The client wanted to include an item of value in a collateral package while maintaining a tight budget for a 1,000 count press run for Ringling College's inaugural open house weekend. Along with two mailing campaigns, the double-sided two-color brochure of events would unfold to a campus map and a full-size poster with tear-off cards of graduates' success stories.
VERONICA PASTORE, LLC
Taking its name from the vivacious one-woman marketing force, Ms. Pastore works independently and partners with other firms in guiding their clients in their first adventures with social media campaigns be it from custom content to online training/support.

STORIFY
A web-based platform to tell stories using social media such as Tweets, photos, videos, along with original content was preparing to go live after extensive beta testing within the journalism community. The two quotes form a tongue-in-cheek reference to storm iconography alluding to the swarming of ideas.

REPATRON
Repatron is a cloud based service built on the industry proven Google Application software stack that provides affordable and secure dealer support websites for independent sales reps in the outdoor and cycling industry.

POLISHDAN
A self-commissioned rebranding for freelance assignments operating under the moniker Polish Dan, this logo needed to be neutral enough to function with any subsequent retooling of its portfolio website.

STORIFY
A web-based platform to tell stories using social media such as Tweets, photos, videos, along with original content was preparing to go live after extensive beta testing within the journalism community. The two quotes form a tongue-in-cheek reference to storm iconography alluding to the swarming of ideas.
Using attraction/repulsion as a theme, placement of all elements of this revisioning of a calendar were governed by mathematical comparisons of variables from changes in the amount of daylight affecting the east coast of America.
Proof of identity for an upscale travel agency aimed at giving its clients a more eclectic and less touristy excursion. Lodz provides a unique experience through its unorthodox travel packages and destinations urging their patrons to "Travel Unbeaten Paths."
A SENSE OF PLACE CATALOG

A physical manifestation of a designer’s mind via self-guided catalog of a designer’s room through visual interpretation of statistical data and transcriptions from a seven-year-old memo book of short story ideas. An accompanying interactive site was created to immerse the reader in the experience.

CATALOG 15 × 10˝ 32 PAGES, FLASH WEBSITE
The couple wanted a one-stop destination to answer any guests’ pertinent questions regarding their wedding; to reply to their invitation; and, of course, to relive the event afterwards with photos and video.

8 BIT SOUND BYTE
An extremely stylized account of America’s reaction to the Pearl Harbor bombing. Illustrated using video game elements to accompany an assigned electronic sound byte.

FISSION DEFINED
Visual interpretation of both biological and nuclear fission by use of ink drops and tattooed appendages. A literal verbal definition of fission is contrasted by a poetic interpretation onscreen.
OPENING GALA INVITATION

The Planning Committee requests the pleasure of your company

At the opening gala and champagne reception of its newest exhibition

DARK NATURE
AIR EARTH WATER

A formal affair to be held at the American Museum of Natural History located on Central Park West & 98th the evening of the 7th of March 2009

DARK NATURE
The Proof of concept for promotional campaign advertising the grand opening of an exhibition of nocturnal creatures at the American Museum of Natural History.
DARK NATURE OUTDOOR BANNER TRIPTYCH 10 × 18” EACH
Dear {FirstName}:

“The words ‘I am’ are potent words; be careful what you hitch them to. The thing you’re claiming has a way of reaching back and claiming you.”

— A.L. KITZELMAN

This month, decide how you want to finish that sentence, then go out and do everything in your power to live up to it.

Who’s Searching for Your Product or Service?

Tips to Keep Your Marketing Top of Mind—And on Top of the Search Engines

By Julie Escobar

It’s a funny thing about product or service names; they can be just as cute, catchy, or creative as you like but unless they spell out what you do or who you are, they won’t help get you noticed. Oh, I know what you’re thinking. “Look at Google, Yahoo, or Bing for Pete’s sake.” “They don’t say anything about anything right?” Agreed. But they are also the exception rather than the rule and since I was told not that long ago by a Google employee as a matter of fact that “Google runs the world.” I guess we’ll just let them have their catch phrase.

Especially since they give us such cool little free tools to help our businesses grow like Google Keyword Tracker and Google Analytics. If you’re not using these tools now, you need to stop what you’re doing today and investigate. They’re worth it.

Spotlight on Direct Mail Success

This Month’s Winning Testimonial:

I have been very impressed with the return rate. My impression based on the number of cards I am sending is that we are obtaining about 10% Birthday Connections from Money Forger.

Patio Lgia

Little Venice Restaurant

Thanks Paul! You will receive a $100 credit just for sharing your experience.

Click here to submit your testimonial for a chance to be featured in our next newsletter.

Touchdown!

2010 FOOTBALL SEASON CARDS

The cards are in and our customers are already using the reader like top of mind at season with

MASTER MARKETING NEWSLETTER

The size of Opportunity Knocks’ and parent real estate marketing firm ProspectsPLUS’ newsletters had grown considerably with full feature articles, tips and deals to an audience of 40,000+. With a focus on improving visual hierarchy for quicker navigation, a four column grid was utilized with looser leading, plenty of negative space and pull quotes to let the text breathe.

DIRECT MAIL MARKETING CAMPAIGNS

ProspectPLUS is an industry leader, offering turn-key marketing solutions for real estate professionals with proprietary software and a website focusing on “set it and forget it” direct mail drip marketing campaigns on behalf of their 60,000+ clients.
VITAL MESSAGES FROM MY MIND
The abstracted images referencing space and the universe allude to the unknown workings of the mind. A vital message is illustrated in each experimental composition of this ongoing series of self-commissioned posters.

ESSENCE (№ 4) 24 × 36”
PHILOSOPHY (№ 3) 24 × 36”
PERSEVERANCE (№ 1) 24 × 36”

vital messages from my mind
WHO WE ARE…

A collection of critical essays, data visualization, photography, and interviews, this self-published art book is a culmination of seven social experiments originally documented on thousands of 3×5˝ cards with over 125 participants in every age group ranging from 17 to 86. A compendium of half a year’s work, the book’s name and purpose as ode to our collective materialism presented itself naturally once all content was brought together.

EXPERIMENT 1: PROJECT BARE
Participants were invited to discuss their prized possessions while using them as their only means of clothing.

EXPERIMENT 6: WHAT’S IN YOUR WALLET?
Fifty random people were asked for an item from their wallet or purse and told they would not get the item back.

EXPERIMENT 3: EMOTION KEYS
One hundred people were polled their three most often occurring emotions. Each set of feelings along with first name and age was converted to a unique symbol based on theories of color psychology. Patterns soon developed.

EXPERIMENT 7: The Kinsey Scale
Attempt to find link between smokers’ habits and orientation.
HIRE THIS GUY

4435 Emerald Ridge Drive
Sarasota, FL 34233

DAN MŁYNARSKI
GRAPHIC + NEW MEDIA DESIGN
POLISHDAN .COM/@GMAIL
+1 941 993 5657

PROFESSIONAL EXPERIENCE

Aisle 9  SARASOTA, FL
2011  Freelance Graphic Designer
Worked under company founder to develop logos and identity systems from briefs and initial sketches for creative consultancy with representation in California, New York, Chicago, and Atlanta.

ProspectsPLUS!  LAKESWOOD RANCH, FL
2009 – 2010  Graphic Designer
Designer of turn-key solutions and SEO specialist for major real estate and direct mail marketing firm along and subsidiary Opportunity Knocks. Responsibilities: Design and revise postcards and other collateral, maintain corporate and subsidiary company websites, create landing pages, create and oversee outgoing company email campaigns, monthly software updates.

Ringling College Design Center  SARASOTA, FL
2008  Graphic Design Intern
Won prestigious internship and selected to brand identity and produce all collateral for inaugural open house weekend. Responsibilities: conceptualization, copyrighting, design and production of final printed pieces. Created design brief, held regular meetings with clients, oversaw budget restrictions and press check.

Spa Hollywood  SARASOTA, FL
BeccaMay Productions  TAMPA, FL
Suicide Girls  LOS ANGELES, CA
Orange Press  SARASOTA, FL
2006 – 2009  Freelance Photographer
Portraiture as well as candid photography of events. Published work has appeared in Creative Loafing magazine, REA Magazine, suicidegirls.com, and FinchHouseRecords.com. Responsibilities: lighting, art direction, photo manipulation and batch processing.

EDUCATION

Ringling College of Art + Design  SARASOTA, FL
Bachelor of Fine Arts 2009
Major: Graphic + Interactive Communications
Concentration: Photography

Manatee Community College  BRADENTON, FL
Major: Business

QUALIFICATIONS

—Conceptually oriented, highly personable, insightful individual; just the right touch of evil with an unashamed knack for grammar.

—Extroverted, believes in developing reputation based on direct and radically transparent approach with clients and colleagues.

—Well-developed design knowledge including, but not limited to: conceptualization, art direction, semiotics, typography, geometry, layout, production, execution, preflight and press check.

—Two years professional experience made up of tenures in marketing industry and an in-house design firm.

—Advanced experience in the Adobe Photoshop, Illustrator, InDesign as well as proficiency in After Effects, Dreamweaver, Flash.

—Comfortable on Mac and PC platforms.

PORTFOLIO + REFERENCES PROVIDED UPON REQUEST