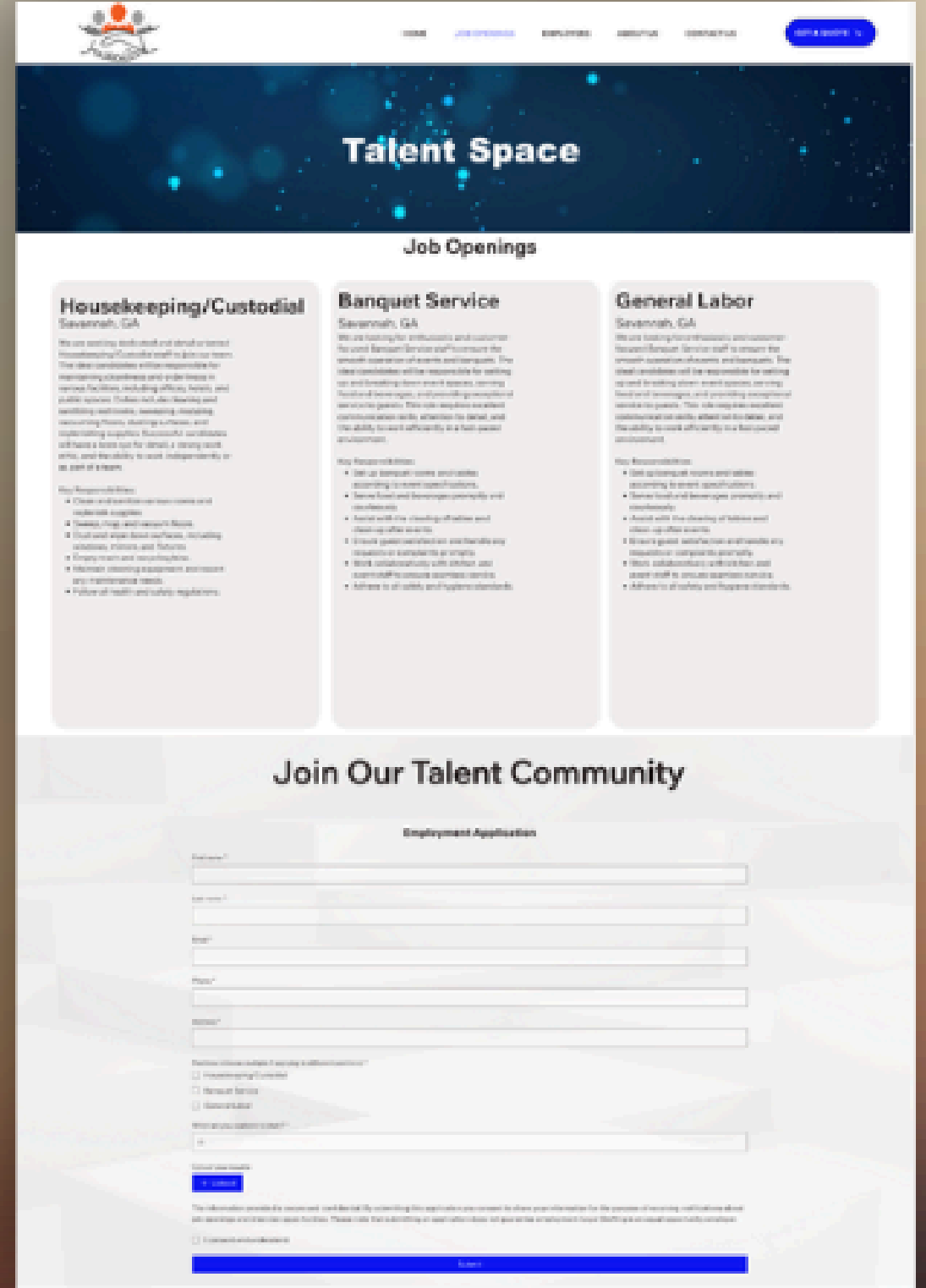
JOB OPPORTUNITY ALERTS



The home page features a hero section with a bridge background and the headline "Connect with the Best Talent in the Industry". Below this is a "RECEIVE JOB ALERTS" form. The page is divided into three main columns: "TALENT COMMUNITY", "STAFFING SERVICES", and "FIND YOUR NEXT OPPORTUNITY". The "OUR TALENT SERVICES" section is at the bottom.



The FAQ page has a "FREQUENTLY ASKED QUESTIONS" section with five expandable questions. Below this is a large graphic with the text "CONNECT WITH US Today" and social media icons for Instagram and Facebook. The footer includes the company logo, navigation menu, contact information, and social media links.



The "Talent Space" page features a "Job Openings" section with three categories: "Housekeeping/Custodial", "Banquet Service", and "General Labor". Each category includes a brief description and a list of responsibilities. Below the job listings is a "Join Our Talent Community" section with an "Employment Application" form.

ONLINE APPLICATION

