



'Kreative' Eye Design is a contemporary and innovative Graphic & Multimedia Design Agency dedicated to serving Entrepreneurs and Small Business Owners that are looking to increase or build their brand awareness, reputation, and relevancy.

We deliver cutting-edge marketing campaigns and visionary designs that increase demand, accelerate growth and maximize budget.

www.KreativeEyeDesign.com

START SMALL, BRAND BIG

- We turn your ideas into design by ingeniously building visual commercial stories that captivate, engage, and inspire
- We help you improve your brand visibility by developing personalized marketing strategies, producing refreshing results

ABOUT THE CEO



Highly creative and multi-talented Marketing Strategist and Graphic Designer with over a decade of experience in multimedia, marketing and print design. Possess a comprehensive background in handling creative design projects to include concept creation, graphic design, animation, and visual conceptualization. Consistently recognized and awarded for escalating brand awareness by utilizing skills gained in the creative industry, identifying opportunities, overcoming objections, and building long-term mutually beneficial relationships with vendors, corporations, and clients, helping them to establish a successful and lucrative company.

WE'VE WORKED WITH COMPANIES SUCH AS:

The National Black MBA, Black Business Women Rock, City of Pasadena Black History Parade, The LadyLike Foundation, Southern California Children's Museum, Ladies Operating Very Effectively and the Vermont-Slauson Economic Development Corporation.

Services at a Glance

Branding & Marketing Development (B2B and B2C)
Social Media Marketing and Management | Digital Marketing
Partnership Marketing | Marketing Communications

Digital Graphics

Storytelling Logos | Business Cards | Website Design
Video Editing | Brochures | Newsletters | Promotional Flyers
Social Media Assets

Kreative Eye Design Key Highlights

- Implemented integrated marketing strategies and promotional campaigns for both newly launched and existing businesses helping to achieve objectives and revenue goals – highest business revenue increase of 90k annually
- Executed social media marketing strategies for more than 300 small businesses and non-profits resulting in an average engagement increase of 87% marketing campaigns for diverse industry clients, driving brand awareness, engagement, and traffic
- Utilizing different styles and approaches, creatively designed over 80 websites resulting in maximized content efficacy and increased buyer conversion
- Strategically developed graphics and layouts for product illustrations, logos, and websites mirroring company brand style
- Effectively collaborates with key stakeholders from small and large corporations by offering sound advice and education on branding, marketing, and social media tools enabling them to successfully carry out their marketing initiatives


EDUCATION

MASTERS OF SCIENCE,
BUSINESS ADMINISTRATION


BACHELOR OF FINE ARTS,
VISUAL COMMUNICATION

EXPERTISE


- Photoshop
- Illustrator
- Indesign
- Word
- PowerPoint



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LOCATION
177 E. Coloado Blvd.
STE 200
Pasadena, CA 91105

WORK EXPERIENCE

Jazzy Jam For Empowerment | Pasadena, CA

2020 - Present Director of Marketing

National Black MBA | Los Angeles, CA

2018 - 2020 Website Development Director

Pasadena Black Pages | Pasadena, CA

2016 - 2020 Vice President of Marketing

Kreative Eye Design | Pasadena, CA

2008 - Present CEO | Branding & Marketing Strategist

SKILLS

- Marketing Strategies and Campaigns
- Public & Media Relations
- Web & Print Content Development
- New Product Launch
- Adobe Creative Suite
- Marketing Analytics and Research
- Media Production
- Typography
- Storytelling
- Search Engine Optimization