



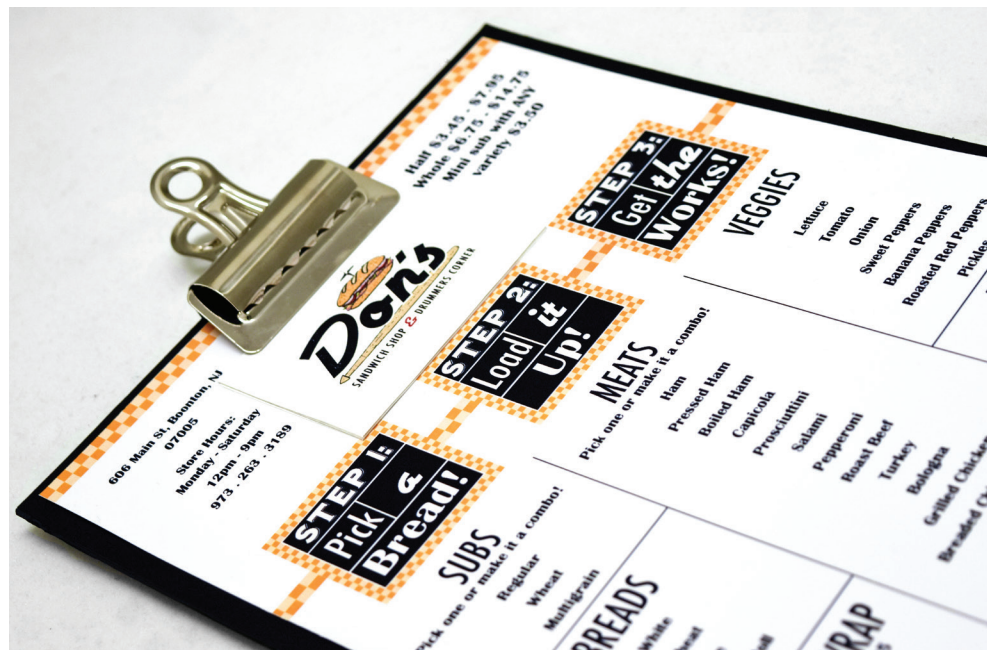
## WEDDING INVITATIONS

For this freelance project, the client had wanted an invitation that felt like home but was also formal. The wedding reception was at a very upscale, refurbished barn. I wanted to bring in that romantic old-fashioned feeling while still keeping it modern and appealing to the clients.

Tools Used:

InDesign  
Illustrator





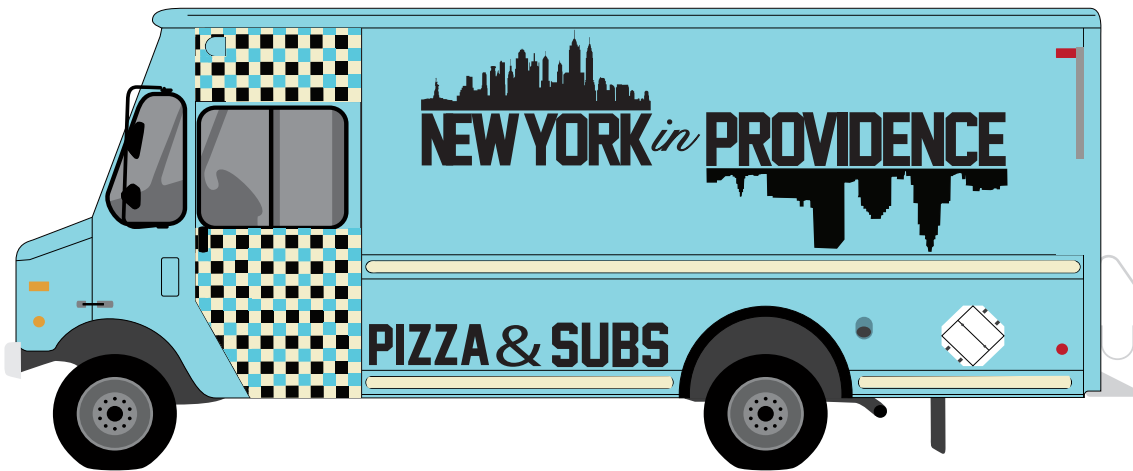
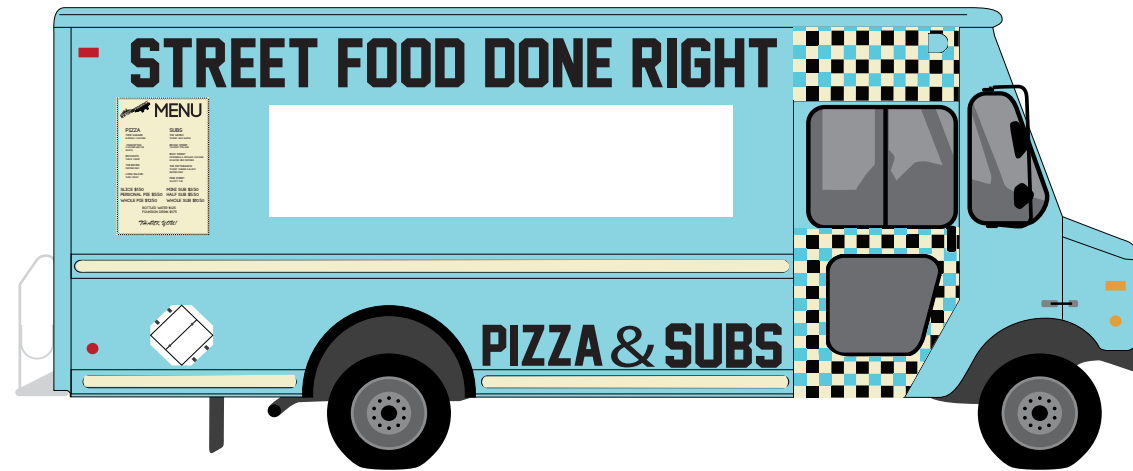
## RESTURANT RE-BRAND

For this project, I decided to re-brand a restaurant that had two businesses out of one place. With that, it possessed a challenge for me to recreate a logo that combined both, Don's Sandwich Shop and Drummers Corner. At first, I created a few logos of a drum set with a sandwich in the bass drum but then it became too complex and busy. With that, I took the sandwich and added more details to it and made just the cymbal the toothpick coming out of the sub. I wanted to go for a more fun and retro look to really reflect the establishment and people who own it. I went with the steps on the menu to create more of a fun checklist for the consumer. Lastly, I created stickers to be attached at the top of the menu as a takeaway, it's small but it is still advertising and reminds the consumer of the fun time they had and the great food they consumed. The colors are simple, but the checkered yellows give it still a retro feel and the black and white steps with different fonts make it stand out.

Tools Used:

InDesign  
Illustrator





## FOOD TRUCK

For this project I was asked to conceptualize and brand a Food Truck, complete with logo, menu, and vehicle graphics. I got the inspiration while eating pizza in Providence and wishing it was like the pizza in New York. I went with this theme because the colors are relaxing, inviting, and give off a clean retro vibe.

### Tools Used:

InDesign  
Illustrator  
Photoshop

# MENU

## PIZZA

TIME SQUARE  
BUFFALO CHICKEN

MANHATTAN  
CHICKEN BACON  
RANCH

BROOKLYN  
THICK CRUST

THE BRONX  
PEPPERONI

LONG ISLAND  
THIN CRUST

SLICE \$1.50  
PERSONAL PIE \$5.50  
WHOLE PIE \$12.50

## SUBS

THE WEYBO  
TURKEY AND SWISS

BROAD STREET  
CLASSIC ITALIAN

EDDY STREET  
MOZZERELLA GRILLED CHICKEN  
ROASTED RED PEPPERS

THE MATTHEWSON  
TURKEY CHEESE SALAMI  
PEPPERONI

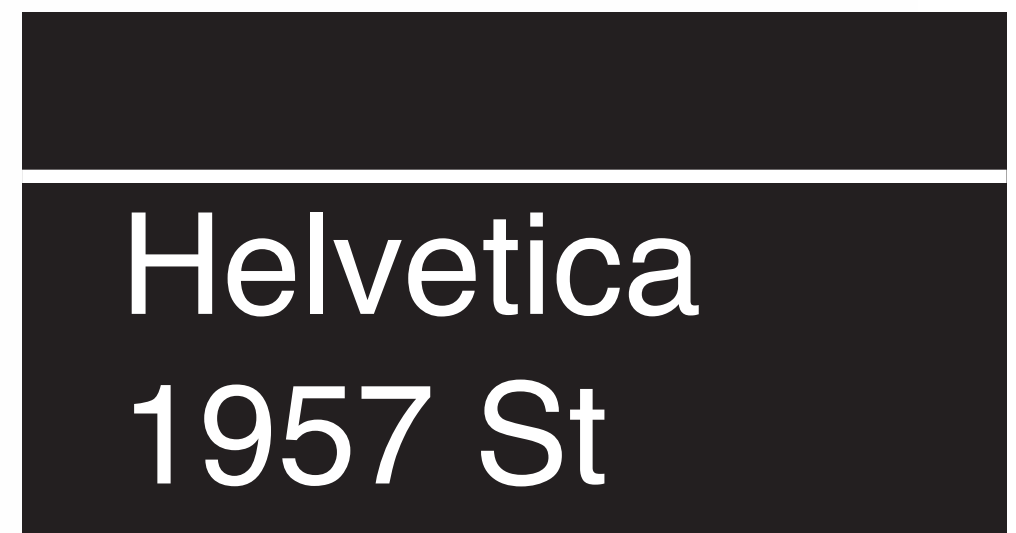
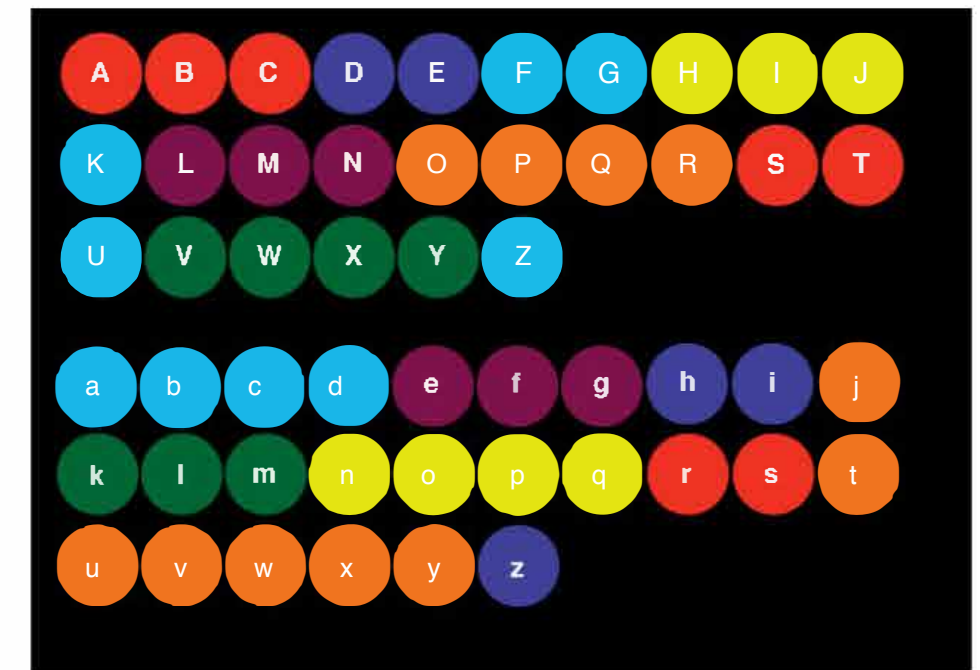
PINE STREET  
SLOPPY JOE

MINI SUB \$3.50  
HALF SUB \$5.50  
WHOLE SUB \$10.50

BOTTLED WATER \$1.25  
FOUNTAIN DRINK \$1.75

*Thank You!*



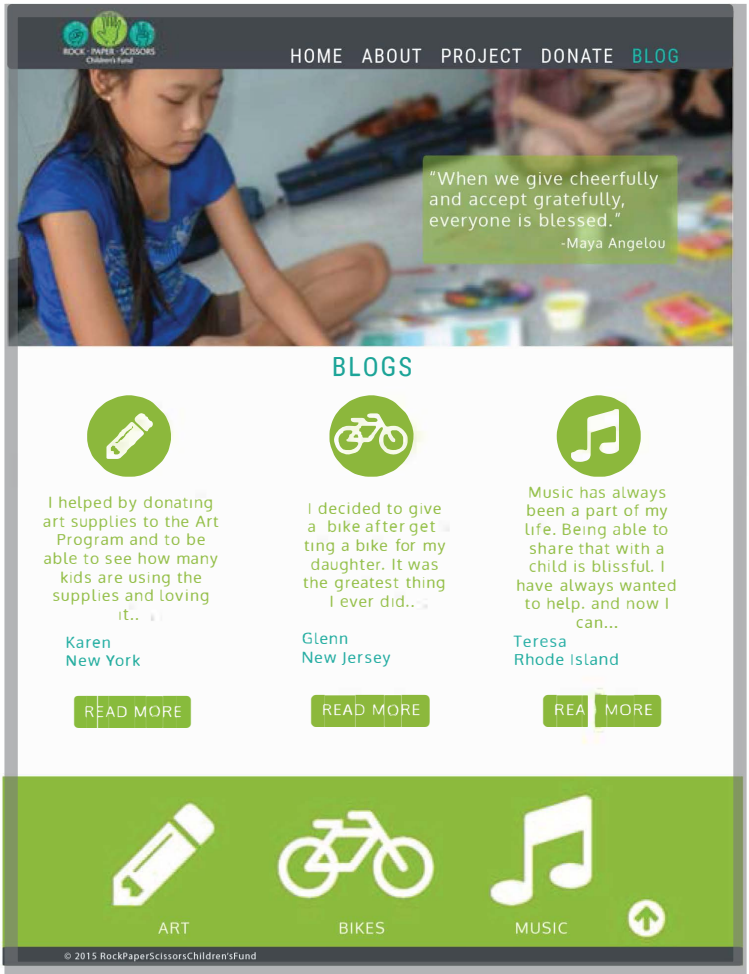
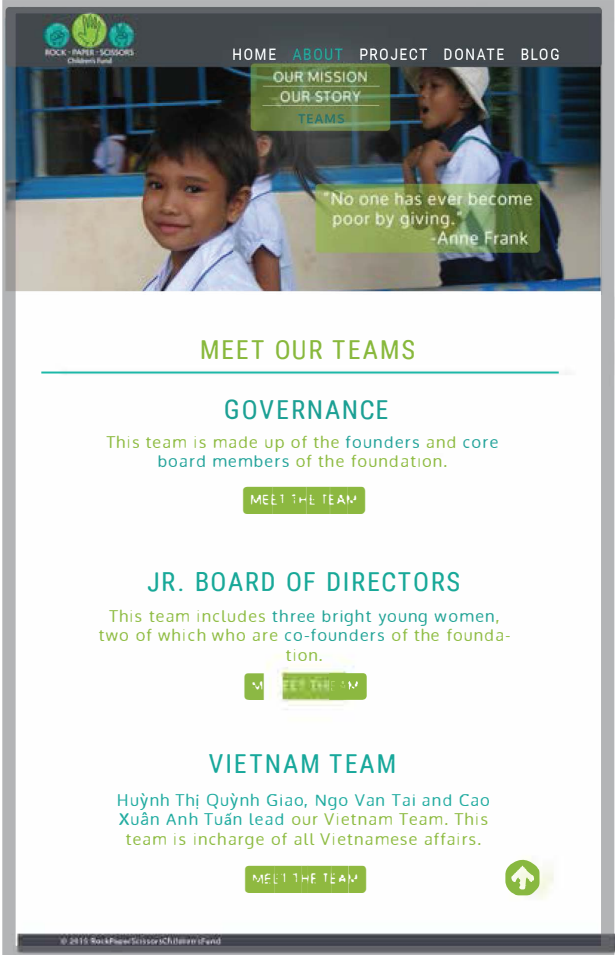


## TYPE POSTER

I was asked to design an 11x17 typography poster for the font of my choice. I decided on Helvetica with my inspiration coming from the New York City subway system. The subway system relies on colors and letters in order to distinguish each route.

*Tools Used:*

*Illustrator  
Photoshop*



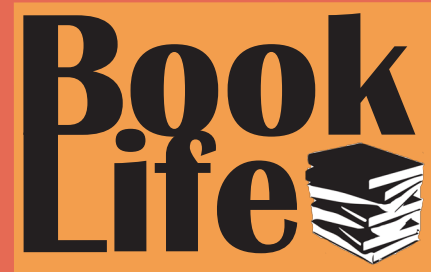
## ROCK - PAPER - SCISSOR'S CHILDREN'S FUND

This project was a collaborative effort with three other people. The project is designed to invoke emotion. The website we re-created was called "Rock, Paper, Scissor's Children's Fund". We maintained the original colors that used greens and blues to target the maternal demographic. This website itself is a continuous site meaning the user can just keep scrolling down instead of clicking to separate pages.

*Tools Used:*

*Illustrator*  
*Photoshop*





Feed the  
**Mind**  
Fill the  
*Soul*



## Book Drive

Help give others  
a chance to feed  
their mind and  
fill their soul  
with a book !

Give a Book.  
Get a Book.

When: Saturday, May 16, 2015  
11am - 4pm  
Where: Omni Hotel,  
Conference Room 1



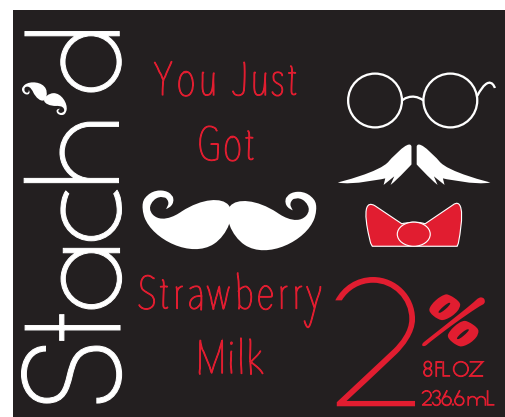
## DESIGN FOR GOOD

I was asked to design a campaign for good and I chose to design a non-profit organization called, Book Life. Its mission is to inspire the public not to forget the printed word as opposed to using tablets and phones. Books are the printed word in its most basic form. The poster is 11x17.



Tools Used:

Illustrator  
Photoshop



# Stach'd



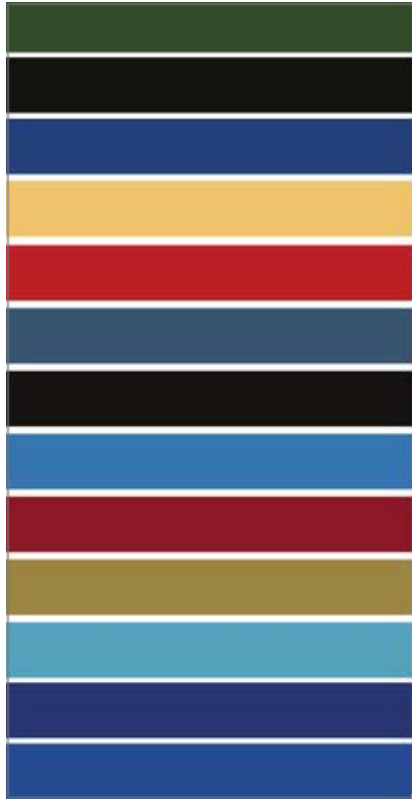
## BEVERAGE PACKAGING/DESIGN

I was asked to design and package a beverage of my choice. I decided to use milk as my beverage and called it, Stach'd. I got the inspiration from growing up as a child and always getting a milk mustache when drinking it. I wanted to add a fun little twist for children and adults to enjoy. With this, I also created a Snapchat promo filter and three 11x17 poster advertisements. The flavors used are 2% Regular, Strawberry, and Chocolate.

*Tools Used:*

*Illustrator  
Photoshop*



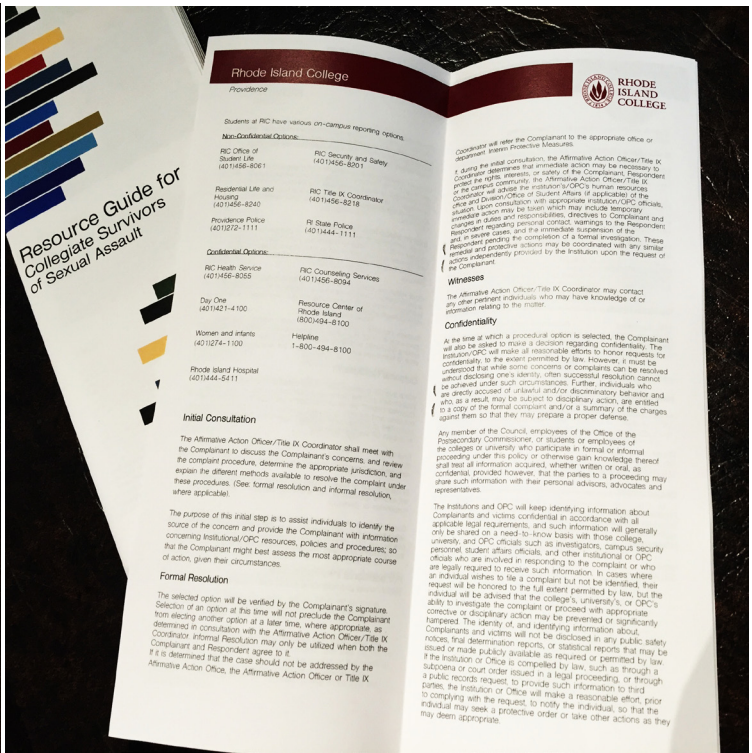
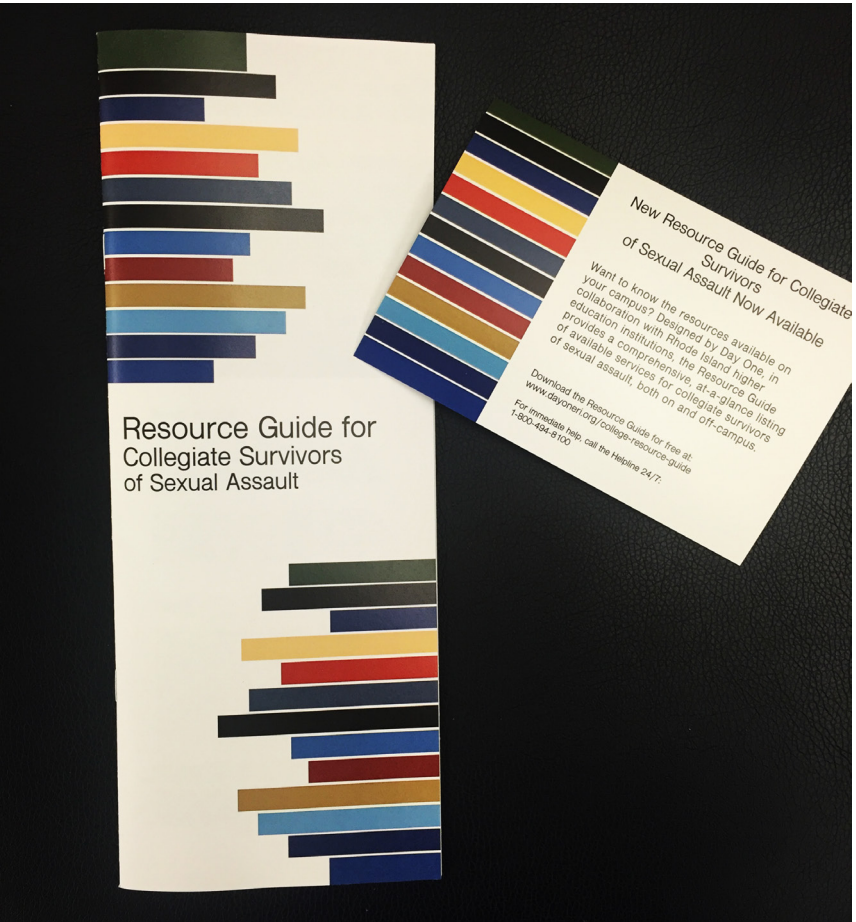
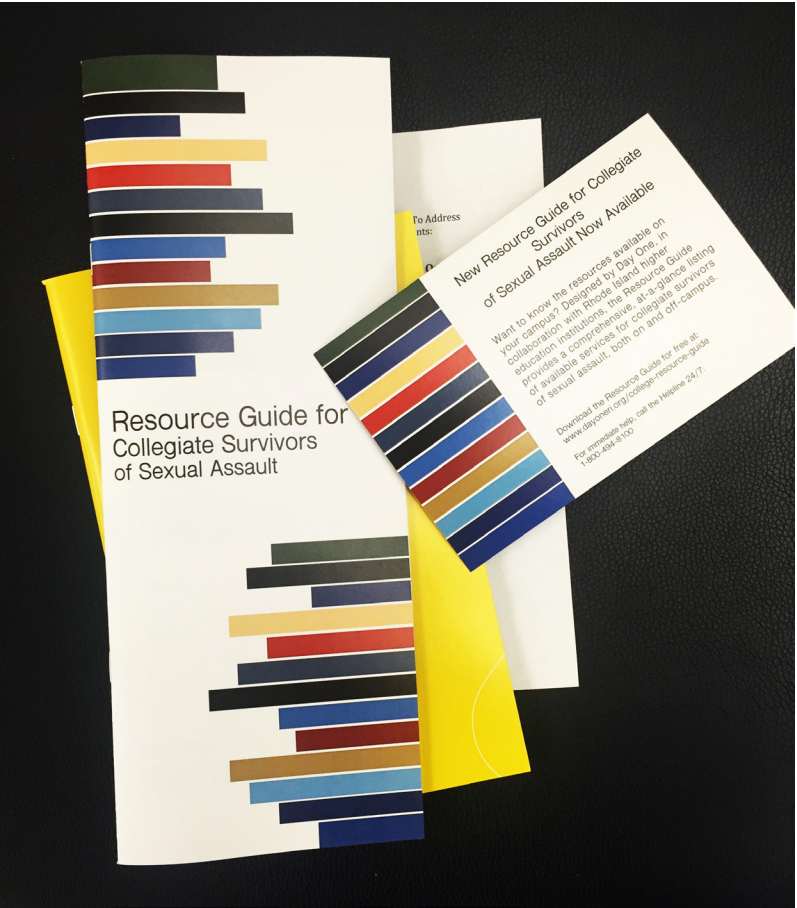


## New Resource Guide for Collegiate Survivors of Sexual Assault Now Available

Want to know the resources available on your campus? Designed by Day One, in collaboration with Rhode Island higher education institutions, the Resource Guide provides a comprehensive, at-a-glance listing of available services for collegiate survivors of sexual assault, both on and off-campus.

Download the Resource Guide for free at:  
[www.dayoneri.org/college-resource-guide](http://www.dayoneri.org/college-resource-guide)

For immediate help, call the Helpline 24/7:  
1-800-494-8100



### DAY ONE

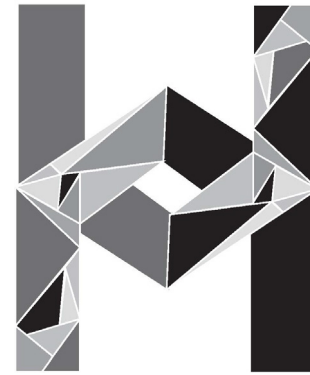
This project was a collaborative effort with three other people. We were asked to redesign the clients Resource Guide for Collegiate Survivors of Sexual Assault and also create a Postcard for them to announce the Resource Guide. We had to fit every college in the state of Rhode Island into this guide and all their information, and to make it look aesthetically pleasing. With this, we chose to use the school colors from each college listed to great a modern abstract look.

Tools Used:  
InDesign  
Illustrator



HOME  HOPE

HOME  HOPE



Tools Used:

InDesign  
Illustrator

RICH - Rhode Island Coalition for Homeless

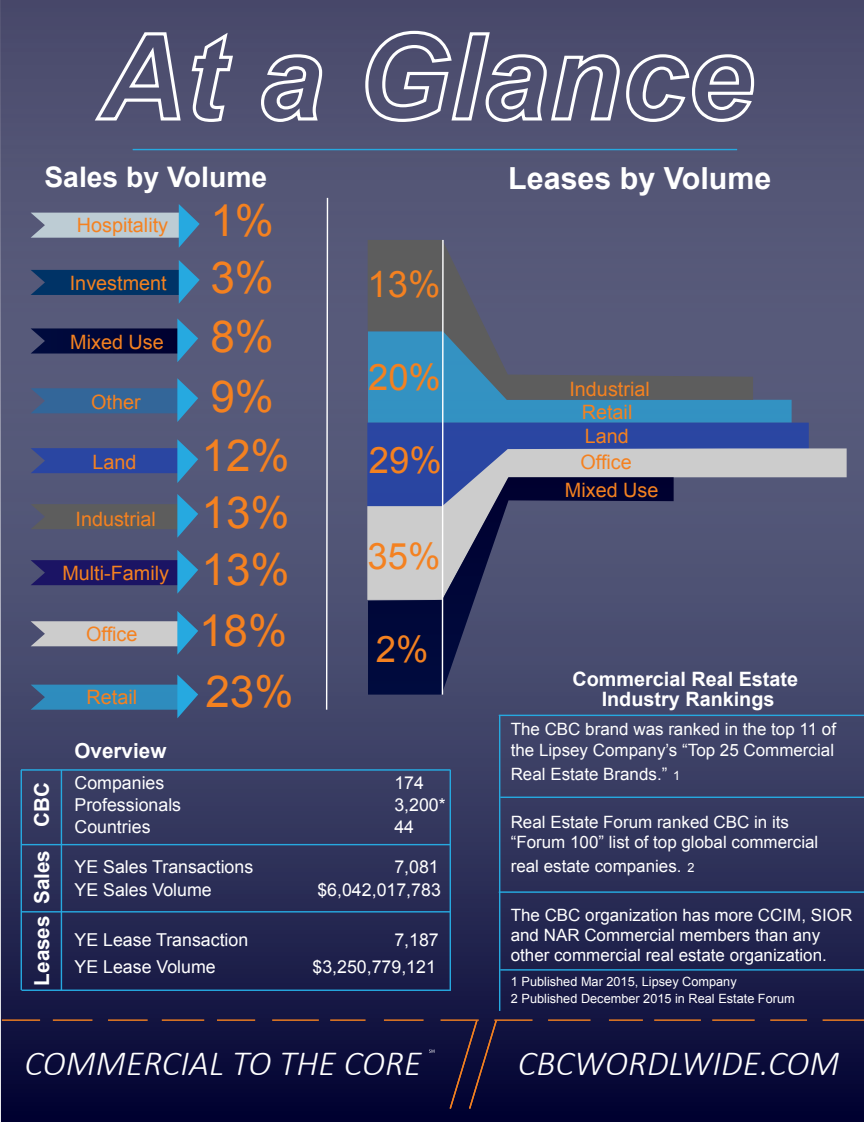
This project was a collaborative effort with three other people. We were asked to create a logo for a new brand, Home to Hope. They determine systems and other gaps there are for housing in the LGBT community. Targeting individuals between the ages of 13-24. Identify cultural competence to define things that do not exist. Be able to provide transitional (24 months to permanent housing). Establish this initiative to beginning stages.





Tools Used:

Photoshop  
Illustrator  
InDesign  
Microsoft:  
Word  
Publisher  
PowerPoint



TITLE: CREATIVE MARKETING INTERN  
PROJECT: REALOGY HOLDINGS CORP.

With the time I spent here, I had to stay within their brand standard and learn to multi-task and juggle multiple projects at once. I organized and created 80+ templates within a brand standard for this nationwide company for affiliates to use. I was tasked to design social media banners to promote their new website launch. I produced promotional posters for their Twitter Account. Also, I designed an Info graphic to guide users through their icons. I also delivered a Troubleshooting Guide for their website and a Local Site Search Engine Optimization. I was given materials to research and organize maps to showcase their affiliates top offices.



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CBCWORDLWIDE.COM

# AVAILABLE PROPERTIES

## Address, City, State

**PROPERTY TYPE:** 230,000  
**FOR SALE/LEASE:** Sale  
**PRICE/RATE:** \$1,000,000

This property sold to the buyer lup tatum zzril  
delenit augue duis dolore te feugait consequat,  
vel illum dolore eu feugiat nulla facilisis at vero  
eros et accumsan. more than what the other  
bidders did.

**CONTACT:** Charles Johnson, Senior Vice President **C:** (999) 888-7777

**EMAIL:** cjohnson@cbcworldwide.com

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Coldwell Banker Commercial  
DBA

175 Park Ave, Madison, NJ 07940  
xxx-xxx-xxxx

# CASE STUDY FOR SALE



COLDWELL  
BANKER  
COMMERCIAL  
DBA NAME

## Description

Suburban Virginia office building with approximately 155,000 SF rentable leased to S&P "A" rated investment grade credit tenant. The lease term was 10 years but subject to a Termination Option (w/fee equal to unamortized TI's and Leasing Commissions.)

## Situation


It was clear that the termination fee kept some potential buyers from looking at the property. The full potential of the property value was reduced by the termination fee.

## Solution

The tenant was approached to amend the lease and was offered a portion of the potential increased sales proceeds. The incentive fee to the tenant was contingent upon a successful sale.

## Result

The initial cap rate dropped by 100 basis points with sales proceeds increasing by 12%. The seller netted \$2 mil in additional sales proceeds.



"Working with CBC was great. The professionals really knew the market and placed us in the proper building."  
Your Client, Any Company

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xxx-xxx-xxxx



INDUSTRIAL

FOR SALE

\$0.52/SF NNN

COLDWELL  
BANKER  
COMMERCIAL

DBA NAME



Address, City, State

PROPERTY TITLE

First Last 1

917-853-7633

jdoe@cbcworldwide.com

First Last 2

212-257-4641

jdoe@cbcworldwide.com

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xxx-xxx-xxxx

ON SALE NOW



Property Information

SF

230,000

Price

\$1,000,000

Features

– 12 Parking Spaces

– Strong Credit Tenants

– Room for Expansion

Area

This is in an area of high traffic volume.  
Close to other buildings  
that are almost the same quality.


INDUSTRIAL

FOR SALE

\$0.52/SF NNN

COLDWELL  
BANKER  
COMMERCIAL

DBA NAME



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FOR SALE

ON SALE NOW



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jdoe@cbcworldwide.com

First Last 2

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jdoe@cbcworldwide.com

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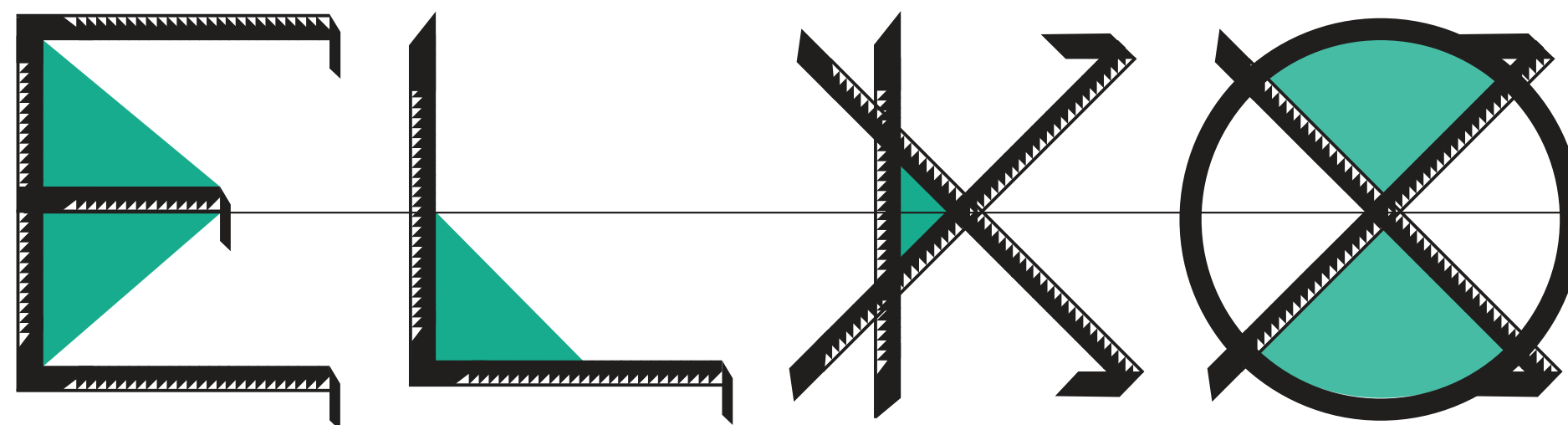
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**claire elko** • creative designer & visionary

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