

DIGITAL MARKETING & COMMUNICATIONS MANAGER

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Spiffy Rebel Campaigns

OVERVIEW

At Spiffy Rebel, I played a pivotal role in establishing a distinctive brand identity, crafting marketing collateral, and orchestrating effective digital campaigns. The focus was on creating a visually appealing and engaging brand presence both online and offline.



Logo



Package design



Postcards

KEY CONTRIBUTIONS

Brand Identity Creation

- Designed a complete brand identity, including the logo and packaging, aligning with Spiffy Rebel's vision and values.

Web Design and Development

- Developed and designed the WordPress website using BigCommerce, ensuring a seamless online shopping experience.
- Executed UX/UI design strategies and optimized landing pages for enhanced user engagement.

Multichannel Marketing Campaigns

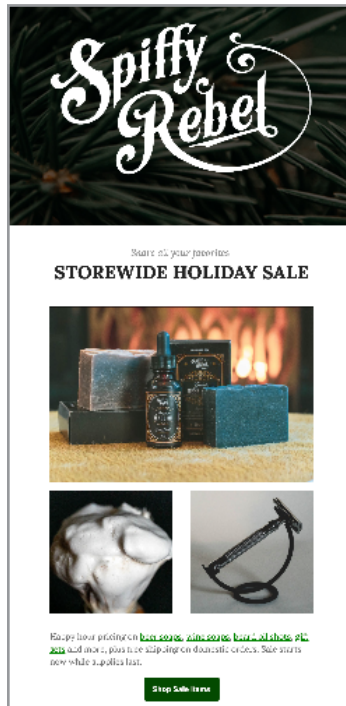
- Orchestrated successful marketing campaigns, including emails with a 20% open rate and 10% audience engagement on social media.
- Directed all aspects of web communications, overseeing website and blog content, ensuring consistency and brand alignment.

Traffic Generation and SEO

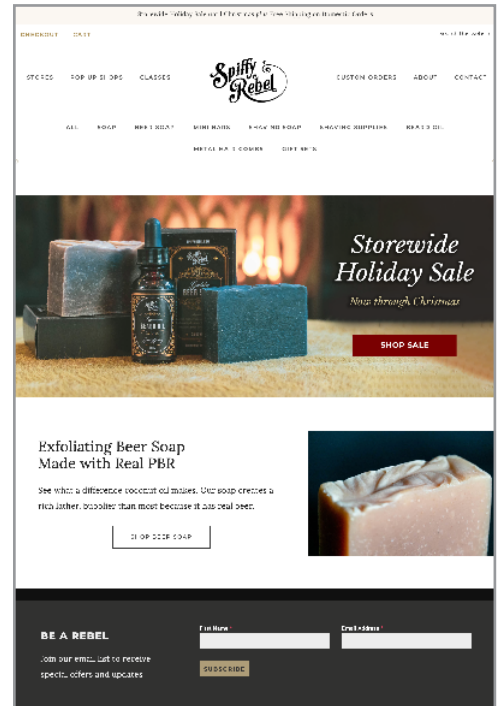
- Drove organic traffic through a strategic blend of SEO, social media ads, and content marketing, contributing to increased brand visibility.

OUTCOME

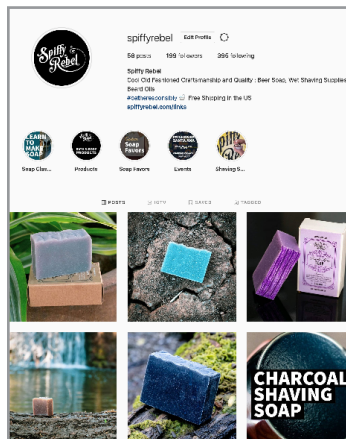
Spiffy Rebel's enhanced brand identity, coupled with impactful marketing campaigns and a user-friendly website, resulted in elevated engagement, brand recognition, and a successful online presence.



Email marketing campaign



WordPress website and product photos



Instagram marketing



Brand identity and business cards