



GO DEEP

D E E P I S C A L L I N G

CREATING BRAND CLARITY

Use the power of narrative storytelling to create your brand experience



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SR. CREATIVE DIRECTOR / DESIGNER
VISUAL STORYTELLER

When it comes to creating and building brands, most companies struggle with presenting their message clearly. I can guide your creative journey to brand clarity so you can tell your story to the world with passion, power, and purpose.

Whether it's a new product or service you are launching or an established brand, let's create, collaborate and innovate on your success story!

WE ARE WIRED FOR **STORIES**.
WE BECOME OUR **STORIES**.
OUR STORIES **BECOME US**.

WHAT'S YOUR BRAND STORY?

Go Deep

A great story is powerful and moving. It has heart and soul. It's authentic, open, and honest.

We live in an experience economy. Experiences are better than things. People not only want to be part of the story. People **ARE** the story.

Great experiences build meaningful brands and relationships that last.

We all crave purpose, identity, and connection through the relationships we nurture and the products or services we purchase. We seek simple solutions to everyday challenges that allow us to **survive, thrive and achieve the best life we were meant to live.**

Elevate your Thinking

Most brand stories today are built on the business-centric model, with their product as the hero, but people are looking for brands that can help them resolve their challenges. It's not about us. It's about them. We are simply the guide to help them on their journey. **Our focus needs to be on solving their problems in *their* story.**

Creating Brand Clarity produces Impact

We have never been so connected, but disconnected. Confusion is the enemy. Clarity is king. In this age of information overload, we must stand out from the crowd and stand for something bigger than ourselves in order to build successful brands. **Authentic storytelling with persuasion trumps statistics every time.** All media is vital in your communications strategy, but video is the most powerful visual medium to tell your story with words, pictures, and sound, generating more engagement over any other media type.

Awareness ▶ Engagement ▶ Activation ▶ Transformation

You and your audience are on a transformational journey. They are the “why” and the real story behind your story. When you deliver on your brand promise, extraordinary things begin to happen as you **build an emotional connection and move forward in the future TOGETHER.**

Go Long. Stay Fresh. Finish Strong

Your story is simply your framework. Do not neglect the value of your present **activation.** Although you can honor your brand’s legacy, you should always live in the present. The great thing about a story is that it **lives on.** Real stories keep on telling, keep on going, and keep on connecting with real people. Keep your story **fresh and alive** by continuing to connect with your audience and give them the best brand experience possible.

Storytelling makes Music out of Noise

As a creator, brand identity designer and successful entrepreneur, I thrive on discovering meaningful connections that unite people and brands. I have over 25 years of creating **purpose-driven brand experiences** for companies and organizations of all kinds that built engagement and activation toward an end result. I’ve worked and lived on both sides of the creative fence, as an independent designer and innovative business owner.

So, **go deep, go long,** and be thoughtful about the who, what, where, how and most importantly, the **why** behind what you’re doing.

Let’s create your brand success story together.

THE FUTURE IS NOW



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CREATE • COLLABORATE • INNOVATE

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