

PORTFOLIO

Graphic Design, Project Management, & Web Strategy

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PART 1

Project Management



Digital project management work supporting UX design
and web development projects.

PROJECT MANAGEMENT

Q2 Software

This was one of the largest website migration projects I've managed in my career. Q2 wanted to move their website to a CMS where the marketing department would be able to fully own the website. [View case study.](#)

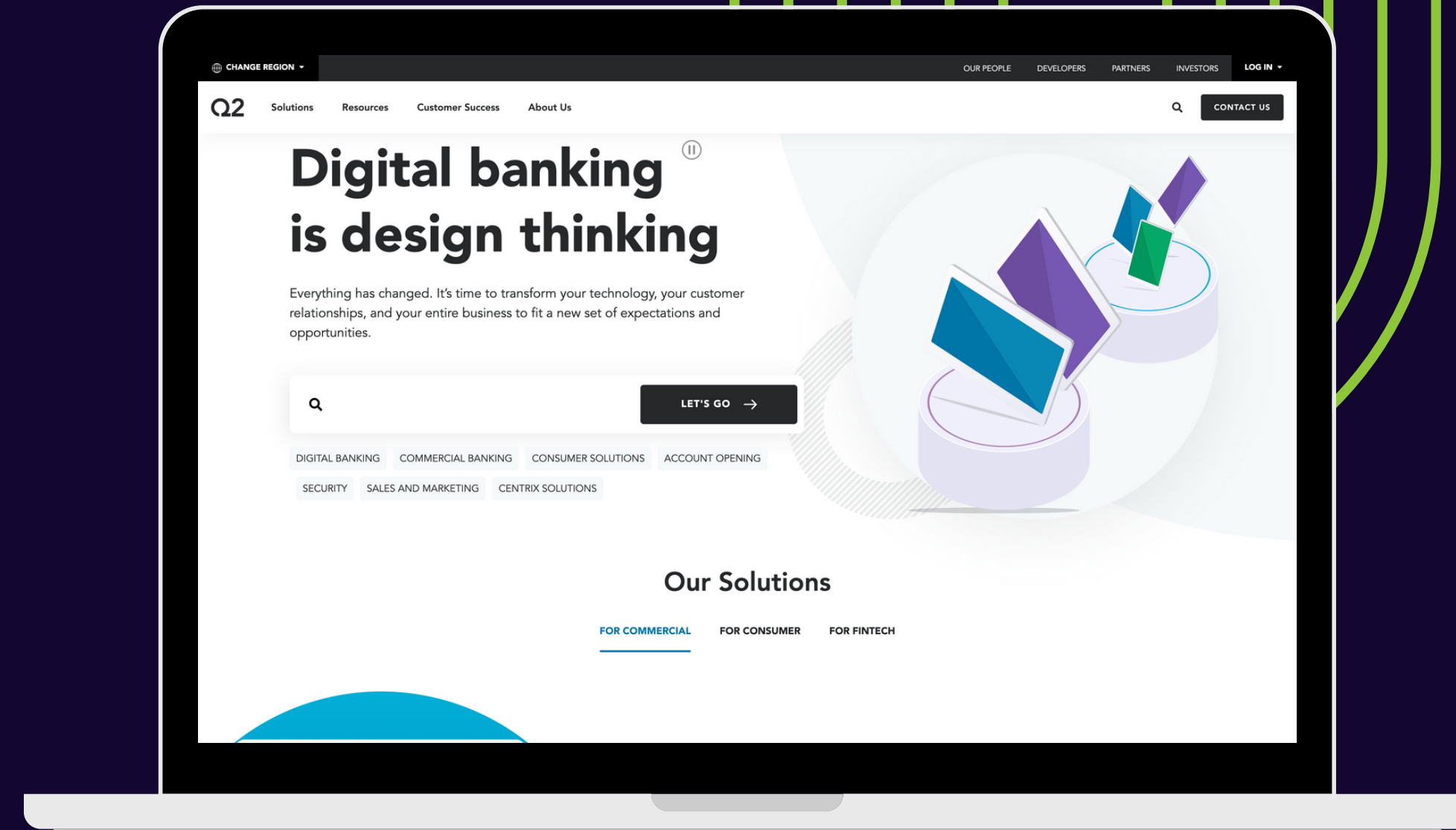
Resources Managed

- Web Strategist
- Web Developer
- Implementation Specialist

Services Provided

- Custom Web Development
- Marketo Forms Integration
- Content Implementation
- HubSpot CMS Training
- HubSpot CLI & HubL Training

q2.com



PROJECT MANAGEMENT

Trace One

What started off as a 6-month engagement has now expanded into a 2+ year partnership. While working with Trace One (formerly Selerant), I have helped them build a brand new website, consolidate 2 HubSpot portals into one, and helped them rebrand post-acquisition.

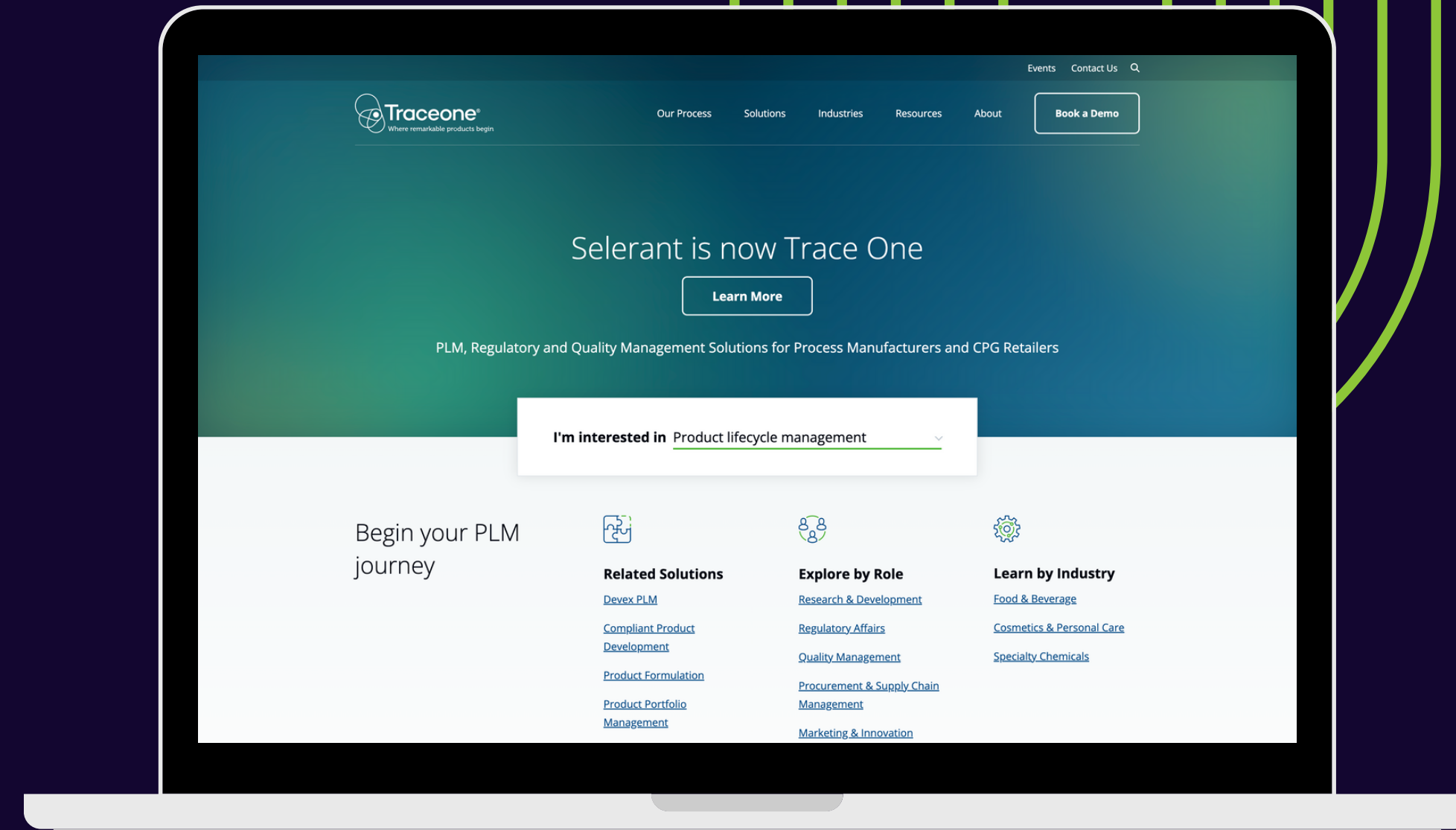
Resources Managed

- Digital Marketing Strategist
- Graphic Designer
- Web Developer
- Implementation Specialist

Services Provided

- Custom UX Strategy
- Custom Web Design
- Custom Web Development
- Lifecycle Stages & Forms Strategy
- Content Implementation

selerant.com



PROJECT MANAGEMENT

PlayCore

I have worked with the PlayCore team for 2 years now moving brand websites to HubSpot post-acquisition. The most recent project I worked on with them is for Superior Recreational Products where we designed and developed 7 total websites for each of their core product lines.

Resources Managed

- Graphic Designer
- Web Developer
- Implementation Specialist

Services Provided

- Module Planning
- Custom Web Design
- Custom Web Development
- Content Implementation
- HubSpot CMS Training

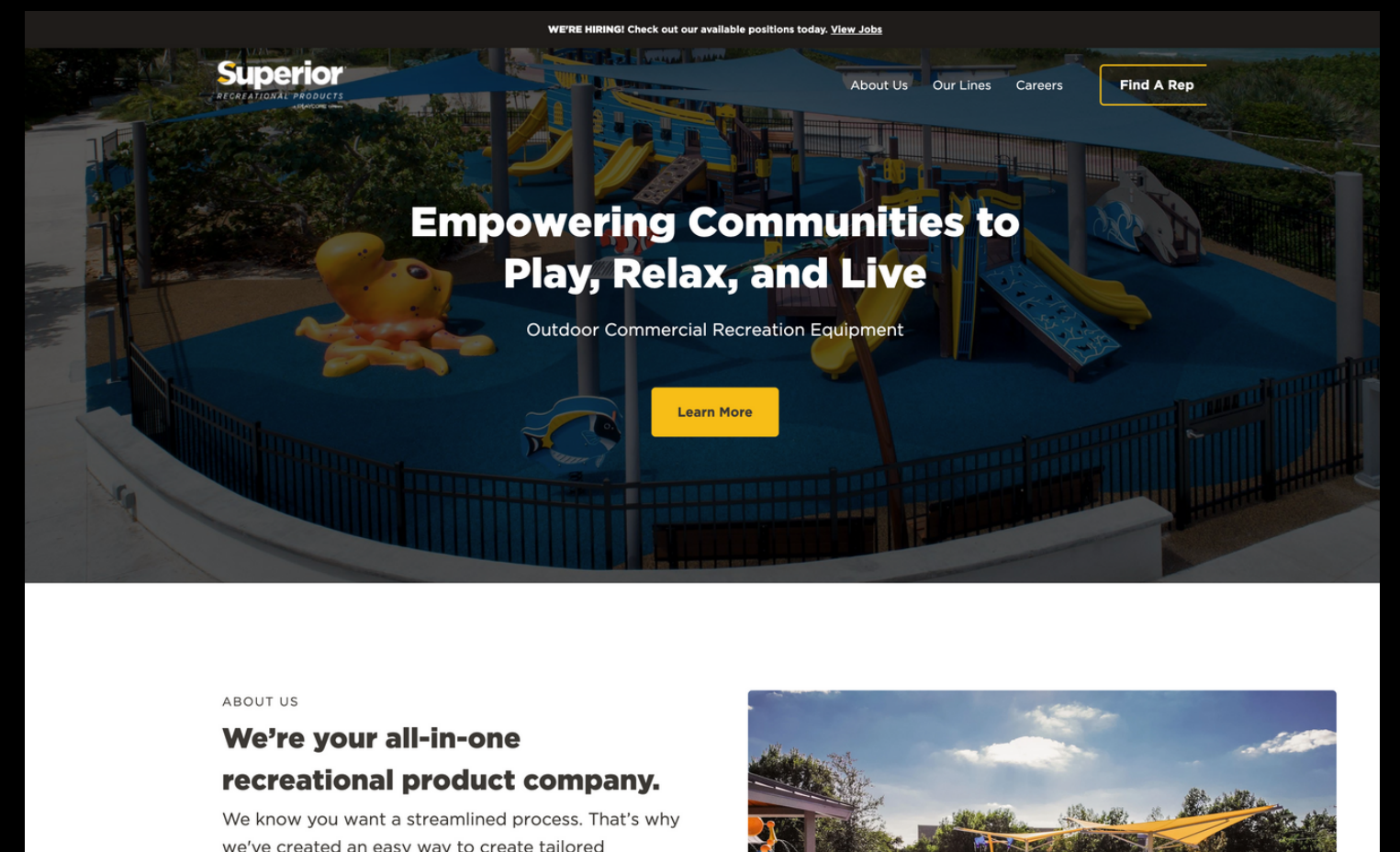
superiorrecreationalproducts.com

★★★★★ 5/5

Nov 2, 2023

Lynton's Our Go-to HubSpot Team

Our company has worked with Lynton for the past several years and we've found their team to be knowledgeable, supportive, responsive, and expert in all areas of the HubSpot tool. Special kudos have to go to Sara Sprenger for handing our accounts and her team so flawlessly and our Consultant Mitch Dumke who's been the absolute best at listening to our needs, handling our endless questions or requests, and being the absolute best with everything he's built and maintained. I highly encourage any company to use Lynton for any of their HubSpot needs. PS: Other Special shout outs - Lauren Dingus with all of our endless HubSpot website builds and her continuous knowledge of the CMS hub - Martin Rittenberry with all of his technical HubSpot, API, and custom integration knowledge



PROJECT MANAGEMENT

Arizona Game & Fish

Lynton has been a long-time partner with Off Madison Avenue, a marketing agency based in Arizona. They frequently engage us as a development partner for WordPress websites. I have managed this relationship for almost 3 years, and we recently helped them with Arizona Game & Fish.

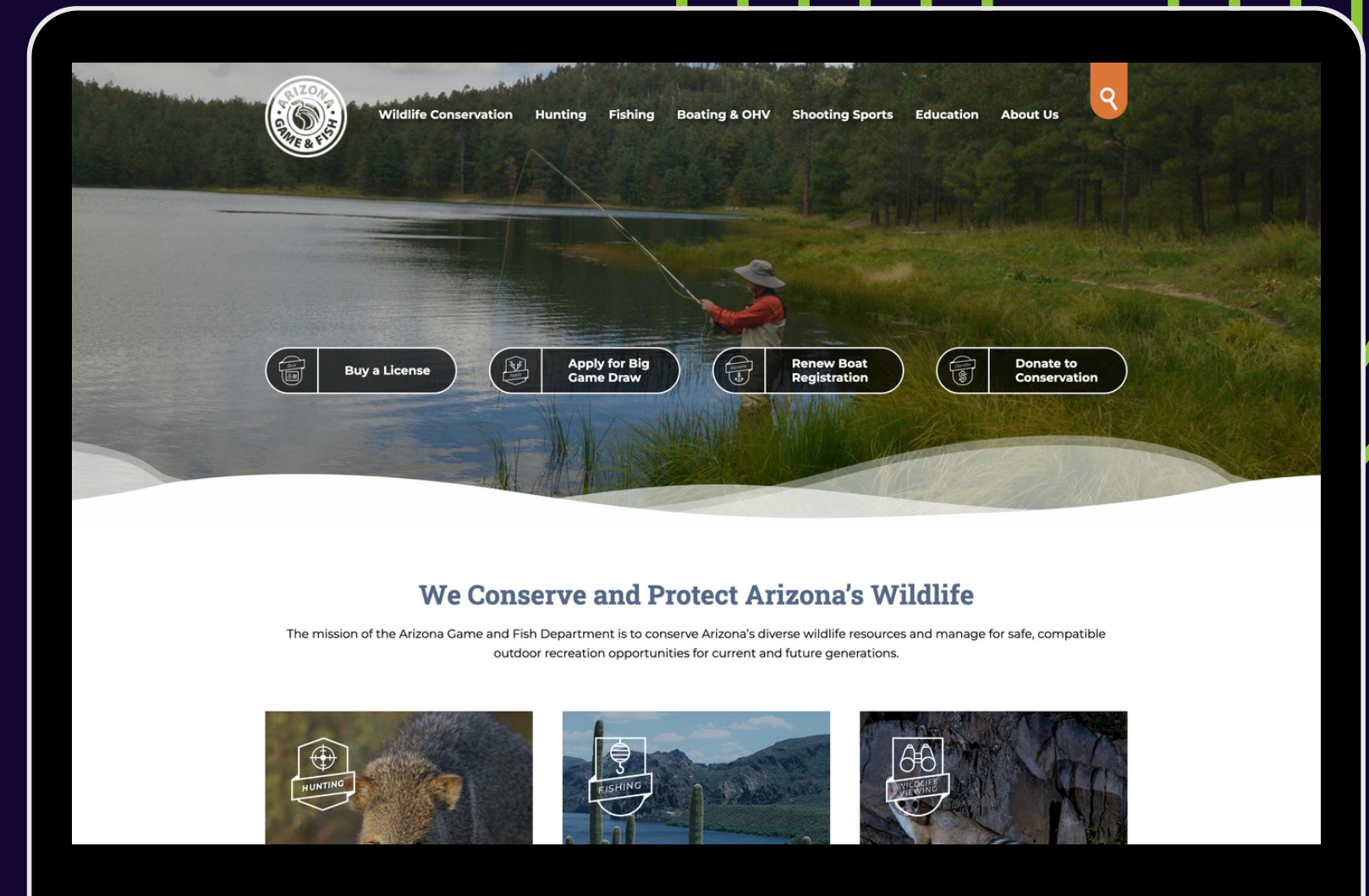
Resources Managed

- Web Developer
- Content Implementation Specialist

Services Provided

- Custom Web Development
- Content Implementation
- WordPress Training

azgfd.com



PROJECT MANAGEMENT

Trevecca

I became involved in this project during the sales process where I scoped what would become the largest website project sold for the agency at the time. My time spent with TNU mostly revolved around the implementation strategy for their website where we determined the best way to leverage the CMS.

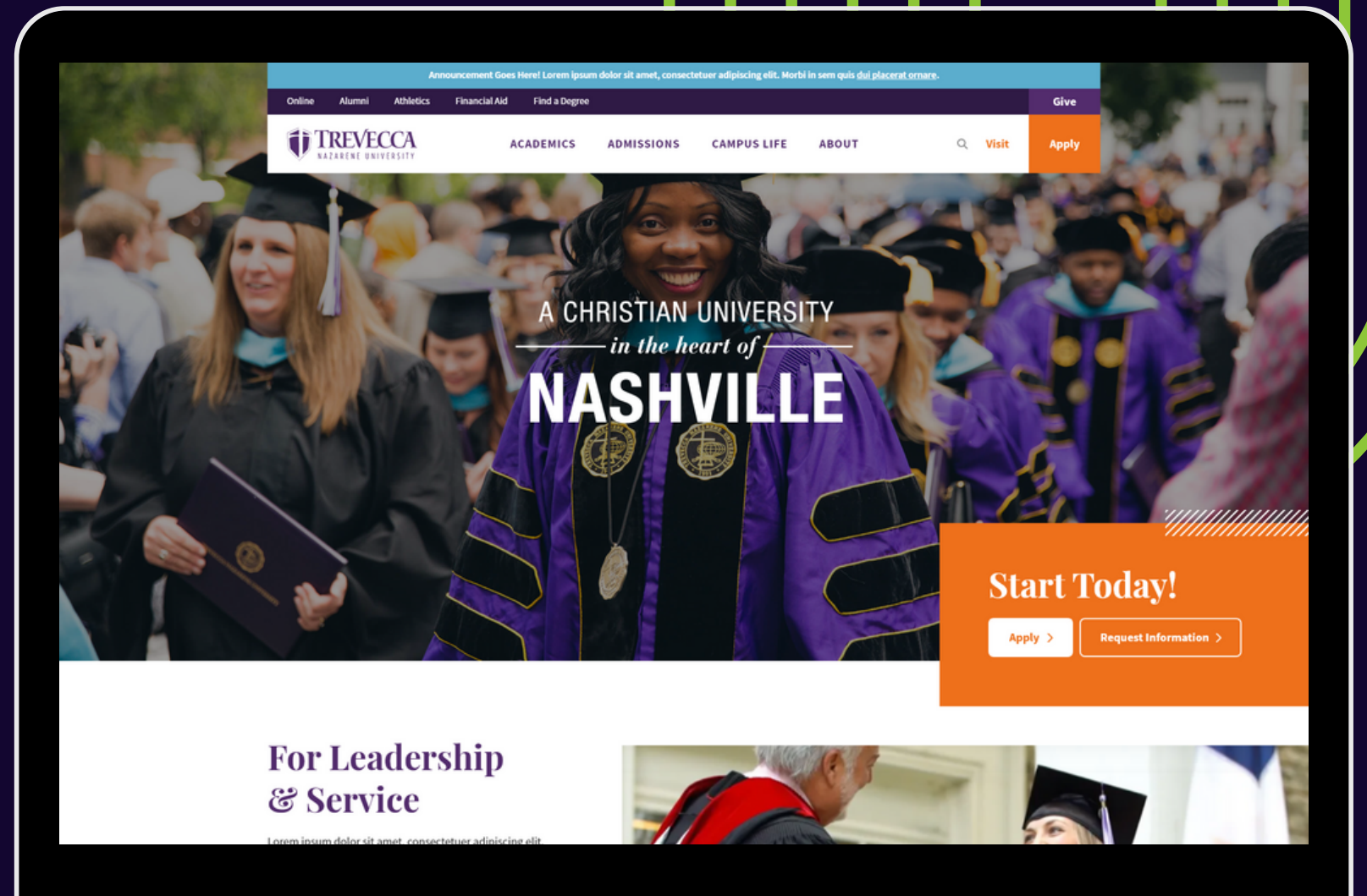
Resources Managed

- Solutions Architect
- Web Designer
- Frontend Web Developer
- Backend Web Developer
- Content Implementation Specialist

Services Provided

- Custom Web Design
- Custom Web Development
- HubSpot Integration with Ad Astra
- HubSpot Implementation Strategy

trevecca.edu



PART 2

Graphic Design & Web Strategy



Work examples featuring web and graphic design work
supporting digital marketing and print projects.

WEB STRATEGY & DESIGN

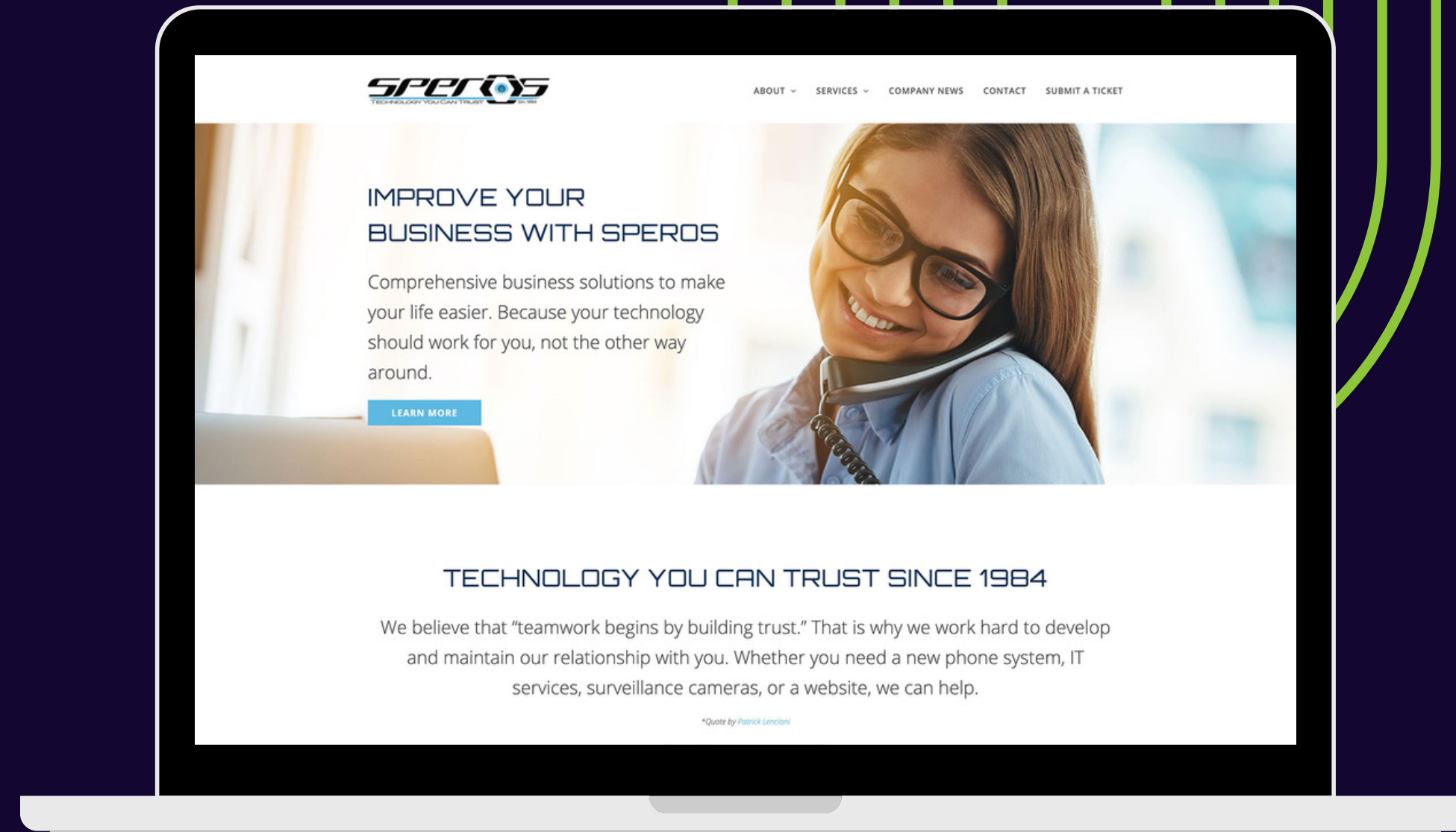
Speros

While working for Speros, part of my essential job functions was managing the company website, road-mapping the long-term improvement plan, and implementing strategies to build our lead funnel.

Services Provided

- Custom Web Design
- Content Writing
- WordPress Implementation
- ConnectWise Integration
- Online Payments
- On-page SEO Strategies
- Local SEO Strategies
- SEM & PPC Advertising
- Lead Generation Strategies

speros.com



WEB STRATEGY & DESIGN

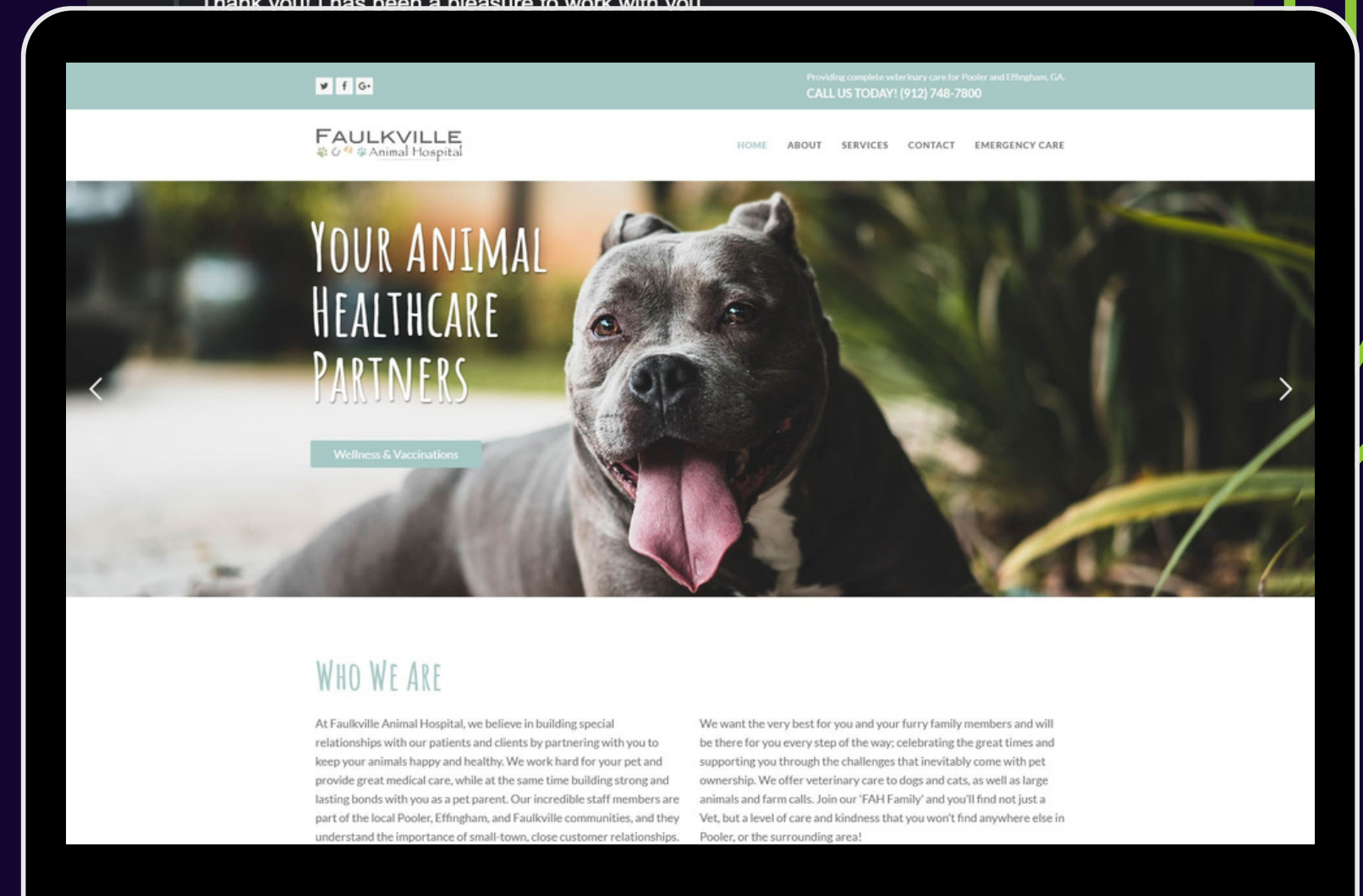
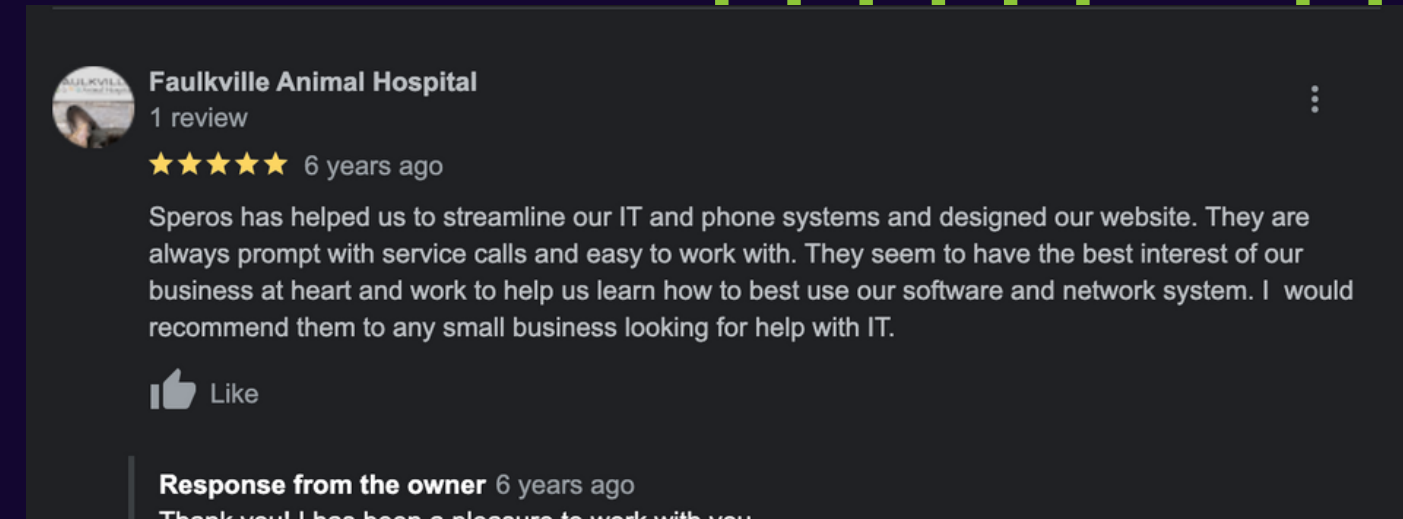
Faulkville Animal Hospital

I worked with Faulkville very closely to ensure that their website communicated the services they offered and how they stood out from their competition.

Services Provided

- Custom Web Design
- SME Interviews
- Content writing
- On-page SEO Strategy
- Local SEO Strategy
- WordPress Implementation
- Lead Generation Strategies
- Consulting

faulkvilleanimalhospital.com



WEB STRATEGY & DESIGN

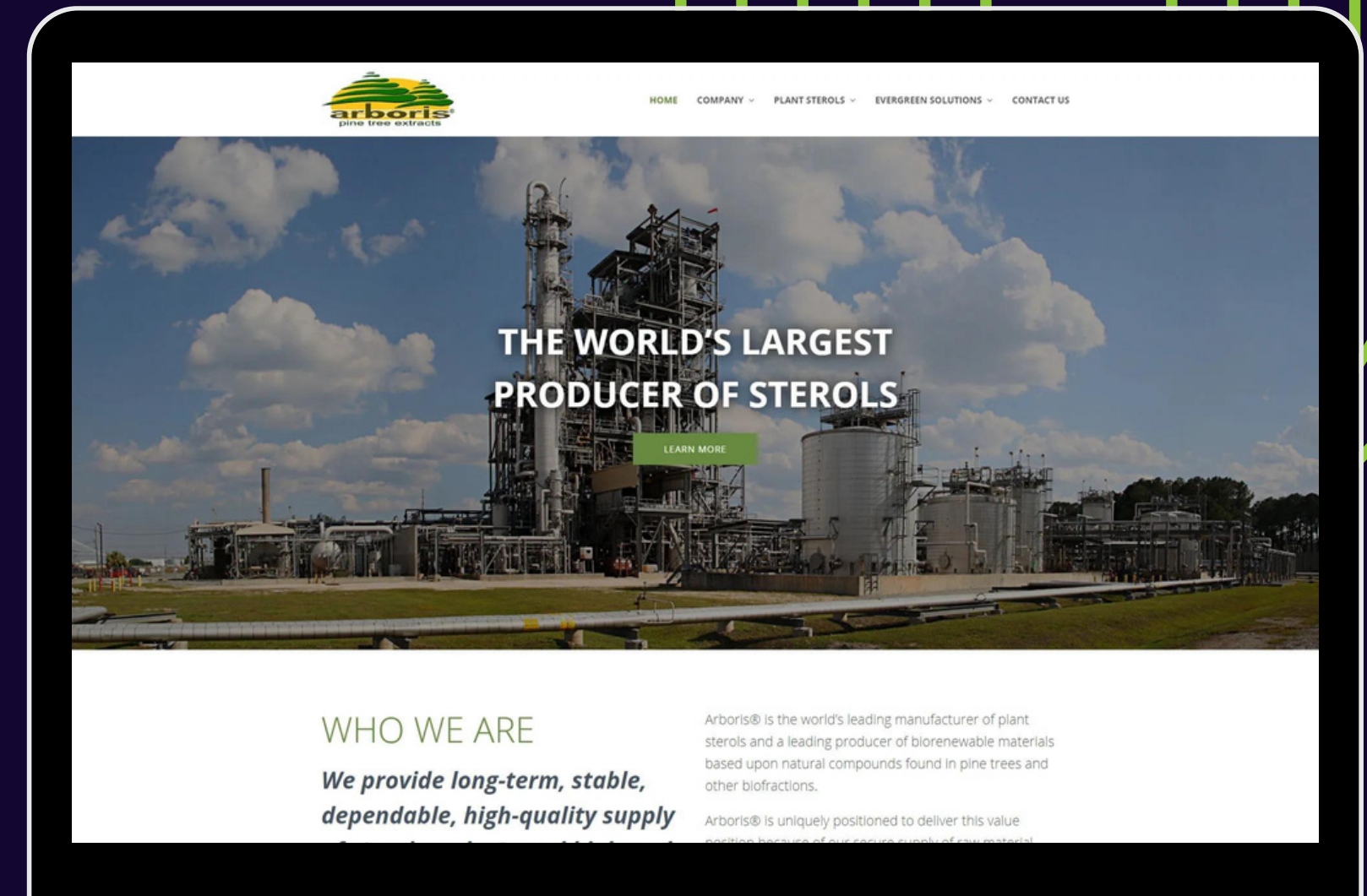
Arboris

Arboris was one of Speros largest clients during the 6-years I was with the company. When they hired a new Director of Marketing, her primary goal for the year was to design and develop a new website that supported their international business.

Services Provided

- Custom Web Design
- SME Interviews
- Content writing
- On-page SEO Strategy
- WordPress Implementation
- Lead Generation Strategies
- Consulting

arboris-us.com



GRAPHIC DESIGN

Logos & Branding

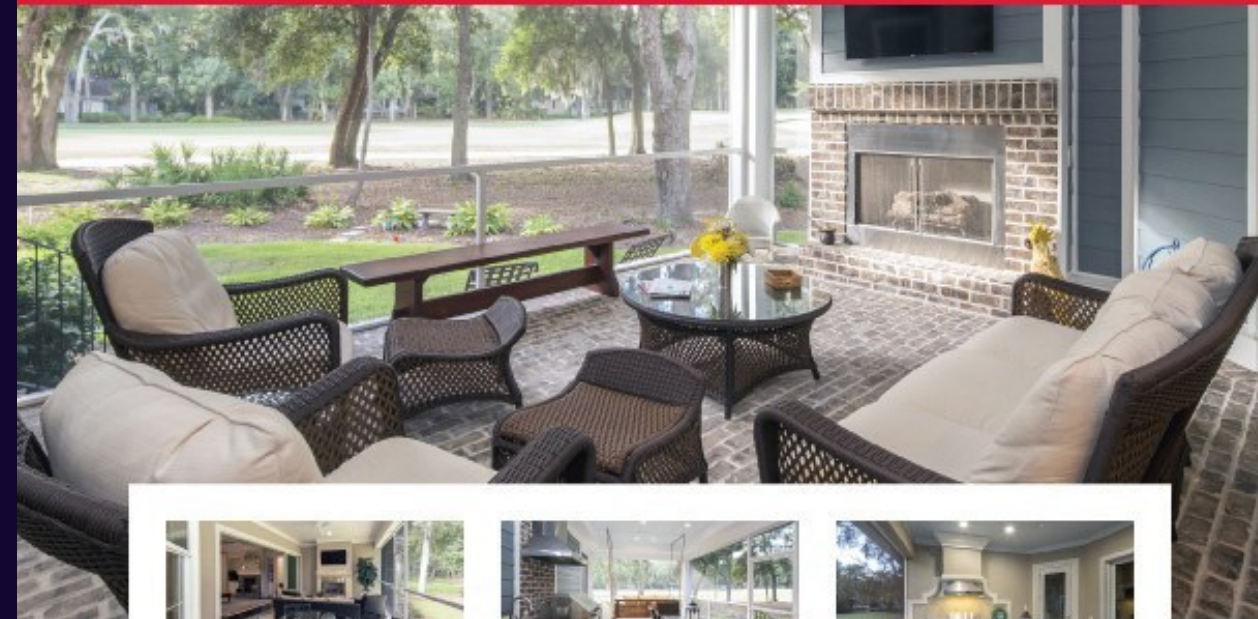
Throughout my career, I have created business logos for a variety of brands. My work has been featured on signage, print collateral, vehicle wraps, and digital mediums.



GRAPHIC DESIGN Print Projects

From advertisements to sales enablement materials to booklets, I have written and designed print collateral for clients in a wide variety of formats and collaborated with printers to produce print materials.

THERE'S A NEW ROOM
IN YOUR HOUSE...



...IT'S CALLED THE OUTDOORS

Seville Communities is known for designing homes where living between indoor and outdoor spaces is natural, seamless and revolves around the slant of the sun. More and more, outdoor living is becoming an extension of the main living area. Enjoy the weather in a quaint sitting area around an outdoor fireplace, or entertain friends with an outdoor kitchen.

FOR A LIMITED TIME, WE ARE GOING TO DESIGN AND CREATE YOUR OWN OUTDOOR OASIS.

- FREE outdoor kitchen with built in grill, hood, prep sink, granite counter tops, and under-counter beverage center.
- FREE screening of your outdoor living area.
- Or choose a \$15,000 incentive to create your own outdoor paradise.



Proper cleansing is the foundation that every good facial is built upon. There are several different types of cleansers to choose from, such as creams, lotions, gel, or foaming cleansers. You may have to sample more than one to find what's suitable for your skin.

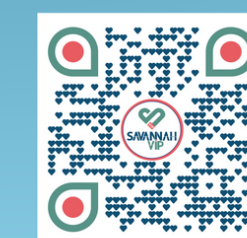
DELORIS SCREEN-DANIELS
facialsbydelorissavannah.com

BECOME A



AND SAVE ON
EVERYTHING
YOU LOVE

FROM SAVANNAH'S TOP
SHOPS, RESTAURANTS, TOURS,
AND MORE!



THESAVANNAHVIP.COM

Firewall as a Service

Firewall as a Service will ensure that if your customers internet bandwidth increases, or the current firewall goes out of support, they will always have the best and latest firewall protection on the market today.

Switches as a Service

Provide your end users with Gigabit network switches at a fraction of the price of buying new switches outright. Network Switching Assurance ensures that your customer's networks are always working.

WiFi as a Service

Bluesocket's wireless portfolio includes a family of 802.11ac high-performance indoor and outdoor Access Points that are a perfect fit for business of all sizes, including schools, retail, hospitality, and healthcare providers.

EXPERIENCE THE FREEDOM TO
BE MORE COMPETITIVE.

WE RENT
TECHNOLOGY



We Rent Technology allows you to
offer more services to your customers
without using your capital.

WERENTTECHNOLOGY.com

ATTRACT NEW, AND SERVE CURRENT, CUSTOMERS

Our technology as a service business gives you the ability to provide state-of-the-art, affordable firewalls, network switches, and access points to your customers, without additional recurring streams of revenue.



Thank You



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