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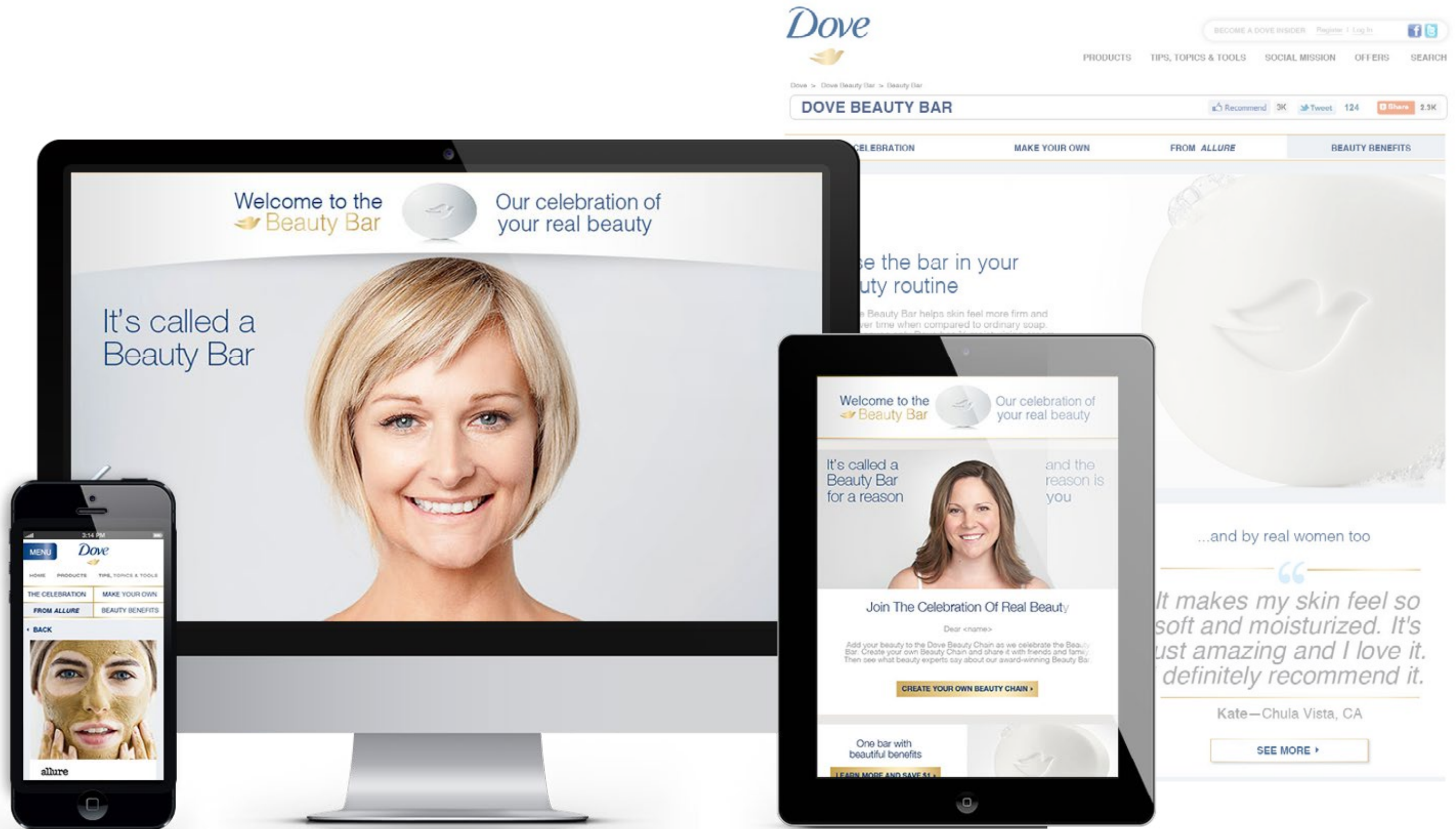
Website Design | Marketing | Branding & Identity

Social media | Print Design | Concept Design





## DOVE REAL BEAUTY CAMPAIGN: WEBSITE DESIGN AND MARKETING



## DOVE ONE SHOWER CHALLENGE: CONCEPT DESIGN & MARKETING CAMPAIGN



 Softer, smoother skin  
after one shower.





DOVE PURELY PAMPERING MARKETING MATERIALS

**Dove**

Shower Yourself  
In The Most



Play to Win a Purely Pampering Pack ▶

**Dove**

Shower Yourself  
In The Most



Play to Win a Purely Pampering Pack ▶

**Dove**

Shower Yourself  
In The Most  
Delicious Care



Play to Win a Purely Pampering Pack ▶

**Dove**



Play to Win a Purely Pampering Pack ▶

**Dove**



Play to Win a Purely Pampering Pack ▶

No purch. nec. Or. For rules, click here.

**Dove**

Introducing  
New Dove Purely  
Pampering Pistachio  
Cream with Magnolia



Play to Win a Purely Pampering Pack ▶

**PURELY pampering**  
pistachio cream with magnolia

Thanks for playing the  
Dove Purely Pampering  
Instant Win Game

**NEW**

Shower yourself in the most delicious  
care – with your Dove Purely Pampering  
Pistachio Cream! From luxurious lather to  
scented candles, we've assembled the  
perfect pieces for comfort and relaxation.

We hope you enjoy your prize  
pack and remember, you can  
enjoy Purely Pampering Pistachio  
Cream with Magnolia in both  
body wash and bar!

Yours truly,  
your friends at Dove



**Dove**  
PURELY pampering  
NOURISHING BODY WASH

pistachio cream with magnolia

**nutrium**  
moisture

For the latest news and offers visit [Dove.com](http://Dove.com)



## 4 min read about travel

Even though distractions like these make the idea of traveling for work seem much less appealing, it would be wise to find an opportunity to step outside the office and experience your amazing surroundings.



lucky times are changing, and the word-jacking business will become even more widely accepted. Employers



Talk to your supervisor or HR professional to make sure you understand your own role. Your supervisor or HR professional can make sure you understand your company's policies, and that you know your place to continue some personal enlightening when the work is done. Your colleagues help alleviate the feeling that you're working around or for them, and establishing trust early on will make it easier to gain support for your ideas.

### Coordinate your itineraries

If you have some control over your schedule, try to build your meetings or travel beginning or end of the week. That way, it'll be easy to extend your trip into the weekend if you want. You may even find that airline prices are cheaper if you travel after your work week, which is a win for your company, too. One more plus, if you're coming, arriving a few days early will help you shake off the jet lag in time for the big

If you have extra control over your schedule, try to book your meetings or travel beginning or end of the week. That way, it'll be easy to extend your trip into a personal time. You may even find that airline prices are cheaper if you travel after your work event, which is a win for your company, too. One more plus, if you're a runner, arriving a few days early will help you shake off the jet lag in time for the big race.

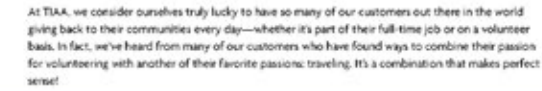


When planning your itinerary, look at your schedule and meals ahead of time and gain the intentional "you" time. Then, align those gaps with the things that are important to you. —By using local cuisine, taking a tour of an iconic yoga class to relax or simply walking around town to immerse yourself in a new environment will not only balance out any stress from work, but will also invite a little



The less-between-businesses and leisure can get hairy when it comes to splitting a bill. *Your company should pay for the flight* (assuming it's the same price as a cheaper one if you didn't add in that extra weekend hotel and meals during weekdays, or if your trip is done, all expenses should be on your dime. The best way to transfer all your work expenses on a company credit card, and then charge your personal credit card for the rest of the trip.)

The low-interest business and pleasure card lets you take advantage of a credit card by using your company's charge card for the right financing. It's the same price or cheaper than a card if you didn't add in that extra weekend hotel and month during weekdays, so it's your trip to drive. All expenses should be on your drive. The best way to avoid a credit card is to use a company credit card, and then charge your personal credit card. If your company doesn't give you a credit card, you can use two different payment methods. And remember to use these receipts! You need them when it comes to expenses reports—anyone's least favorite part of traveling for work.

4 min read about travel

Just like **bringing home a new skill from a vacation**—like cooking or scuba diving—volunteering while you're abroad is a great chance to add some self-fulfillment and good karma to any upcoming itinerary. If you're able to take a long trip, or if you get the chance to take a sabbatical from work, you might want to consider turning your next vacation into an opportunity to do some good while you're abroad.

There are many rewards to volunteering. Developing new skills, learning about the environment, helping less fortunate communities and people in need are just a few—not to mention that some organizations may offer free room and board or a stipend for your work, which can help make your travel even more affordable. And, taking several weeks or even months to engage with a meaningful cause can offer an amazing opportunity to experience change and see the outcomes of your efforts come to life.

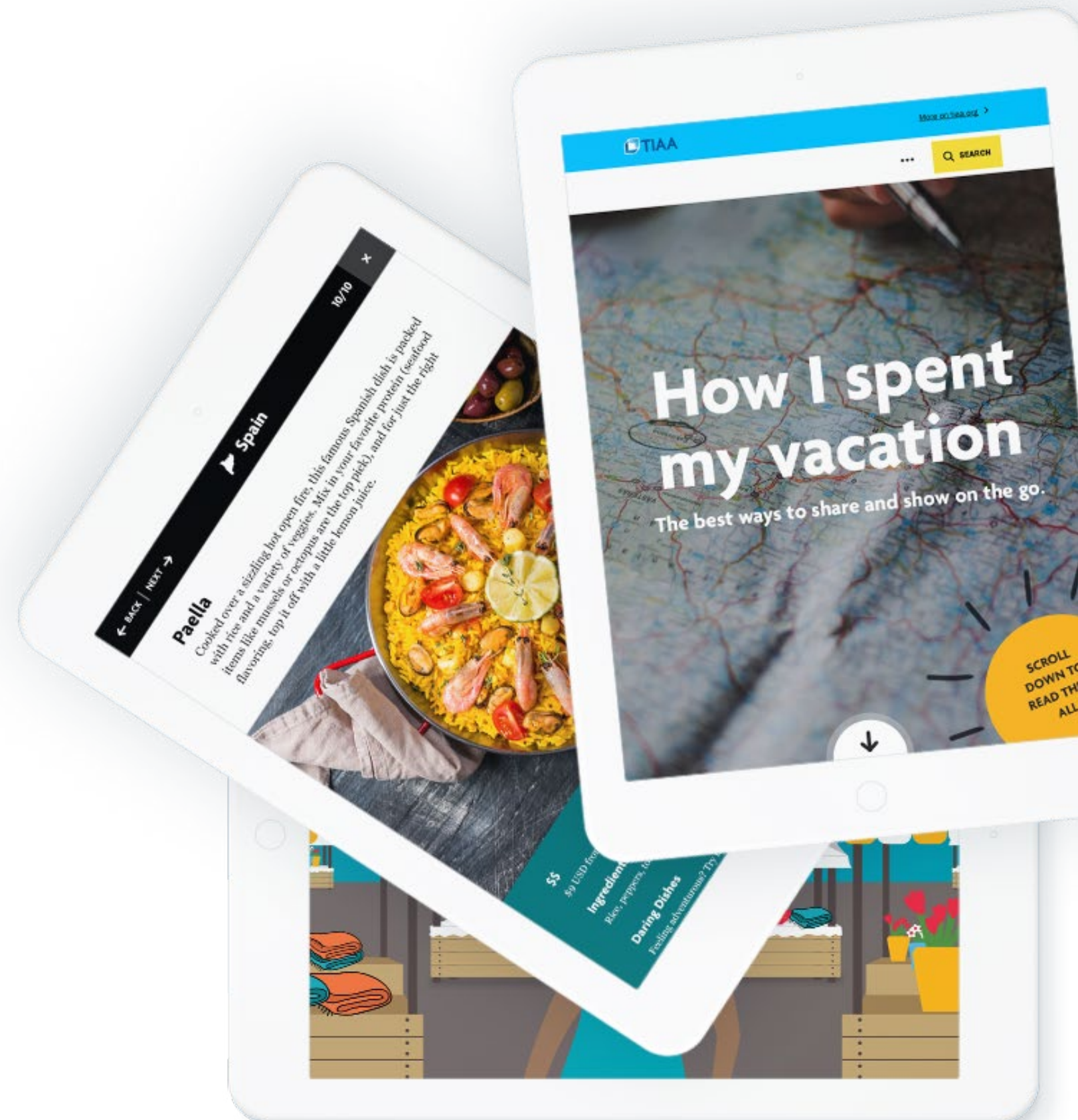
But, before you take off to build schoolhouses in Cambodia or work on a nature preserve in Costa Rica, there are a few things you should keep in mind as you plan your altruistic adventure.

Choose a project and place that you're passionate about. Outline social, cultural or environmental issues that are important to you personally, and then prioritize them to help determine the kind of volunteer work you'll find most fulfilling. Next, add the locations that you've always wanted to visit and do some research to find out if the issues you've outlined have programs in those regions. Lastly, don't forget to consider any skills and experience you already have. Ask yourself how you can best apply your talents to the volunteer work that interests you. This will ensure your experience offers the greatest benefit to you, the organization and the community.



While **planning any trip abroad** takes a significant amount of preparation, volunteering abroad requires asking even more questions than your typical vacation. Sadly, there are some organizations out there that try to exploit well-intentioned people or misuse funding, so be sure to look into the legitimacy of the programs you're hoping to pursue.

Before you commit to volunteering with any organization, contact them directly and ask them to explain exactly how they raise money, how they impact the local communities, how they plan to






# TIAA MILLENIAL TRAVEL CAMPAIGN: CREATIVE CONCEPTS & CONTENT, SOCIAL MEDIA, UX

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July 12 · 🌐

Getting to your dream destination takes a lot of planning and saving. But, staying on track once you get there can make all the difference in your trip.



**Travel Spending Strategies**

024

How to stay on budget while abroad [Learn More](#)


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A lot goes into planning a trip. Make sure you can check every box...even the ones you forgot to think about.

- Flight booked ✓
- Passport ordered ✓
- Money exchanged ✓
- Vaccines scheduled
- Bags packed



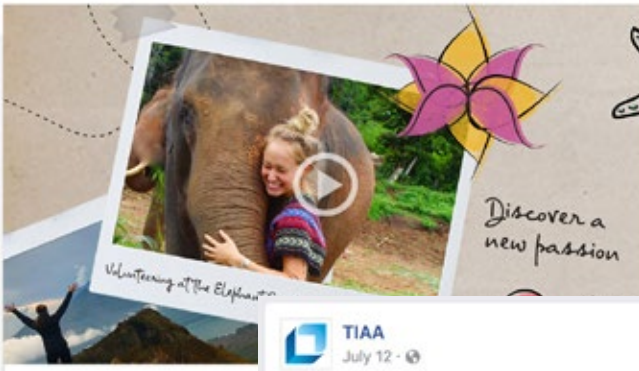
**Get the tips to pack and plan like a pro**

Get the ultimate trip checklist [Learn More](#)

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Souvenirs aren't the only thing you should splurge on. Take a trip with purpose by bringing home something more valuable than any coffee mug or t-shirt you could buy.




**7 Skills to Bring Back from Travel**

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See more of the world and less of the office. Don't just schedule meetings on your next business trip, pencil in some time to explore.




**4 Tips for Bleisure Trips**

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There's a whole world waiting to be seen. Travel and learn how venturing off on your own can be so rewarding.



**"Travel is getting to know yourself by facing new experiences."**  
- Sofie Couwenbergh

**4 Best Benefits of Solo Travel**



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achtung! 12:30 30%

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Take a trip that won't just change your life, but the world around you.




**Build a schoolhouse.**




**Volunteer to teach.**



**Serve the hungry.**



**Travel With Purpose**



**3 Tips for Volunteering Abroad** [Learn More](#)

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# TIAA MILLENIAL TRAVEL CAMPAIGN: EAT'S WORTH EXPLORING

<https://hub.tiaa.org/eats-worth-exploring/>

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Millennials

f t s in a Q SEARCH

## Eats worth exploring: give your taste buds the trip of a lifetime.

Click over the icons to get more deets on the eats.

\$ 50-4

\$ 55-12

\$ 55 50 and up

### Food for thought

#### Plan for your plates

It can be hard to order food in foreign countries, especially if you have dietary restrictions. Food allergy cards make it easier to communicate serious issues with food. Written in the local language, you can show it when ordering rather than trying to translate.

#### Have H2O on the go

Be sure you stay hydrated no matter where you travel. You may want to consider purchasing a filtering or purifying water bottle so you can be certain you have safe drinking water wherever you go.

#### Pack your snacks

Avoid getting hungry by always having a granola bar or snack pack with you. This will come in handy in between meals or if you can't find any local foods that fit your taste.

#### Bring a just-in-case kit

Chances are you'll be trying foods you've never had before. Be ready for all you can eat by having antacids and other stomach relievers packed—just in case you don't have to worry.

### Make your trip one to remember, visiting places you've never seen, and trying foods you've never tasted!

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f t s in a

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← BACK | NEXT →

Greece

5/10 X

### Spanakopita

This savory spinach and feta pie is a Greek staple originating almost 400 years ago. You'll find freshly-made spanakopita at nearly every bakery in the country.

\$

Expect to spend \$2-\$4 USD from bakeries and restaurants

#### Ingredients

Filo dough, spinach, feta cheese, onion, egg, garlic, butter

#### Delicious Desserts

Make your trip a little sweeter with this area's favorite treats.

**Baklava** – rich, sweet pastry that remains one of the most popular Greek desserts

**Bougatsa** – a favorite snack, this creamy custard filo pastry is best served warm

**Galaktoboureko** – Greek pie crisped to golden perfection and filled with custard

← BACK | NEXT →

Spain

4/10 X

### Paella

Cooked over a sizzling hot open fire, this famous Spanish dish is packed with rice and a variety of veggies. Mix in your favorite protein (seafood items like mussels or octopus are the top pick), and for just the right flavoring, top it off with a little lemon juice.

\$5

\$9 USD from street markets, but expect to fork over around \$20 USD at a restaurant

#### Ingredients

Rice, peppers, tomatoes, garlic, onion, saffron

#### Daring Dishes

Feeling adventurous? Try this area's fave foods:

**Grilled Pig Ear (Oreja a la Plancha)** – one of Madrid's most traditional dishes

**Baby Eels (Angula)** – best eaten with simply olive oil and garlic

**Goose Barnacles (Perejil)** – Spain's famous seafood delicacy

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Take your taste buds on the trip of a lifetime. Make time to see the sights, but don't forget to schedule in some delicious bites.

### [ Explore the world's favorite foods ]

Dig into a new dish

Learn More

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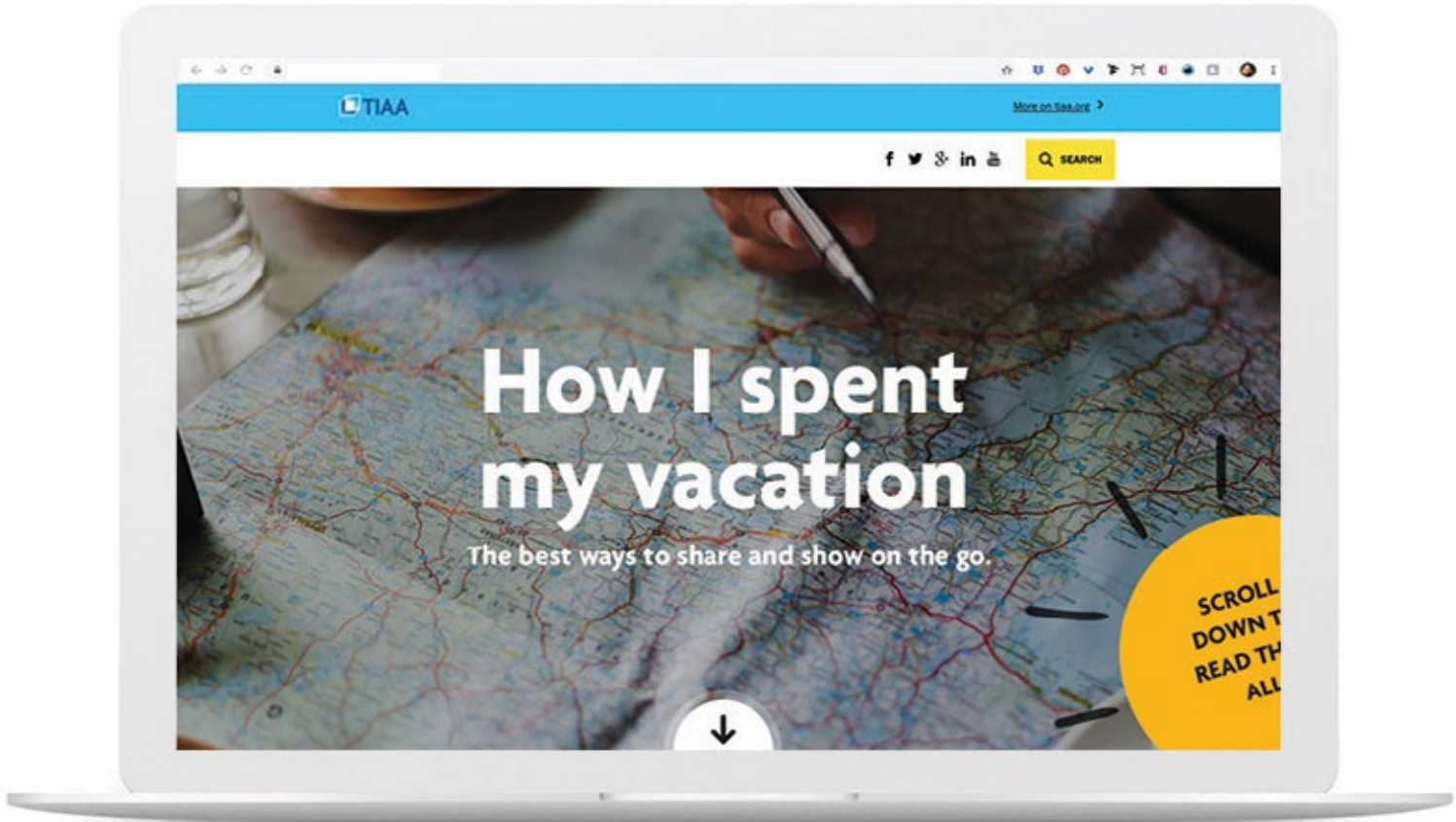
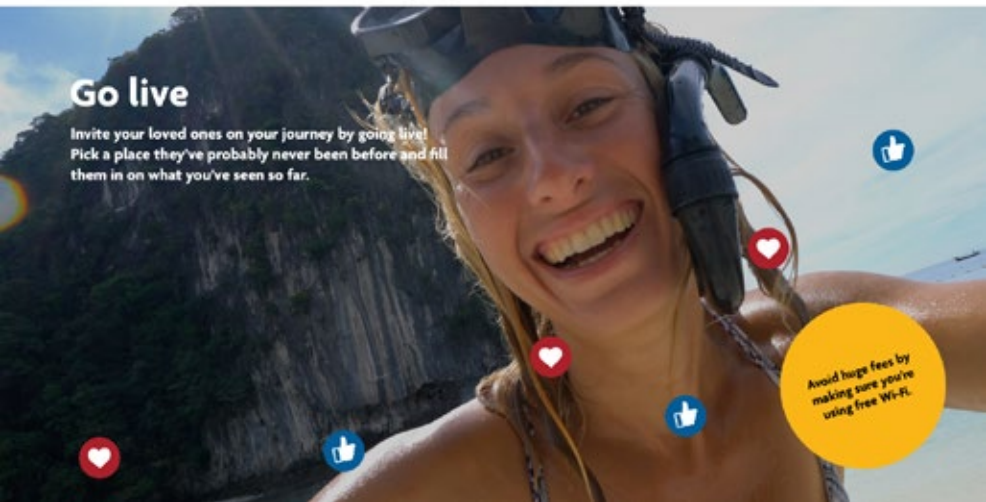
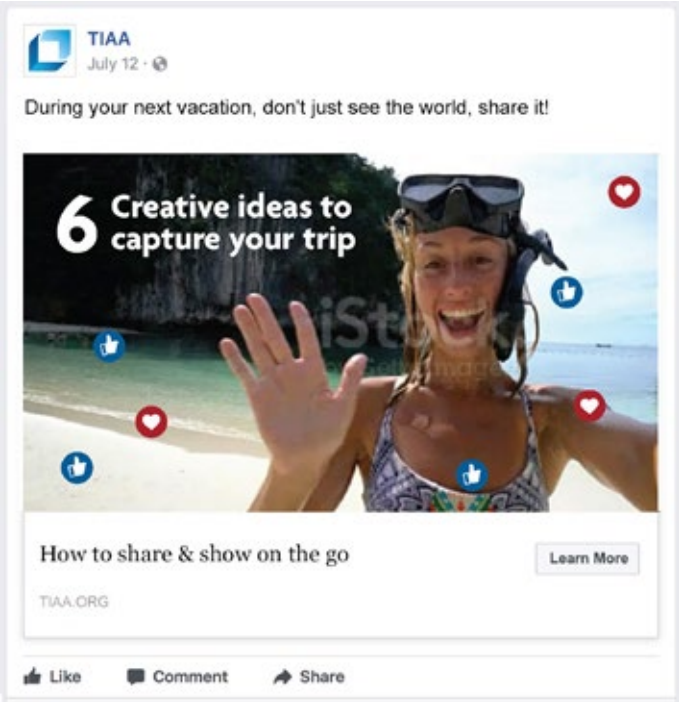
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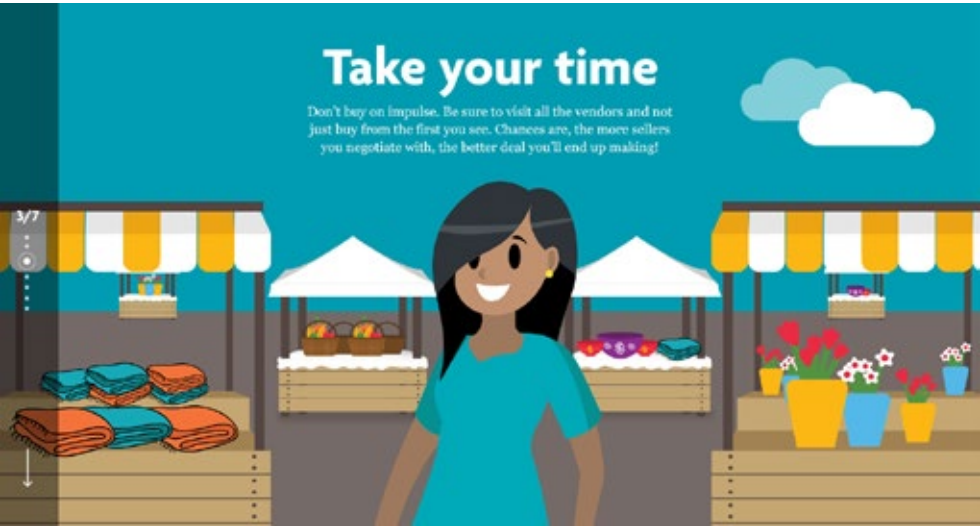
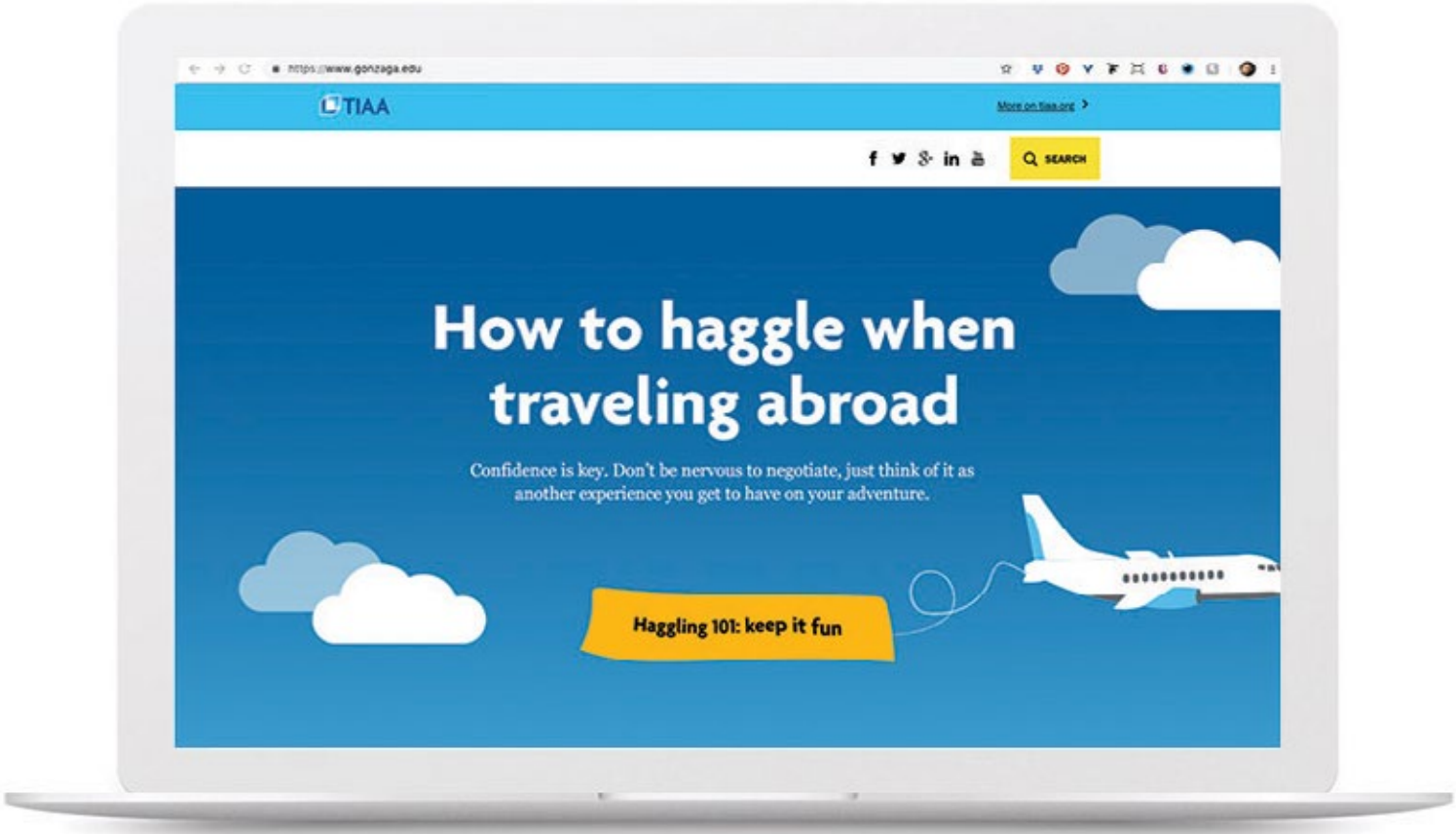
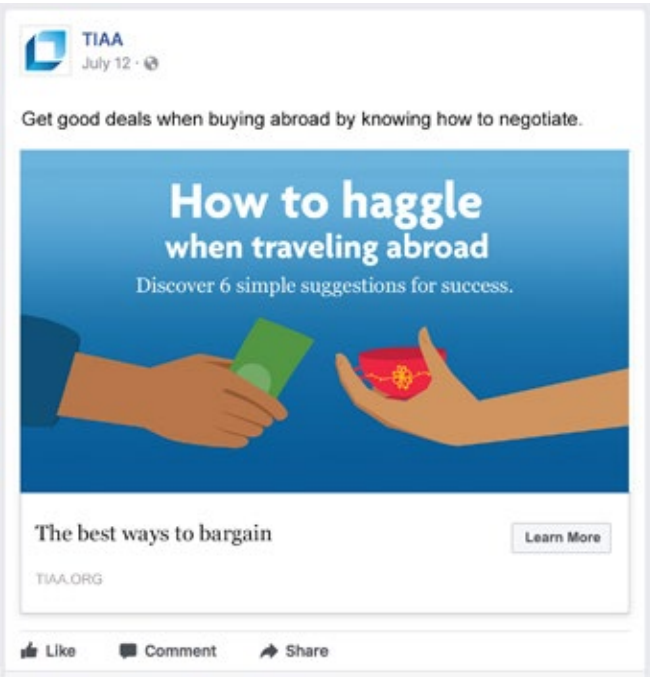


TIAA MILLENIAL TRAVEL CAMPAIGN: HOW I SPENT MY VACATION

<https://hub.tiaa.org/how-i-spent-my-vacation/>

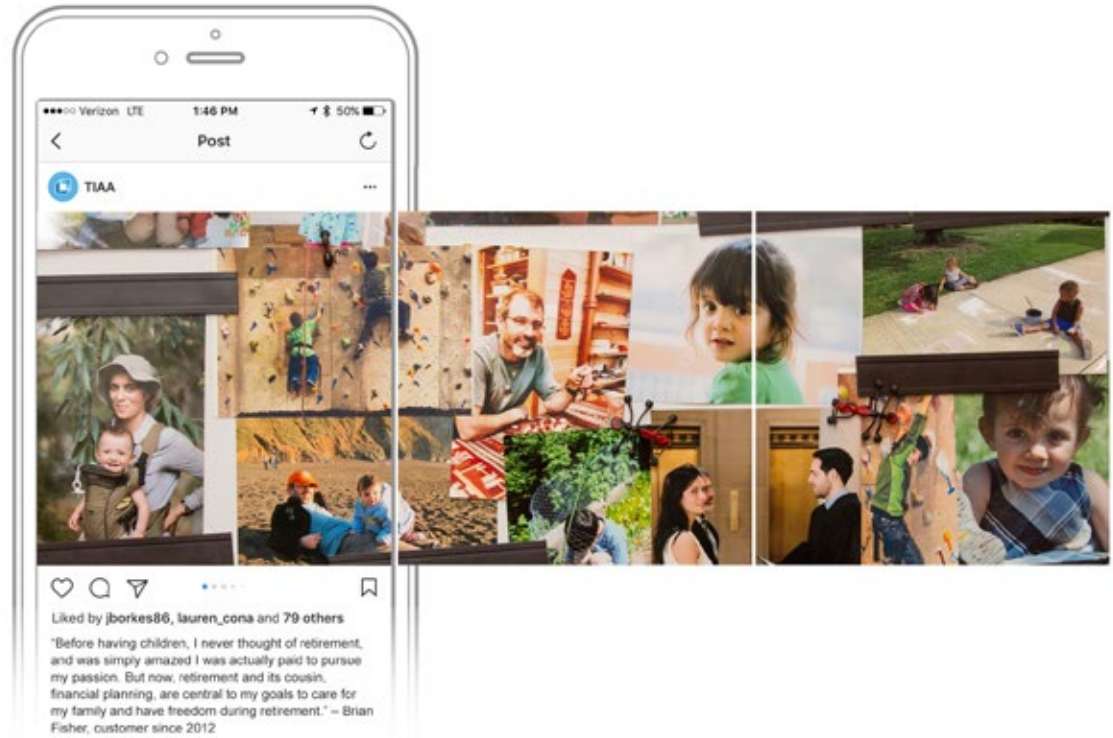
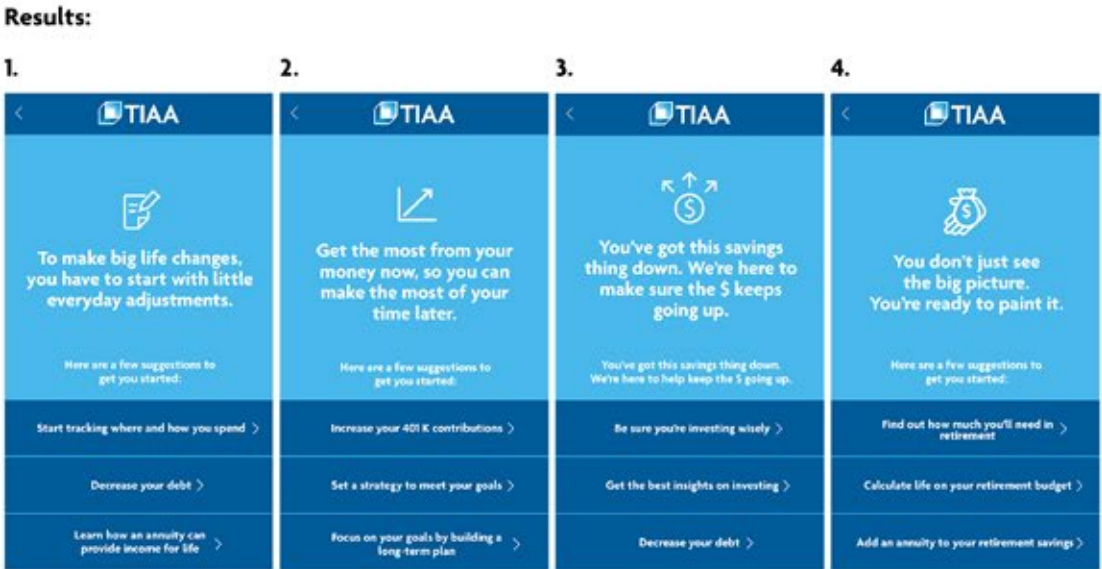
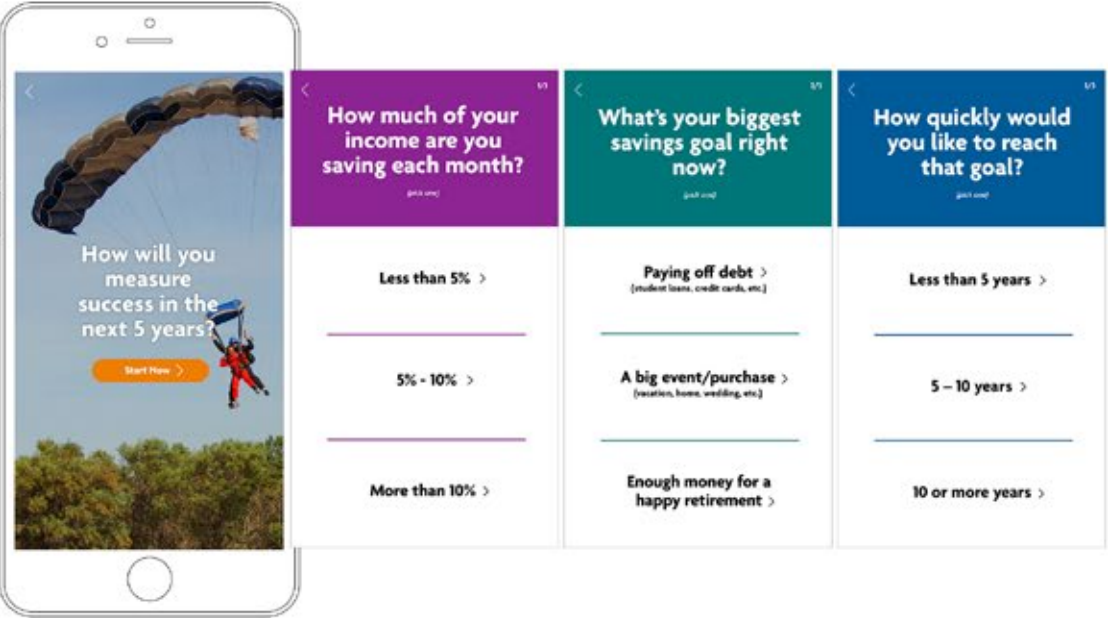
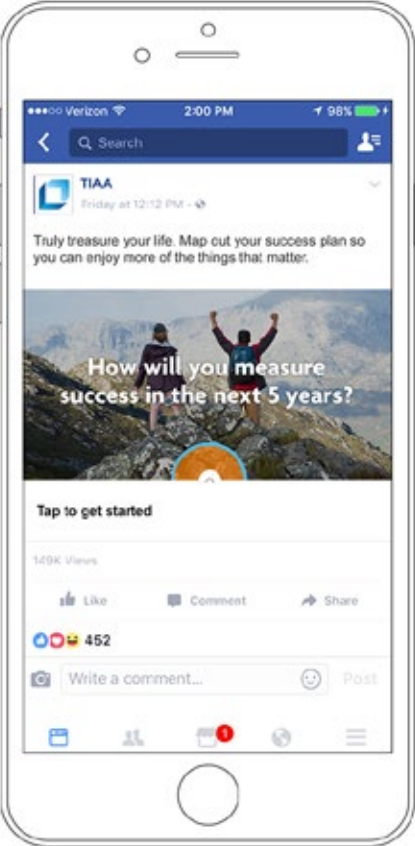




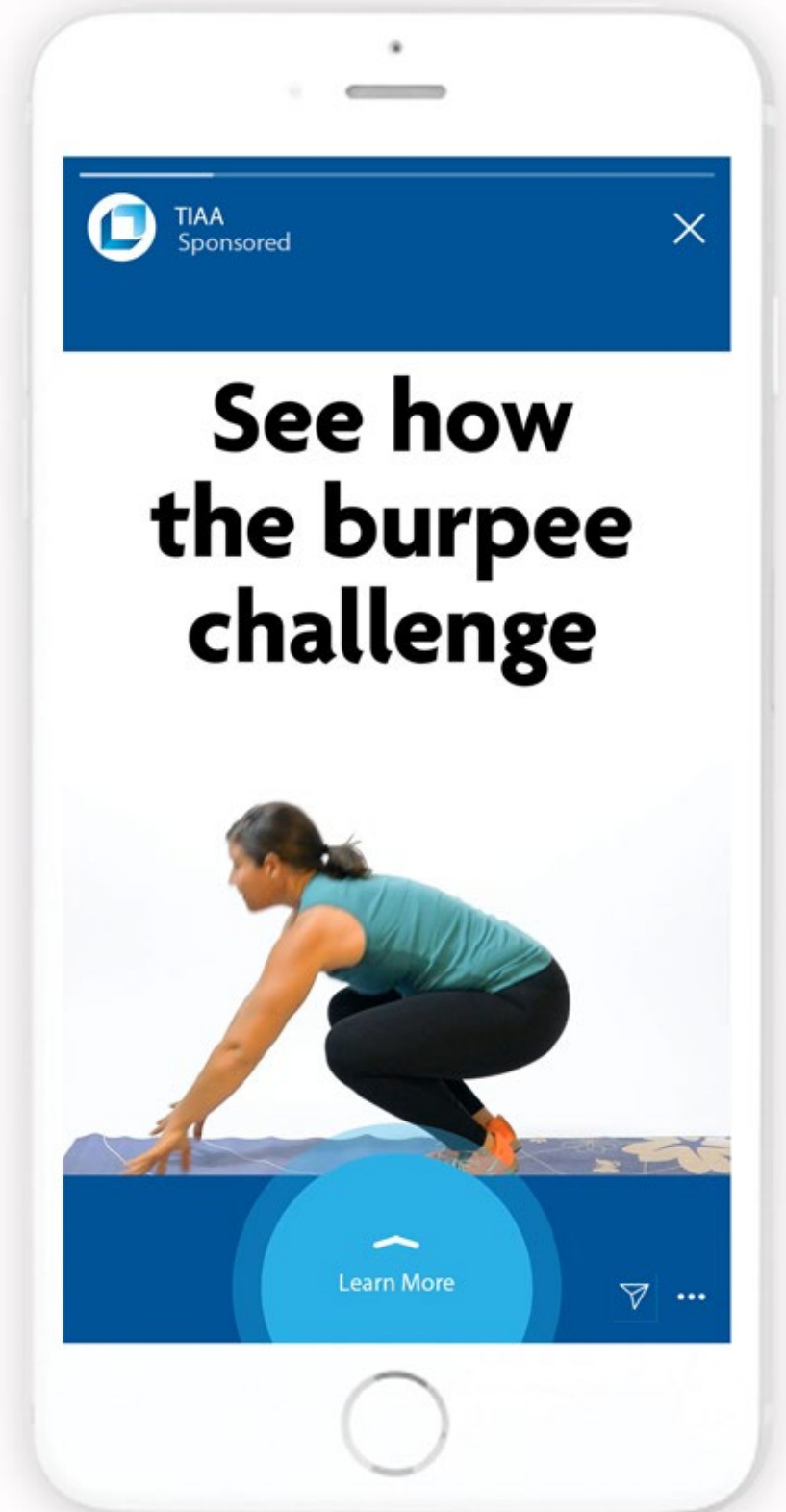
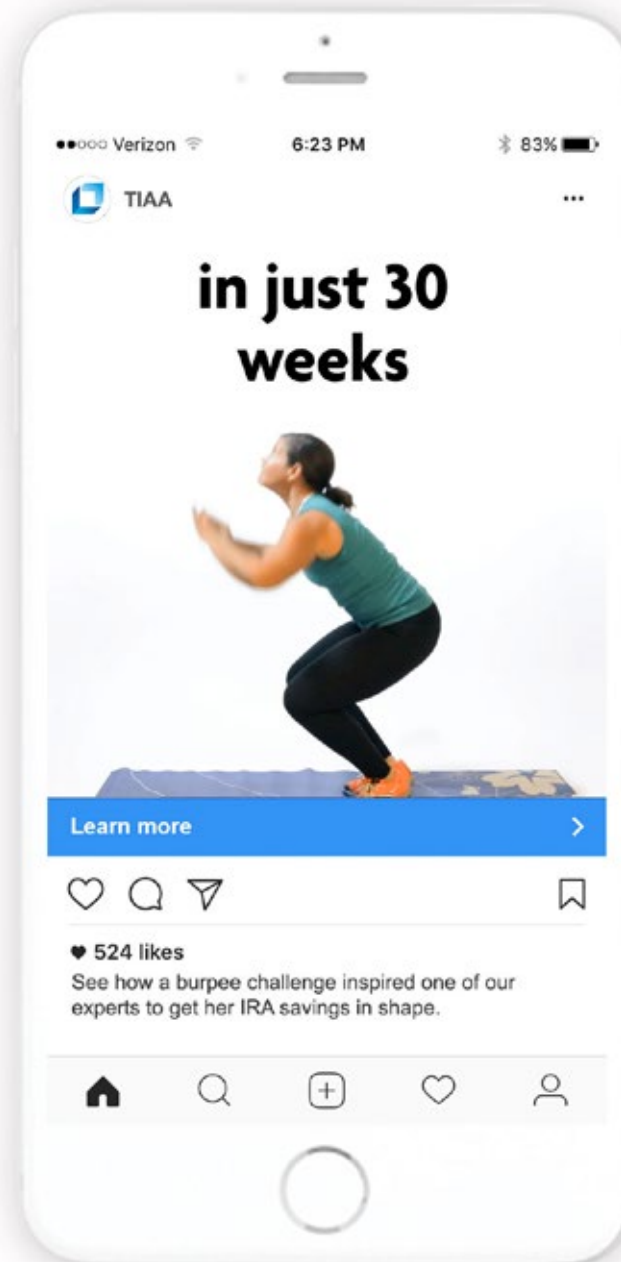
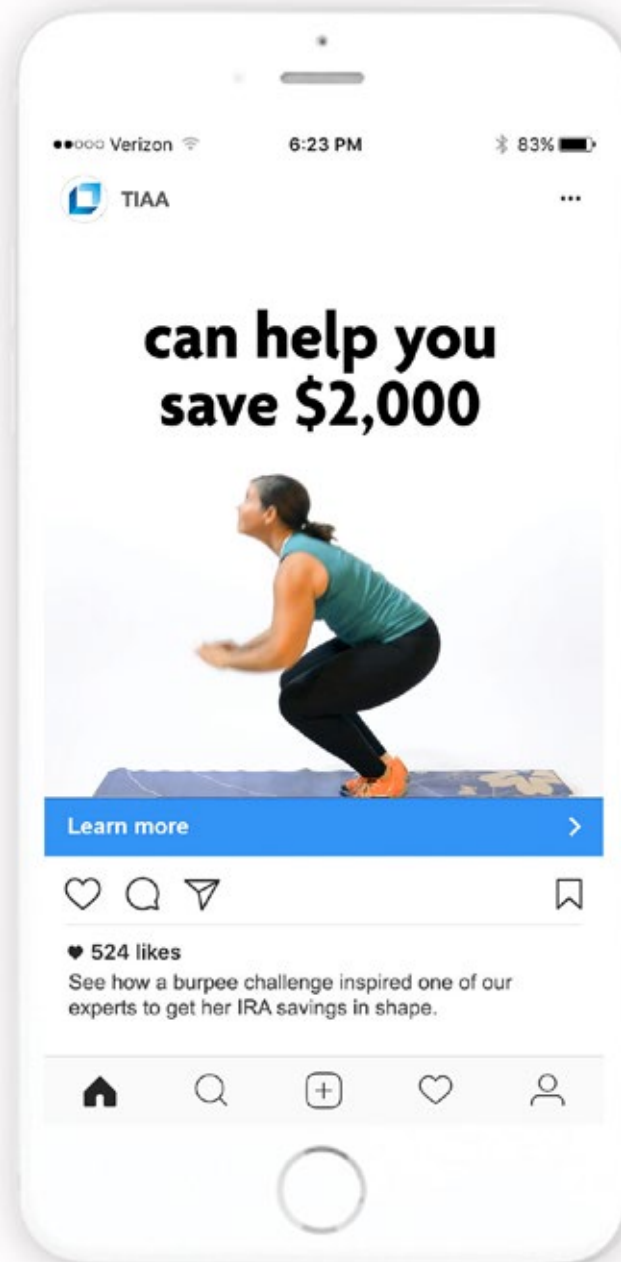
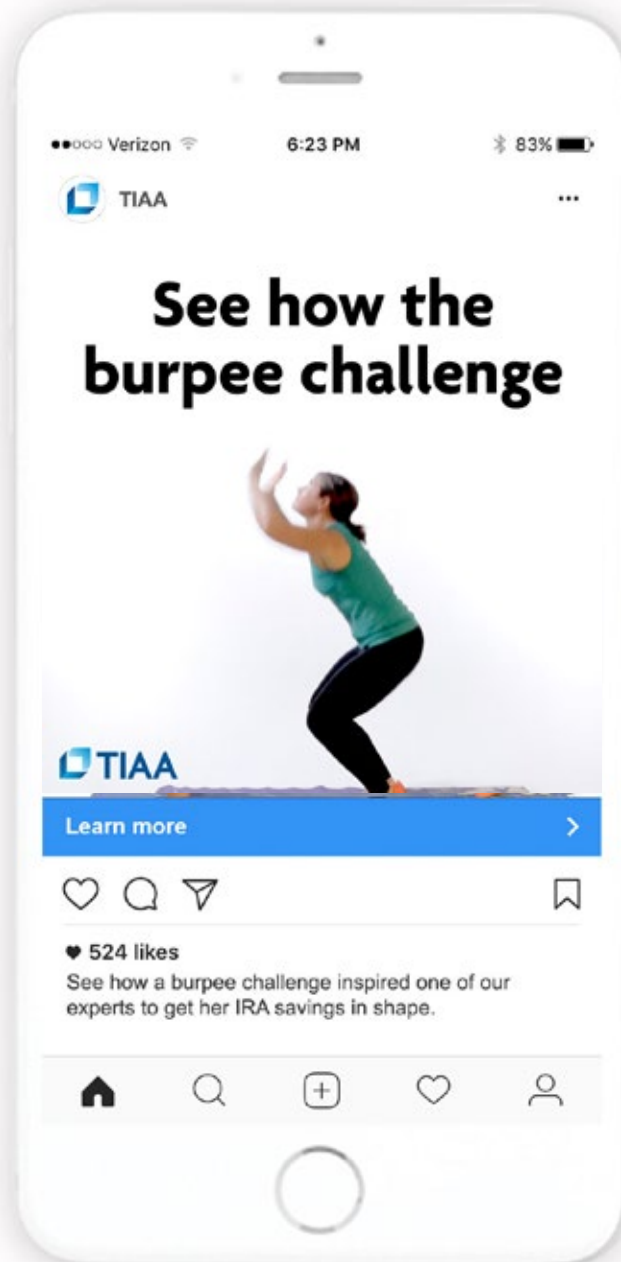




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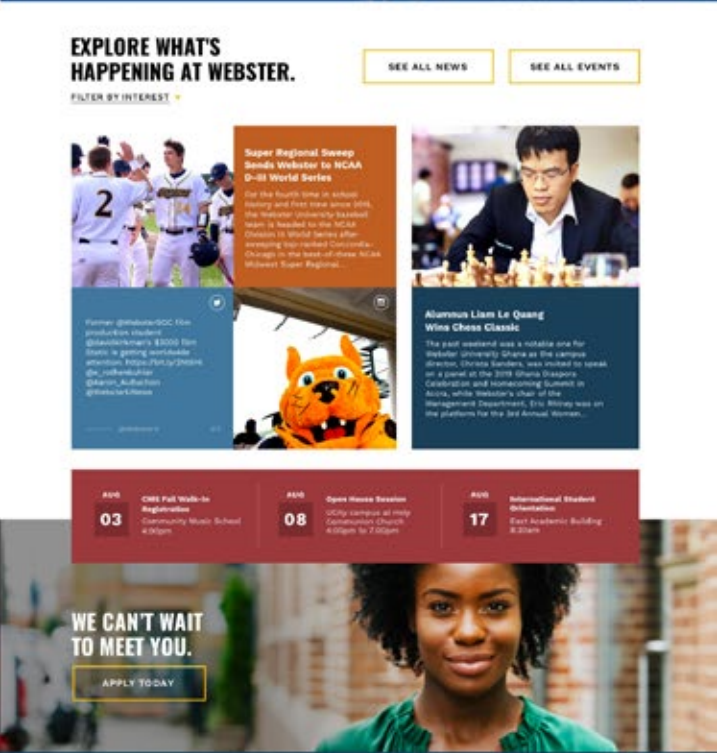
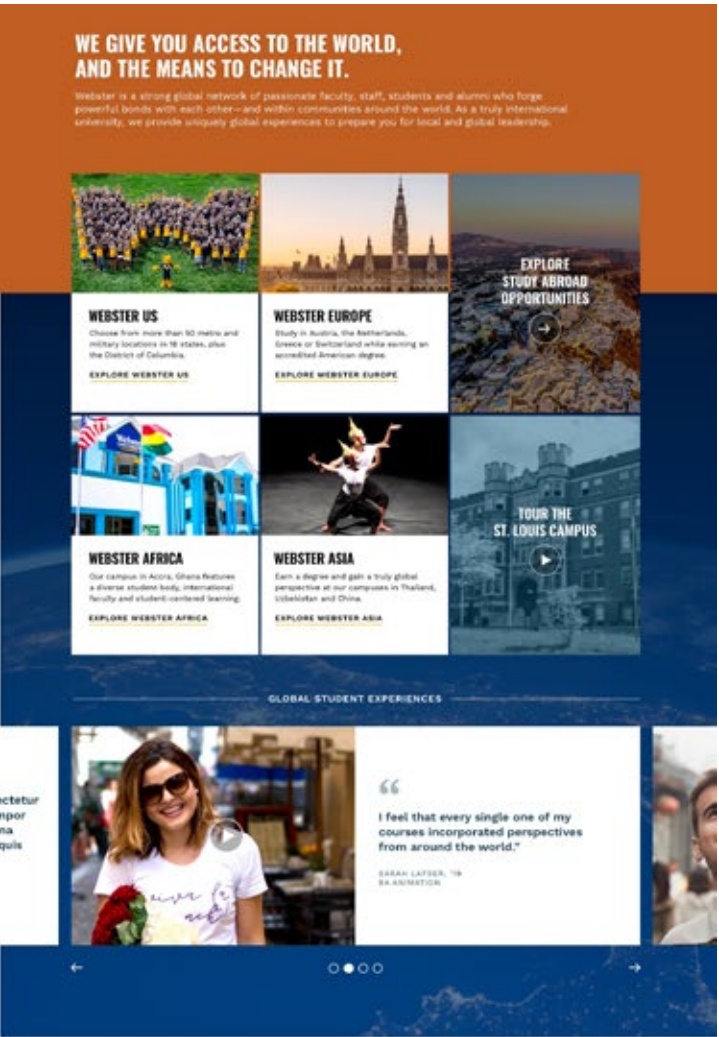
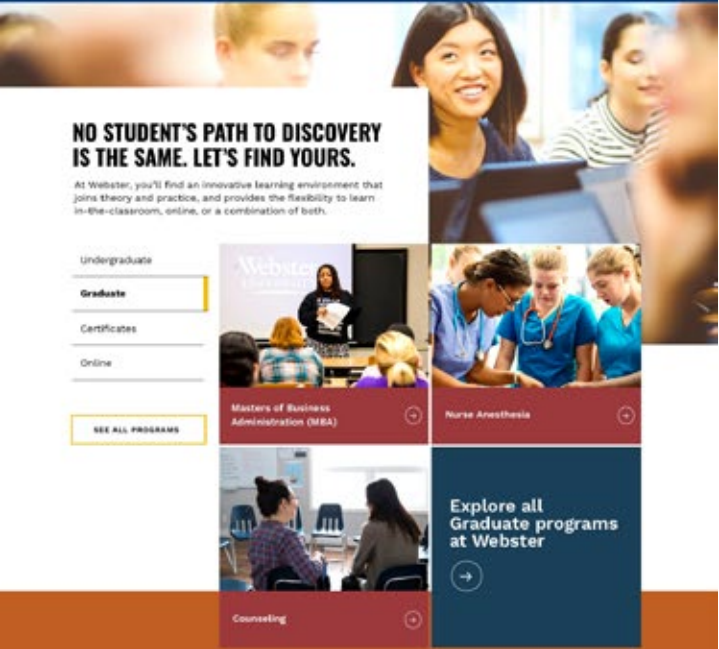
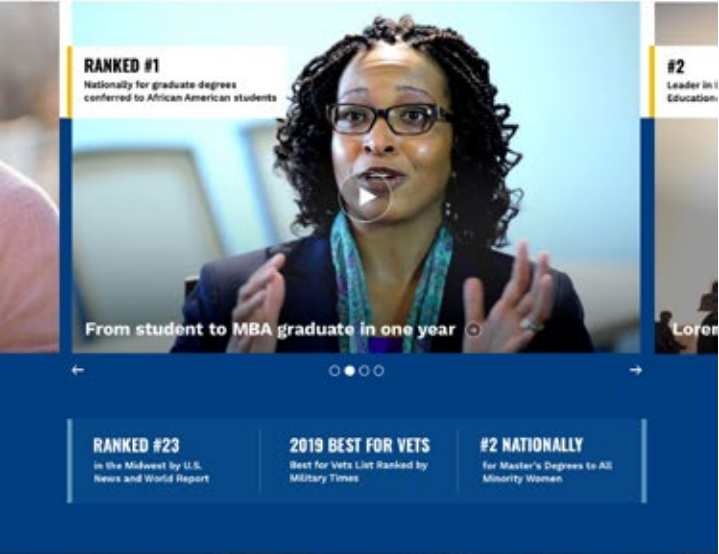
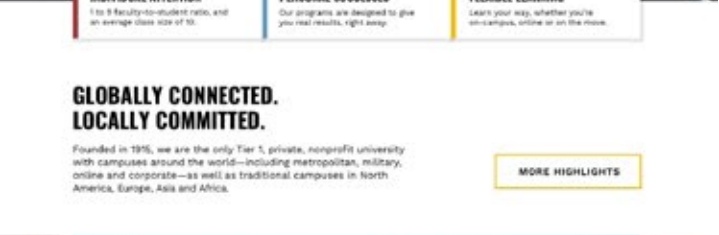
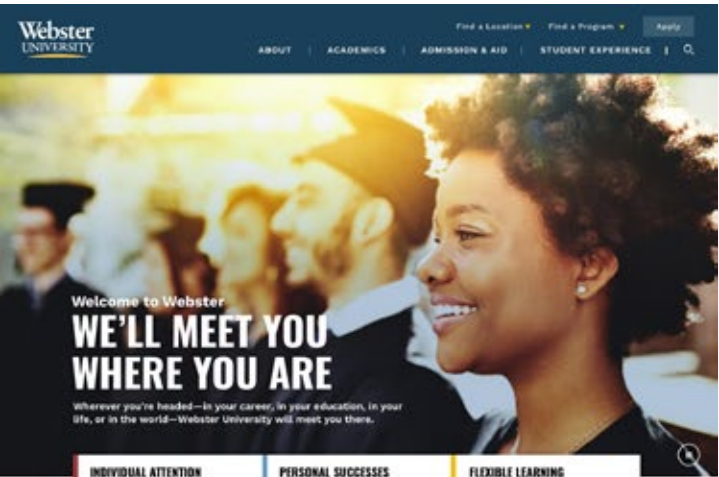
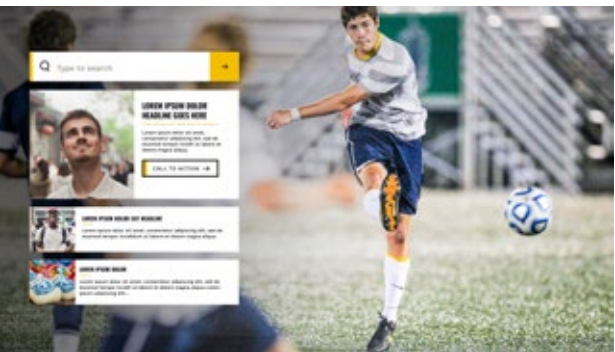






# WEBSTER UNIVERSITY: CONCEPT & HOMEPAGE DESIGN

Initial moodboard:





## DOVE MEN+CARE: MARKETING AND MEDIA

# RUNNING HAS ITS IRRITATIONS.

## YOUR DEODORANT SHOULDN'T BE ONE OF THEM.

#contentfirstDefault\_Member#

Between the crowds, the noise, and the physical rigors of tackling 26.2 miles, running a marathon can certainly have its share of irritations. Here's your chance to help us end the irritations with words of inspiration.

As the official deodorant sponsor of this year's ING NYC Marathon, Dove® Men+Care® is giving you the unique opportunity to tweet encouragement to those running the race tomorrow.

Reach out and tweet friends and family running the marathon—or all of the runners—using **#EndIrritation**, and it could appear on our jumbotron at the starting line!

TWEET RUNNERS NOW ➔

GOOD LUCK, RUNNERS.  
WE'LL BE CHEERING YOU  
ON ALL THE WAY TO  
THE FINISH LINE!  
**#ENDIRRITATION**

**#ENDIRRITATION**

Underarm Irritation

**END THE IRRITATION**  
USE DOVE® MEN + CARE®  
**TOUGH ON SWEAT,  
NOT ON SKIN.**

Our clinically proven non-irritating formula and 24 moisturizer technology provides 48 hours of odor and wetness protection.

BUY NOW ➔

NEW YORK CITY MARATHON  
PRINCIPAL EVENT OF NEW YORK'S HALF MARATHON

Official Men's Deodorant Sponsor of the ING New York City Marathon



# MORE CARE ALWAYS WINS

Keeps you extra dry + non-irritant formula with advanced 1/4 moisturizer technology.





CLINICALLY PROVEN NON-IRRITANT

**Dove**  
MEN+**CARE**

CLEAN COMFORT

NON-IRRITANT ANTIPERSPIRANT DEODORANT

[48h POWERFUL PROTECTION]

**[ MORE CARE MEANS LESS IRRITATION ]**

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MANUFACTURER'S COUPON | EXPIRES 12/14/14

## SAVE \$1.00

on any one (1) Dove Men+Care Antiperspirant (2.7oz), Deodorant (3.0oz) or Clinical Protection Antiperspirant (1.7oz) (Excludes trial and travel sizes)




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**MEN**  
**+CARE**

**ISN'T IT  
TIME DAD  
HAD HIS  
MOMENT?**

**#CELEBRATEDAD**



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**MORE CARE  
IS BETTER.**

IT'S AN EASY  
DECISION.

**Dove**  
**MEN+ CARE**

**CLEAN  
COMFORT**

**[ MICRO  
MOISTURE ]**

**BUY IT NOW** ➔



## DOVE MEN+CARE: MARKETING AND MEDIA

**Dove MEN+CARE.** THE EASIEST DECISION YOU'LL MAKE ALL TOURNAMENT

**[CARE BUILT IN]**

Dove® Men+Care® is a proud partner of the NCAA®

**FINAL FOUR**

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MANUFACTURER'S COUPON | EXPIRES 4/20/14

**Dove MEN+CARE.**

# FULL-COURT SKIN CARE

STAY IN THE GAME WITH THE LINEUP THAT'S GOT YOU COVERED FROM HEAD TO TOE.

AVAILABLE AT **TARGET**

To ensure that you continue to receive Dove® Men+Care® e-mails (and to prevent them from being filtered as spam), please add [DoveMen+Care@dove.com](mailto:DoveMen+Care@dove.com) to your e-mail address book.

**Dove MEN+CARE** **NCAA MARCH MADNESS' DECISIONS** [Are Tough]

**PLAYING FOR PRIZES IS EASY**  
SO IS CHOOSING DOVE® MEN+CARE®

Name \_\_\_\_\_

Dove® Men+Care® delivers more care, and more care is better. It's an easy decision.

Playing for prizes is easy because every day is a new chance to win! Enter now for your chance to win instant prizes or a \$50,000 Deluxe Home Theater.

**ENTER NOW**

**SEE THE TOUGH NCAA® TOURNAMENT DECISIONS AS THEY HAPPEN**

POSSIBLE BRACKET COMBINATIONS

**9,223,372,036,854,775,808**

**NCAA FUN FACTS**  
Montana is part of the Blue Blood Nation®

**TRENDING NOW**  
#BRACKET #FINALFOUR

**DOVE® MEN+CARE® IT'S AN EASY DECISION**

**SAVE \$1.00**

on any one (1) Dove® Men+Care® Body & Face Wash (13.5 oz. or larger), Body & Face Bar (6-bar pack or larger) or Active Clean Shower Tool (Excludes trial and travel sizes.)

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**SAVE \$2.50**

on any one (1) Dove® Men+Care® Hair Product (Excludes trial and travel sizes.)

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**SAVE \$1.00**

on any one (1) Dove® Men+Care® Face Care Product (Excludes trial and travel sizes.)

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**SAVE \$1.00**

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**Dove MEN+CARE** **IMPROVE YOUR SKIN CARE ROUTINE**

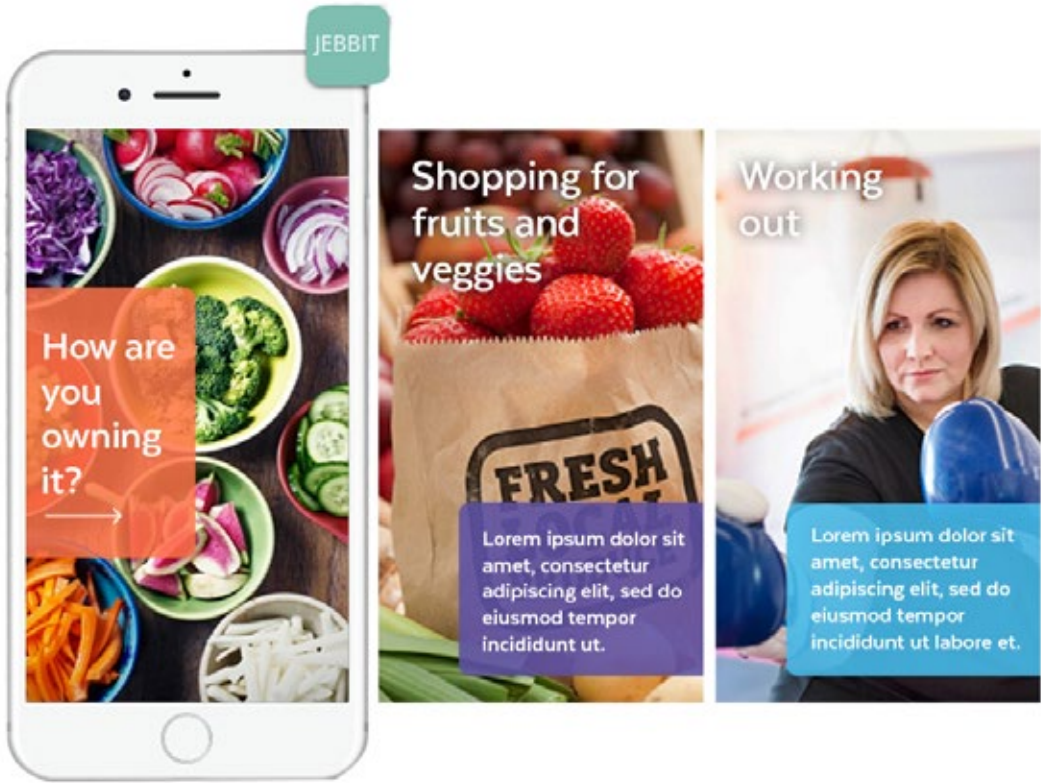
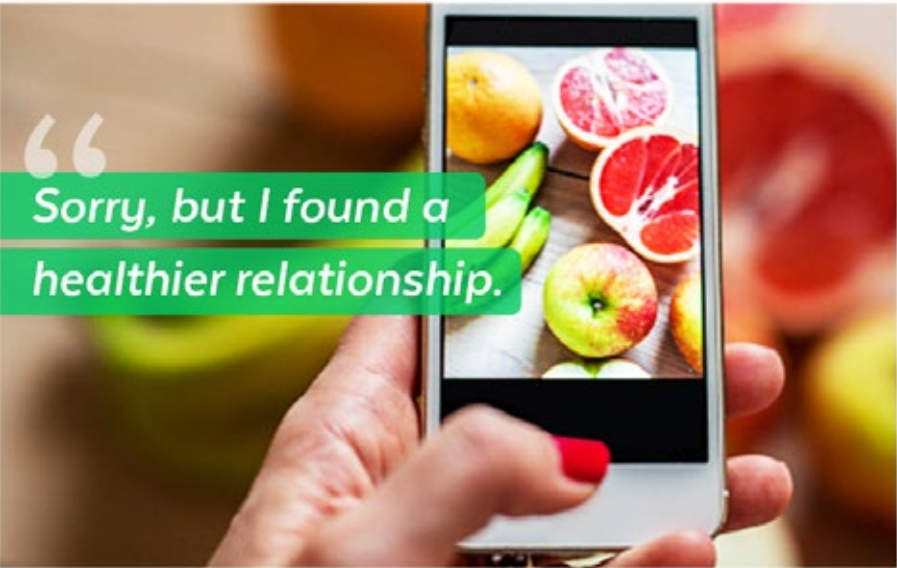
CHOOSE DOVE® MEN+CARE®

**WHEN YOU'RE MAKING IMPROVEMENTS, YOU WANT THE BEST.**

**CLEAN COMFORT**  
[ MICRO MOISTURE ]


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HEALTH MANAGEMENT RESOURCES: 2017 MARKETING CAMPAIGN



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HMR helps people find new ways to take on the day.



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THAT  
PERSON  
WHO...**

Turn daily habits into lasting results


hmrprogram.com



HITS THE POOL,  
NOT THE  
SNOOZE BUTTON

Get off to a healthy start

hmrprogram.com



TAKES THE  
INSTEAD OF  
THE ELEVATOR

Make small choices

hmrprogram.com

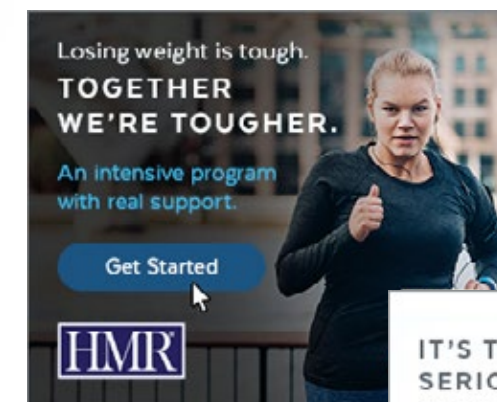
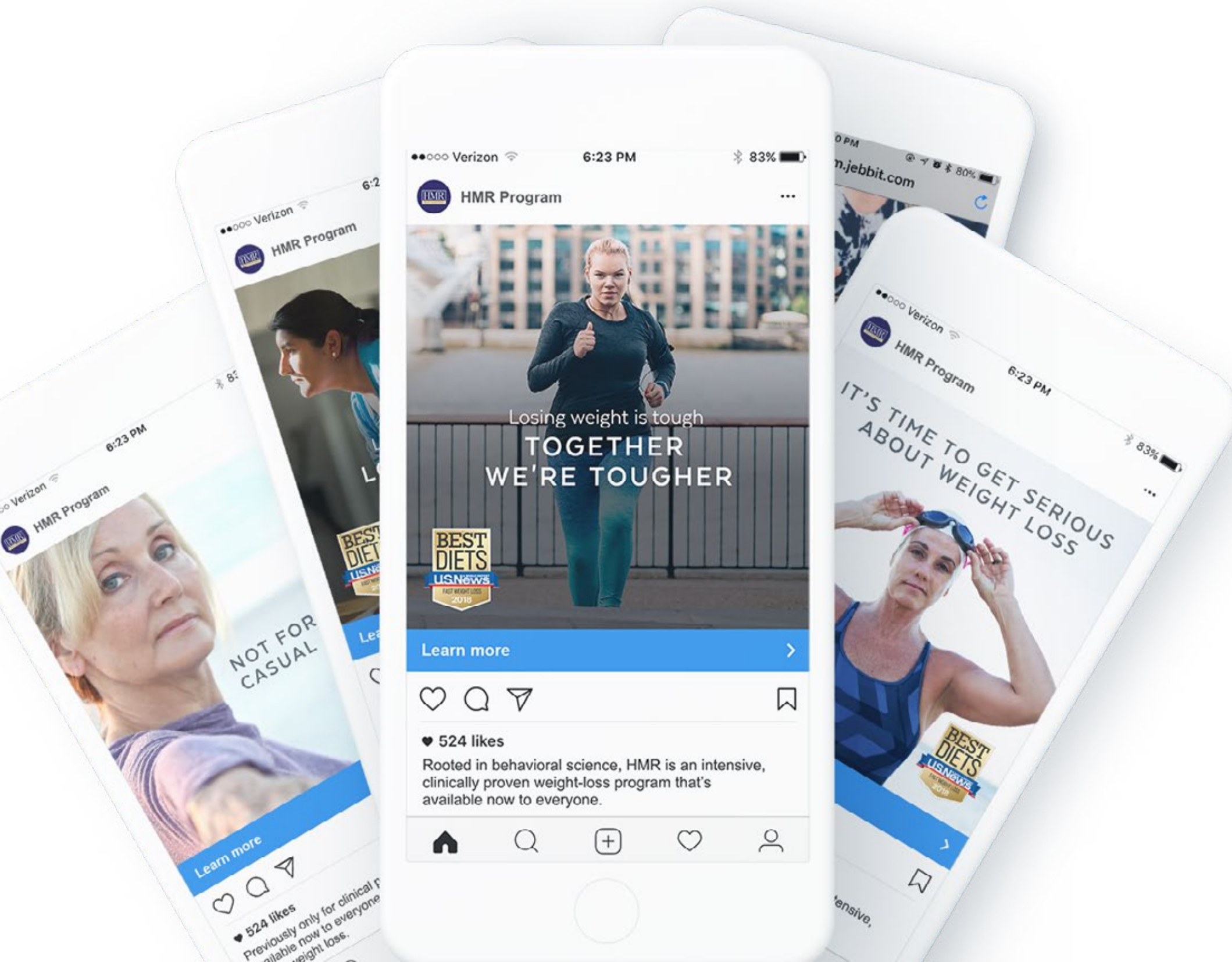
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Like Comment Share



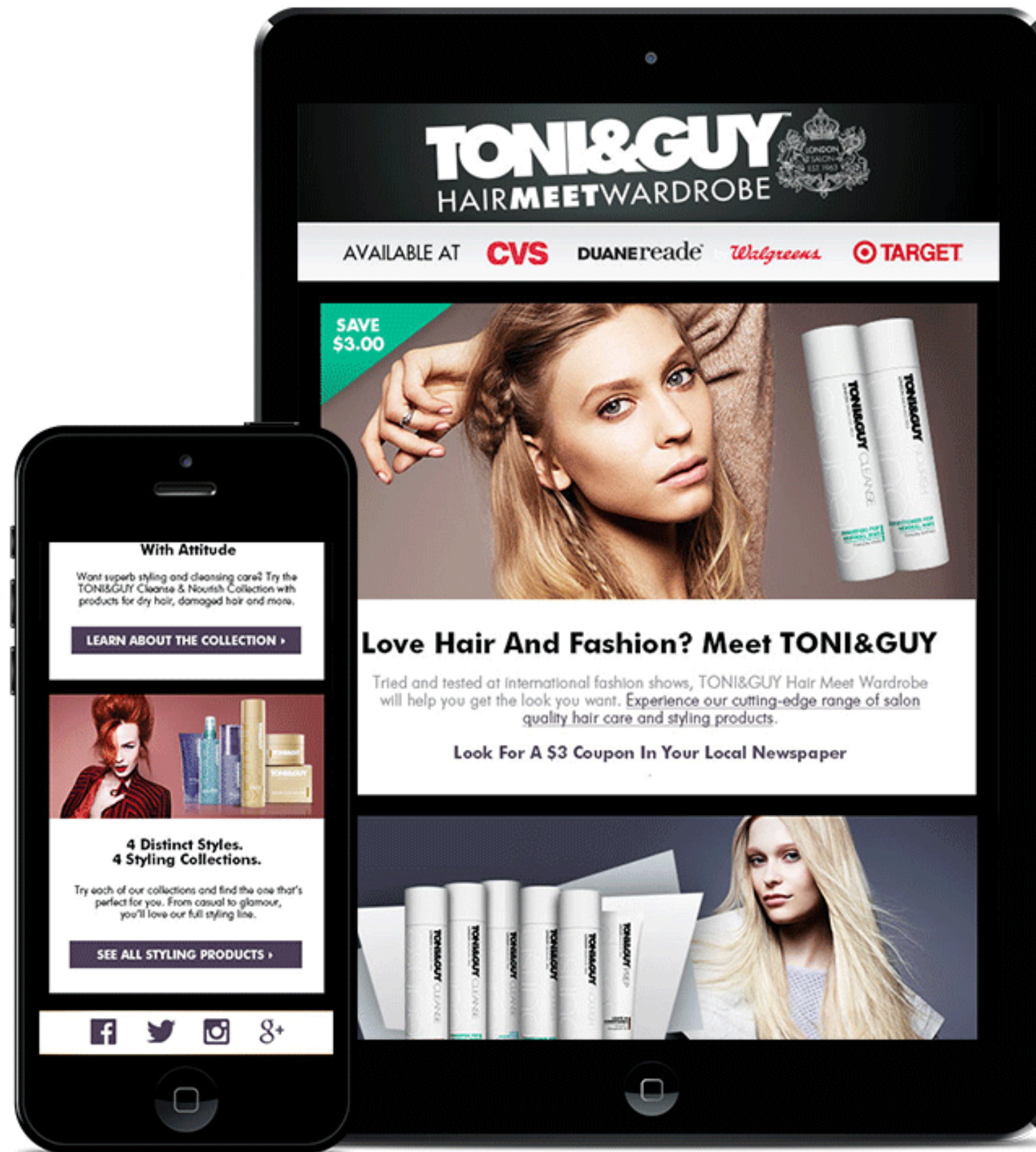


## HEALTH MANAGEMENT RESOURCES: 2018 SERIOUS MARKETING CAMPAIGN



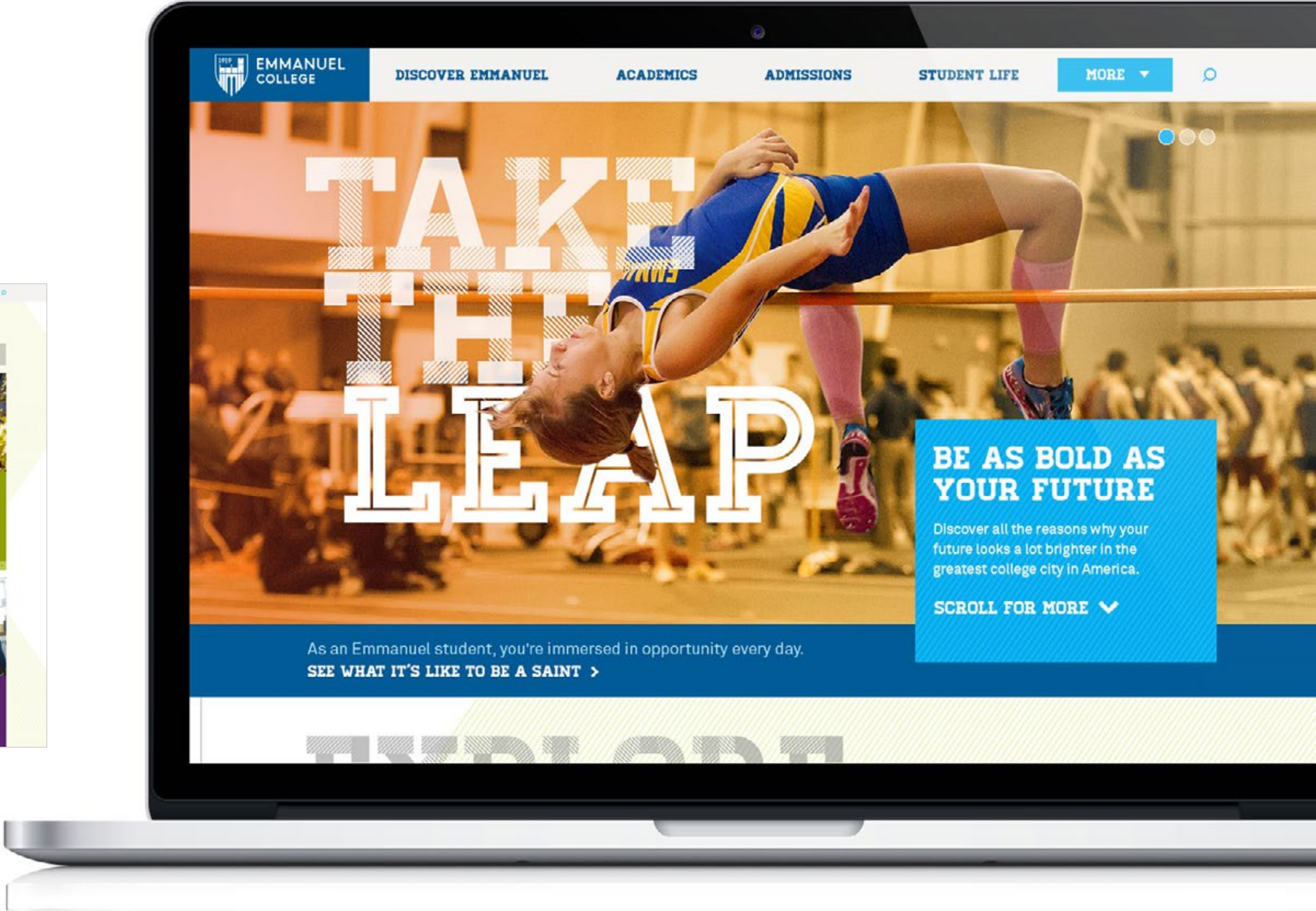


## TONY & GUY: RESPONSIVE EMAIL DESIGN AND CAMPAIGN





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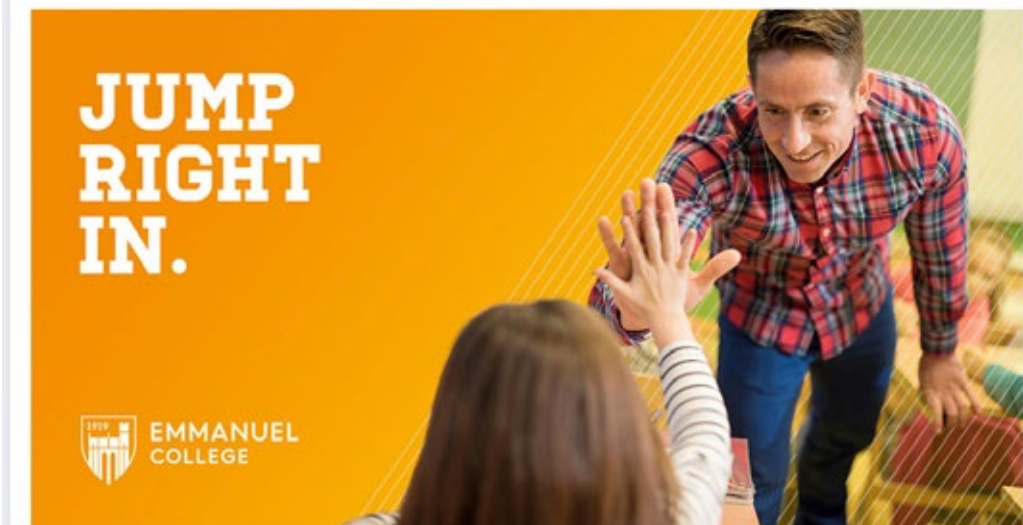
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**MSC Industrial Supply Co.**  
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66160



**Cardiology**  
—  
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description disitdolar









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# Contact

525 S. Flagler Drive  
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Call: 561.833.3333 Email: hello@mediate.ly

Location

Please visit our Medical Records and an on-call support desk in your local hospital or office. If you are a patient, please contact your local hospital or office. If you are a provider, please contact your local hospital or office. We are not responsible for any loss of data or information.

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We are always looking for top talent. Please email us at [hello@mediate.ly](mailto:hello@mediate.ly)

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Name

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Phone (if you want)

Message (50 to 500 characters)

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# Results

We've delivered impressive ROI numbers for top brands in the health care, consumer goods, and education verticals - to name a few. Our ES process helped their marketing perform at maximum effectiveness - always improving in real time as their plans moved forward.

1. Sarasota Memorial Health Care System

**Campaign Objective:**  
Drive cardiology appointments by raising awareness that Sarasota Memorial's physicians are resource for second opinions for a heart condition or when heart surgery is required.

**Approach:**  
Surround target consumers and their families with multi-channel messages to make it easy to request an appointment with a physician for a second opinion. The team used video and display to drive awareness combined with social and paid search to support appointment leads. Through first party data, the team learned in an affluent boomer man, 55-65 years old. While closely tracking engagement with the ads, ultimately calls and form fills, these boomer men were most engaged with the ads and landing page in the early evening hours - on their mobile device. Engagement rates with the video units exceeded 2.5%. Lead forms and calls followed in the morning hours. The campaign was optimized towards the most engaged and responsive segments at key times and days across primarily mobile devices. Prospects preferred phone contact versus a web form - every call was tracked.


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# Services

Now you can connect with your audience like never before. Sharpen your focus. Reduce waste. And continually calibrate and improve. Mediate-ly optimizes your advertising dollars and backs it up with fraud-free, validated inventory. This is programmatic as it was meant to be.


Programmatic Real-Time Bidding

Your audience is telling us everything we need to know about them. By capturing behavioral, psychographic, and demographic insights from their digital advertising activity, we can continuously enhance your campaign's performance.




Audience Insights

Mass marketing is a thing of the past. Now you can get to know your customer on the most granular, individual level imaginable. Audience insights help us understand your first-party data and build personas for efficient, effective targeting. You'll gain actionable intelligence on audience behaviors to inform smarter advertising decisions through our audience analytics. This information empowers you to optimize your creative and CTA to be more effective, helping you capture more customers online.




Responder Insights

Think of your marketing as a conversation. By compiling data segments of users who are interacting with your digital advertising, we create responder profiles that will supercharge your campaign. These responder insights are backed by data, helping us unlock the emotional and rational motivation of consumers. We'll uncover the best times of day, devices, and other behaviors that will improve connections between your audience and your brand.



Campaign Optimization

When your campaign finally launches, our work is just beginning. We've carefully chosen our optimization approach by both identifying macro trends and leveraging AI technologies. We've found this allows us to implement key strategies in real time, with no dayparting, creative cycling, domain blacklisting, and identifying campaign content enhancements. Not only will we optimize your campaign, but we'll provide specific advice on creative to make that connection even stronger.



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Talk to us about how we can help you achieve your goals. We'll be happy to help you achieve your goals. We'll be happy to help you achieve your goals.

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ES IN ACTION


[Efficient Effective Emotional Engagement](#)



Completed throughout the duration of the campaign.

Weight loss program, HMR, and drive program announcements efficiently.

Send the prospect with messaging across different platforms and devices with no loss. Building trust by serving key pieces of information through targeted, relevant consumers with the brand, its program and value. We know that our target was affluent in weight loss programs. The data told us that HMR prospects were influenced almost exclusively, but were converting on their desktop laptops. In fact, impression share was 25%, but accounted for 84% of the transactions. Mobile and desktop really working that balance was imperative to the success of the campaign.




on the cost per customer acquisition within the campaign's launch.

Academy

Programs for new Montessori Middle High School.

Results

57% reduction in the cost per customer acquisition within the campaign's launch.

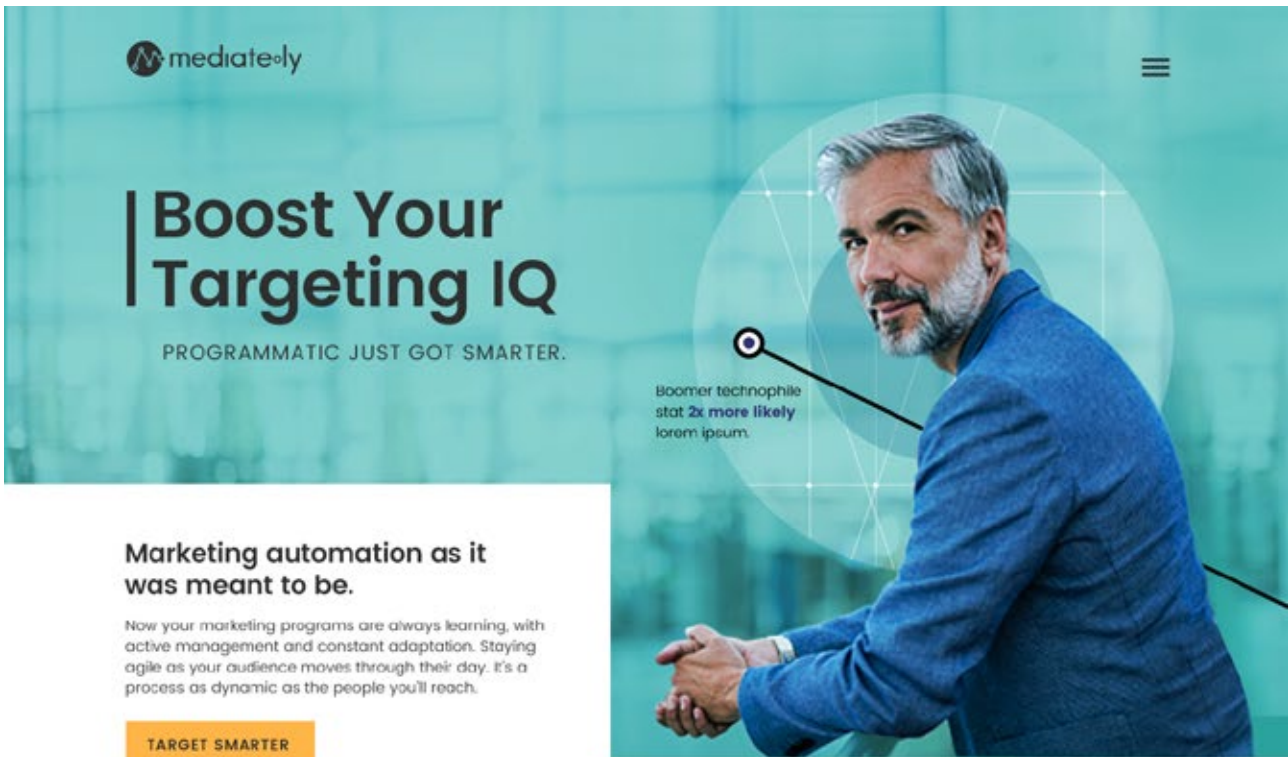


Results

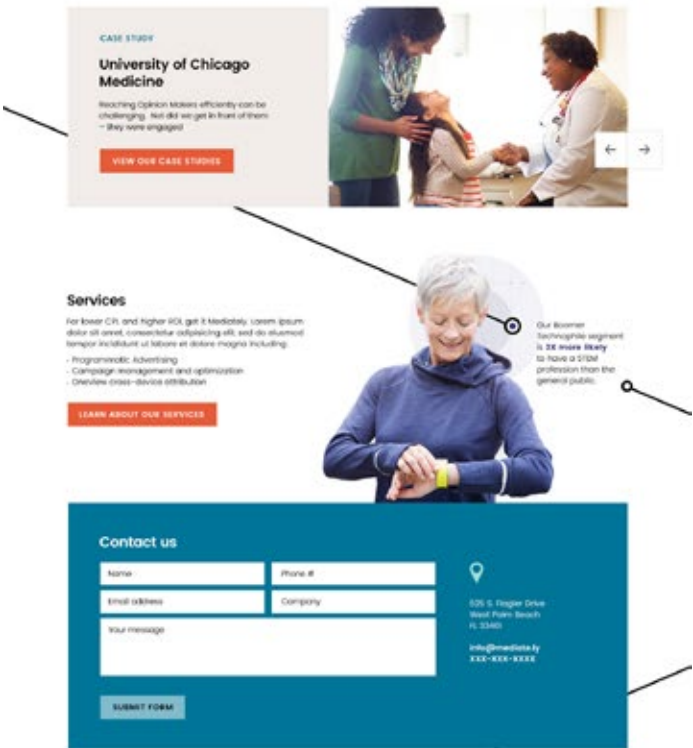
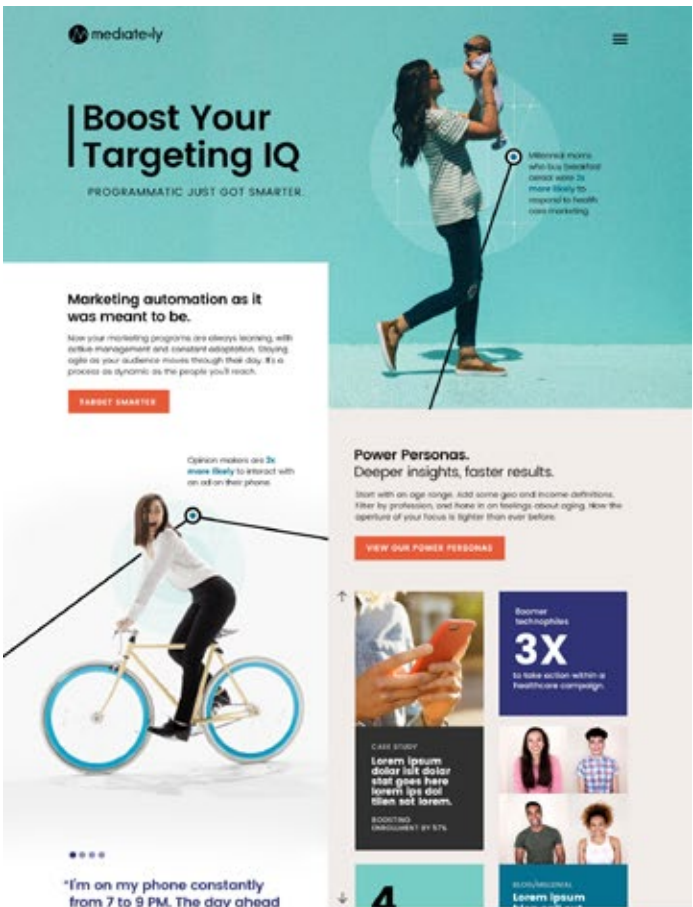
57% reduction in the cost per customer acquisition within the campaign's launch.



Original concept and brand design:



“I’m on my phone constantly from 7 to 9 PM. The day ahead isn’t going to plan itself.”  
-JESSICA G. 27



CALL TO ACTION BUTTON

Call to action in body copy

H3 24 Bold

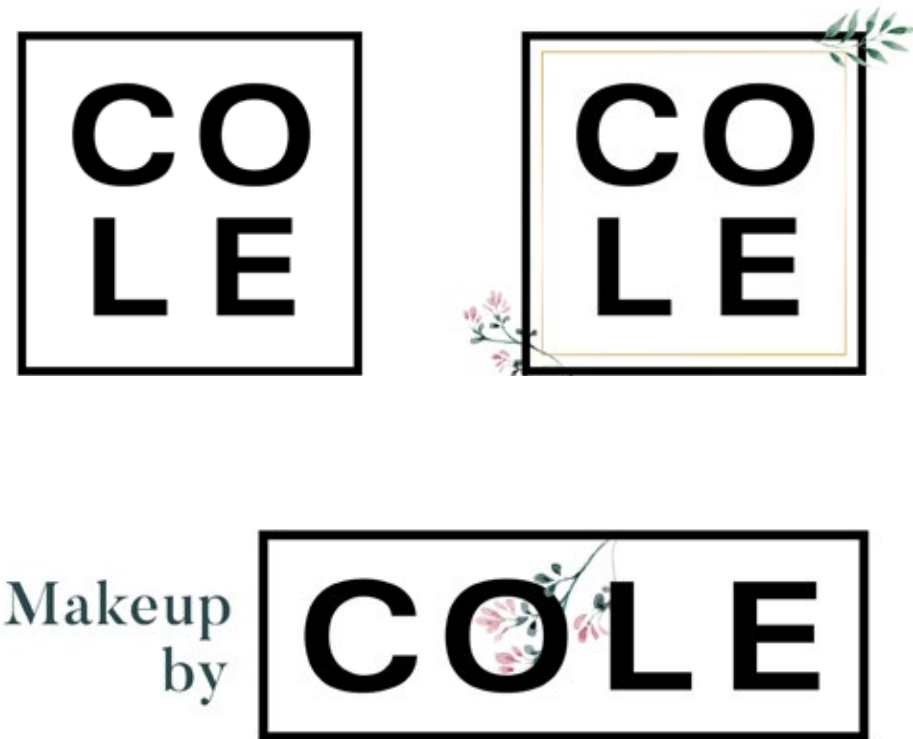
H1 60 Bold

H2 30 Bold

Large body copy Roboto light 20 pt size.

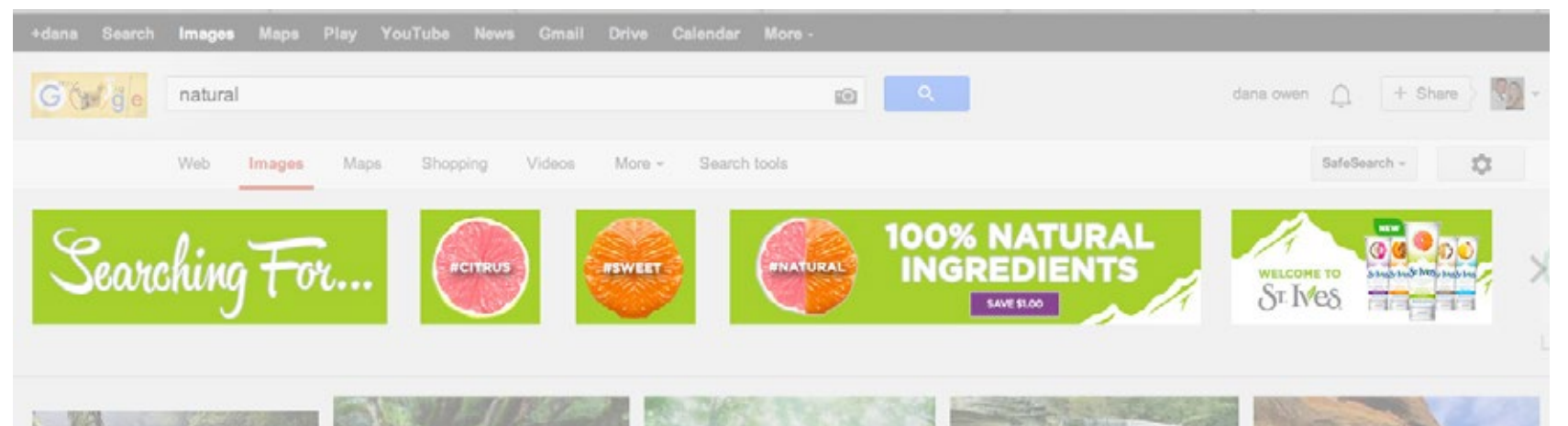
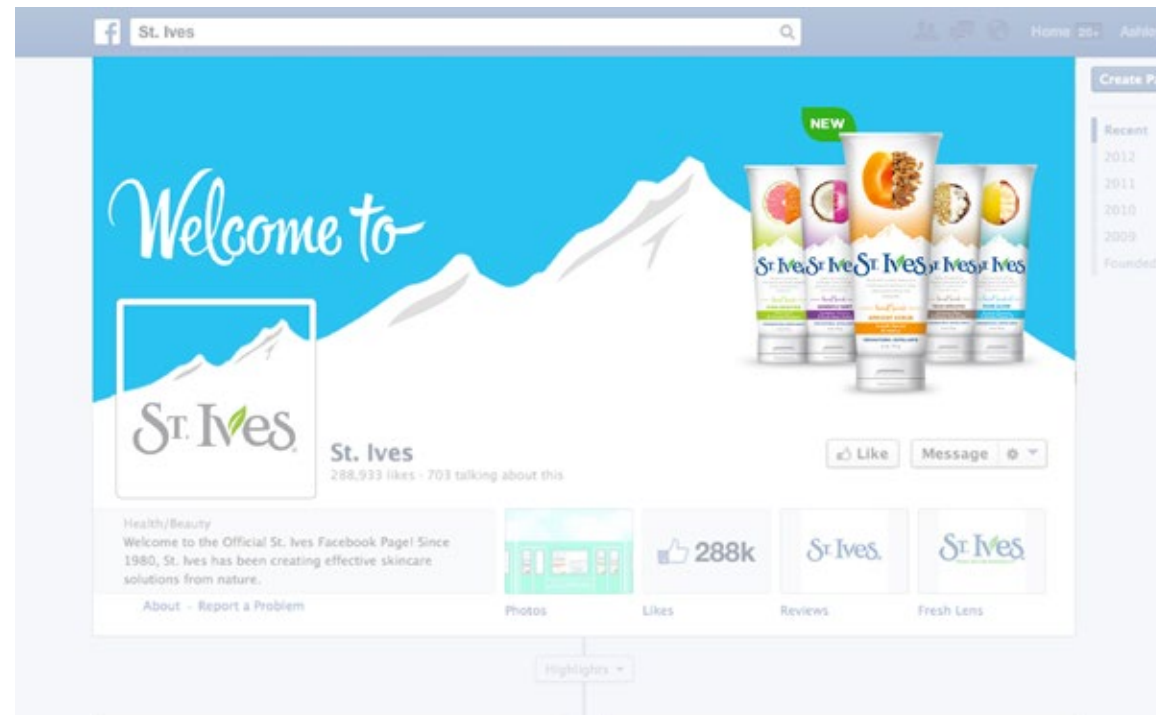
Main body copy Roboto light 16 pt size.







## ST. IVES: MARKETING PITCH CONCEPT DESIGN





**CARESS® BODY WASH HAS MORE LATHER THAN OLAY® ULTRA MOISTURE WITH FRAGRANCE THAT LASTS.**

**CARESS® MOISTURIZES AS WELL AS OLAY® ULTRA MOISTURE WITH FRAGRANCE THAT LASTS LONGER.**

**OLAY**  
SCENT THAT FADES.

**Careless**  
dolly silk™  
White Peach & Sassy Orange Blossom

**FRAGRANCE THAT THRIVES.**

**Careless**  
dolly silk™  
White Peach & Sassy Orange Blossom

**FRAGRANCE THAT THRIVES.**

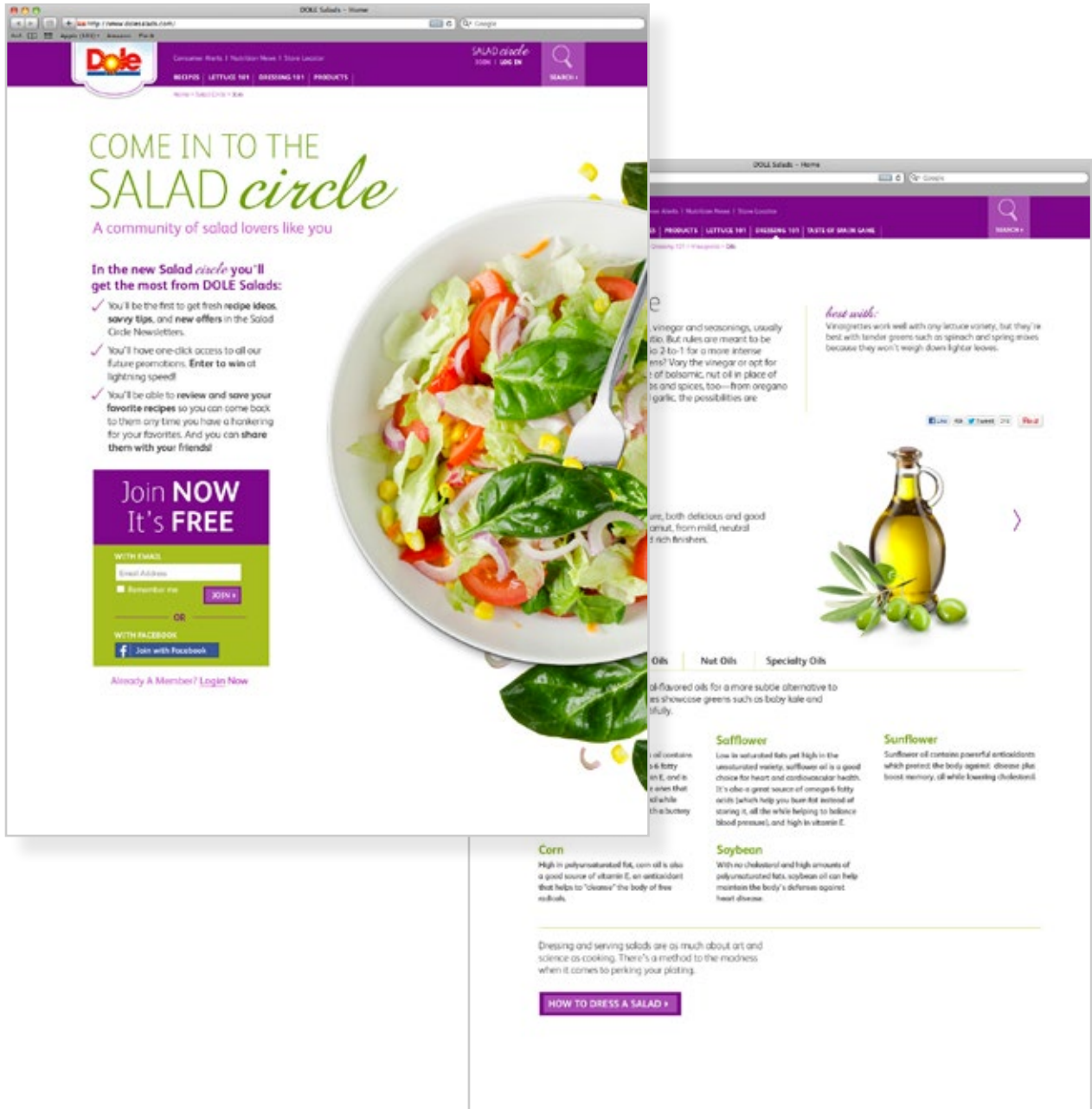
**SAVE \$1.00**  
OFF ONE (1) CARELESS BODY WASH  
WHEN YOU BUY TWO (2) CARELESS BODY WASHES

**Caress**

Based on a 2013 lather, moisture, fragrance longevity test.

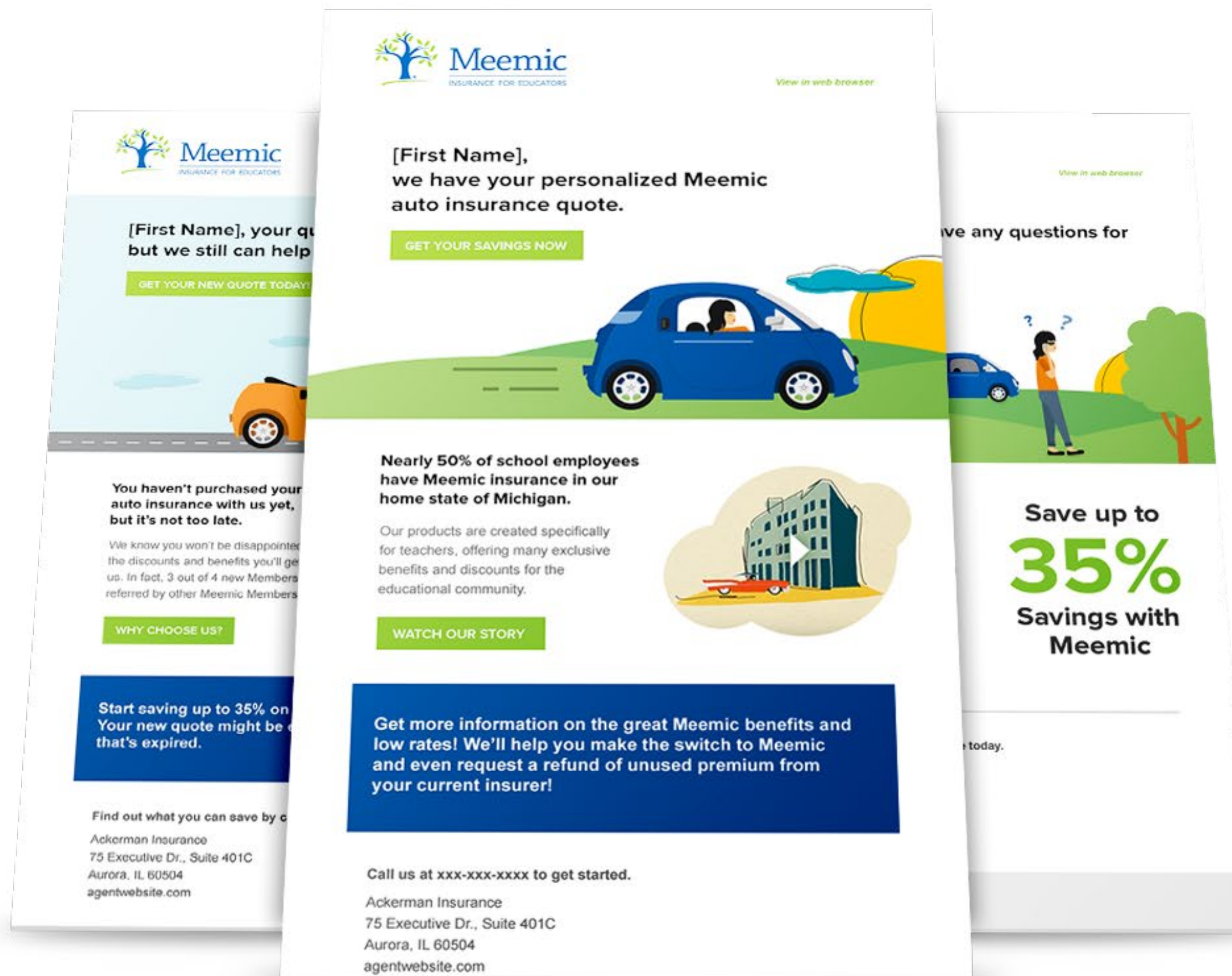


**DOLE SALADS CIRCLE NEWSLETTER AND WEBSITE**





## MEEMIC EMAIL MARKETING





TALCOTT RESOLUTION LOGO & BRANDING



**TALCOTT**  
RESOLUTION



One Griffin Road North  
Windsor, CT 06095

**First name Last name**  
Assistant Director, Communications  
Communications, PMO and Product

Amy.Naeser@TalcottResolution.com  
W 860.547.3903 | M 860.502.2916 | TalcottResolution.com



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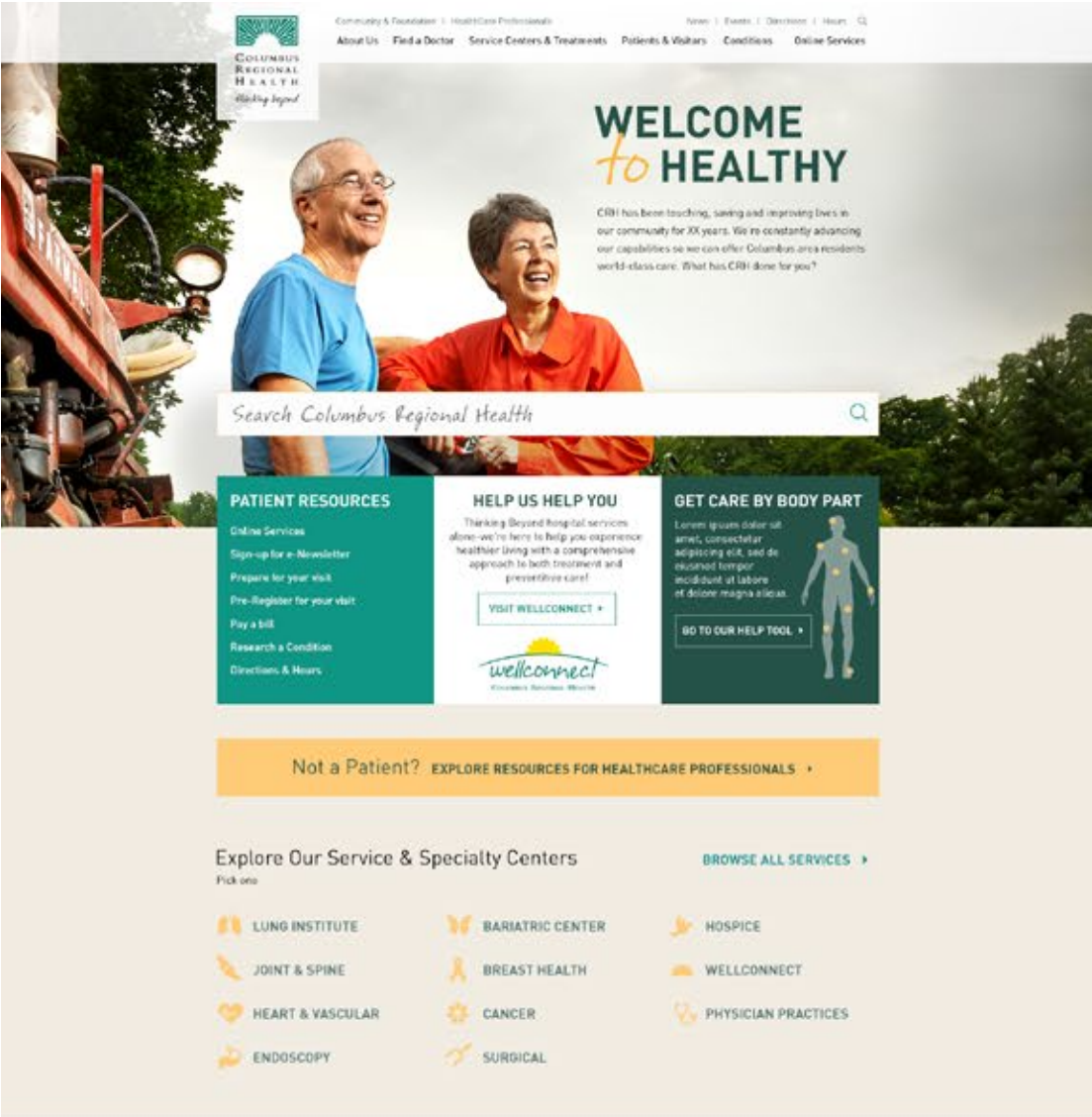
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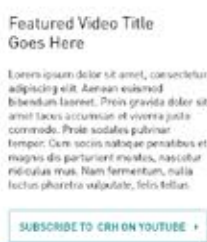


# COLUMBUS REGIONAL HEALTH WEBSITE DESIGN

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# Thank you!

Please don't hesitate to reach out with any questions/for inquiries or to see any more work samples!

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