

# Creativ extra

**BRAND BOOK**





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# BRAND POSITIONING STATEMENT

For passionate business owners and entrepreneurs who need branding/marketing services, The CreativExtra is a marketing, branding, and design studio that promises to help our clients be extraordinary in the industry and have an impactful business from the love of their customers. We are committed to helping our clients stay competitive through a creative and fun strategy they enjoy doing.

Unlike other third-party design apps and creative agencies, we understand what it takes to stand out and be a Bold Disruptor. We want to be upfront and honest, not sugarcoat anything. Our creative solutions can be the answer to your problems. Our services speak volumes in many forms of media, even beyond graphic design. We are eager to help you stay competitive and provide abundant opportunities. Helping grow your business is the passion that we could have together.





# POWER VALUES

## **Commitment – Every Step of Success.**

We believe in being there for and with you. There are no minor problems to solve. We strive to stick with our customers every step of the way – creating magic with them and seeing their business grow. Celebrating together.

## **Collaboration – Team of Greatness**

We're all about collaboration. No one person is responsible for our success. As an individual, you are only a drop, but as a team, we are nothing but an ocean of greatness. We celebrate all our achievements the same way they are made: as a team.

## **Optimistic – Hopeful Attitude, Great Results.**

We believe in having an optimistic attitude in our work effort. With this, we want our employees & clients to have enjoyable careers. We want them to be hopeful in the future with us. More chances are to be successful and to have a healthier life.

## **Authenticity – Unapologetically Loud**

We believe in being respectful to our clients; we want to be upfront and honest. Not to sugarcoat anything. Our real creative solutions can be the answer to your real problems. We want our clients to feel they can trust us with anything.

## **Enthusiastic – Enjoying Progress, not Perfection.**

Having an enthusiastic attitude will help us communicate positively and have a positive outlook for the end results. Eager about progress over perfection. We are using this mindset to drive us to achieve our goals.

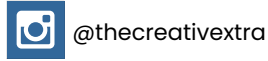
# VOICE/TONE

- Empowering
- Inspirational
- Supportive
- Enthusing

# BRAND BOARD

## Chloe Tyner

The CreativExtra  
thecreativextra@gmail.com  
870.219.8041  
thecreativextra.com



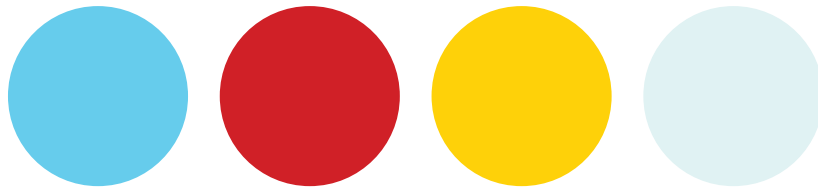
## LOGO



## BRAND POSITIONING STATEMENT

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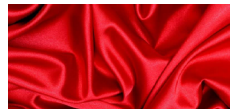
## COLOR PALETTE



## PATTERNS



## TEXTURES



## TYPEFACES

### Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

### Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

## INSPIRATION





# **VISUAL GUIDELINES**



## LOGO

This is used across all appropriate applications and contributes to brand recognition.

CREATIV  
EXTRA



# CLEAR SPACE REQUIREMENTS

Clear space is a requirement for the logo to breathe. Nothing should be in the space within one "C" of the logo.



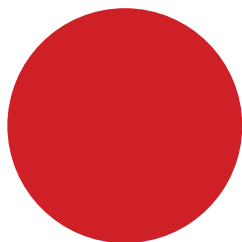
# MINIMUM SIZE

The logo should never be smaller than 0.5 inch in width. Anything smaller will lose clarity in the logo.



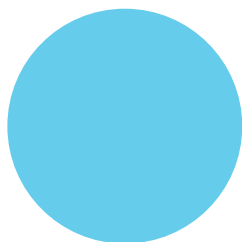
0.5 inch

# COLORS



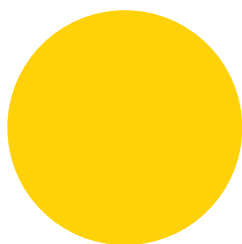
## **FEARLESS RED**

#D02128  
Pantone 1795 C  
R209 G33 B33  
C12 M100 Y100 K2



## **ENERGETIC BLUE**

#66CCEC  
Pantone 2987 C  
R102 G204 B236  
C53 M0 Y4 K0



## **LOUDMOUTH YELLOW**

#FED108  
Pantone 109 C  
R255 G209 B0  
C1 M16 Y99 K0



## **UNAPOLOGETIC BLUE**

#E0F2F3  
PANTONE 124-1 C  
R214 G238 B238  
C15 M0 Y6 K0

# PATTERN

This pattern expresses our brand promise of boisterous personality. The design elements within the pattern are seamless and can be used individually. We highly encourage using this pattern as a background or design element.



# GRAYSCALE & REVERSE TREATMENT

When color is not available, use black and white. Reverse treatment may be used when necessary.

Black & White



Reverse Treatment



If using grayscale, the colors must be **BLACK 100%, 60%, and 20%** opacity, as shown below, to represent the colorful logo. In grayscale reverse treatment, **WHITE** is to replace the black with **opacity at 100%, 60%, and 20%** on a black background.

Grayscale



Grayscale Reverse Treatment





# UNACCEPTABLE LOGO USAGE



Do not put the logo on an unapproved background.



Do not make logo one color unless approved.



Do not add a stroke to the logo.



Do not stretch, skew, or distort the logo in any form.

# UNACCEPTABLE LOGO USAGE



Do not rearrange the logo.



Never put any effects on the logo.



Do not use inappropriate typefaces for the logo.



No colors outside of the accepted color variations should be used with this logo.

# PRIMARY TYPOGRAPHY

## SANS SERIF – POPPINS

We highly encourage you to use our preferred sans serif for brand recognition. Poppins typeface expresses our friendliness and happiness.

**Aa**

The Poppins Bold should be used for headlines, captions, and small amounts of text.

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

**abcdefghijklmno  
pqrstuvwxyz**

**1234567890!?,.**

In comparison, Poppins Regular should be used for body copy, call-outs, and large amounts of text.

**Aa**

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

abcdefghijklmno  
pqrstuvwxyz

1234567890!?,.

It's available for free on Google Fonts. [See here.](#)

# PRIMARY TYPOGRAPHY

## SERIF – PALATINO

The use of a serif font is discouraged. If one must use a serif, then she/he/they should use Palatino, a common serif typeface.

**Aa**

Palatino Bold should be used for headlines, captions, and small amounts of text.

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

**abcdefghijklmno  
pqrstuvwxyz**

**1234567890!?,.**

In comparison, Palatino Regular should be used for body copy, call-outs, and large amounts of text.

**Aa**

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

**abcdefghijklmno  
pqrstuvwxyz**

**1234567890!?,.**

# ALTERNATE TYPOGRAPHY

## SANS SERIF – CENTURY GOTHIC

If our preferred typeface is unavailable, please use Century Gothic Bold and Regular to replace both Poppins Bold and Regular.



**A a**

The Century Gothic Bold should be used for headlines, captions, and small amounts of text.

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

**abcdefghijklmno  
pqrstuvwxyz**

**1234567890!?,.**

**A a**

In comparison, Century Gothic Regular should be used for body copy, call-outs, and large amounts of text.

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

abcdefghijklmno  
pqrstuvwxyz

1234567890!?,.

# ALTERNATE TYPOGRAPHY

## SERIF - GEORGIA

If one must use a serif, then she/he/they must use the alternate serif typeface, Georgia.

**Aa**

Georgia Bold should be used for headlines, captions, and small amounts of text.

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

**abcdefghijklmno  
pqrstuvwxyz**

**1234567890!?,.**

In comparison, Georgia Regular should be used for body copy, call-outs, and large amounts of text.

**Aa**





**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

**abcdefghijklmno  
pqrstuvwxyz**

**1234567890!?,.**

# LETTERHEAD

The top margin must be 1.5", with side and bottom margins being 0.5. Please keep the body copy at 10 pts while using our preferred typeface. The leading needs to be 17pt for the bodies of text.

		
1.5 in	<p>Jonatan Maldonado 230 Willow St Nashville, TN 37210</p> <p>Dear Mr. Maldonado,</p> <p>I write this letter to express my interest in the Graphic Designer opening advertised on your company's website. From day one, I believe my contributions to the team at The Buntin Group could be a worthwhile addition.</p> <p>After comprehensive study for my Bachelor of Fine Arts in Graphic Design degree and a Minor in Marketing obtained at Arkansas State University, I possess a wide range of abilities that combine innovative art and design principles. Furthermore, my expert knowledge of Adobe Creative Suite, digital marketing, art direction, illustration, graphic design, and photography will allow me to play a crucial role in implementing your creative, design, and marketing initiatives.</p> <p>The following are highlights of my skills and accomplishments:</p> <ul style="list-style-type: none"><li>• Hired as a social media coordinator and graphic designer at The Polish Agency and The Solutions Group while attending college. I have a love of solving problems for multiple clients simultaneously.</li><li>• Worked on a team project for Bradbury Art Museum that was designed to execute. Pitched this creative, strategic campaign of print advertisements, social media content, and merchandise to the client. This campaign won two Chapter Student Addy awards in 2023.</li><li>• Developed a passion for advocacy and philanthropy when I worked with clients like The Arkansas Pet Savers, Arkansas Game and Fish Commission, NEA Baptist, and United Way of Northeast Arkansas.</li></ul> <p>Enclosed are my resumé and references for your review. You may also view my portfolio of work at <a href="http://thecreativextra.com">thecreativextra.com</a> or learn more about me on Instagram <a href="https://www.instagram.com/thecreativextra">@thecreativextra</a>. I welcome the opportunity to discuss how my skills and strengths can best serve your company with you. I will contact you this week or please feel free to reach me at <b>870-219-8041</b> or <a href="mailto:thecreativextra@gmail.com">thecreativextra@gmail.com</a>.</p> <p>I look forward to speaking with you and appreciate your valuable time and consideration.</p> <p>Sincerely,  Chloe Tyner</p>	
0.5 in	<p style="text-align: center;"><a href="http://www.thecreativextra.com">www.thecreativextra.com</a>    Chloe Tyner    @thecreativextra</p>	

# VISUAL IDENTITY



Jonatan Maldonado  
230 Willow St  
Nashville, TN 37210

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I write this letter to express my interest in the Graphic Designer opening advertised on your company's website. From day one, I believe my contributions to the team at The Buntin Group could be a worthwhile addition.

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I look forward to speaking with you and appreciate your valuable time and consideration.

Sincerely,

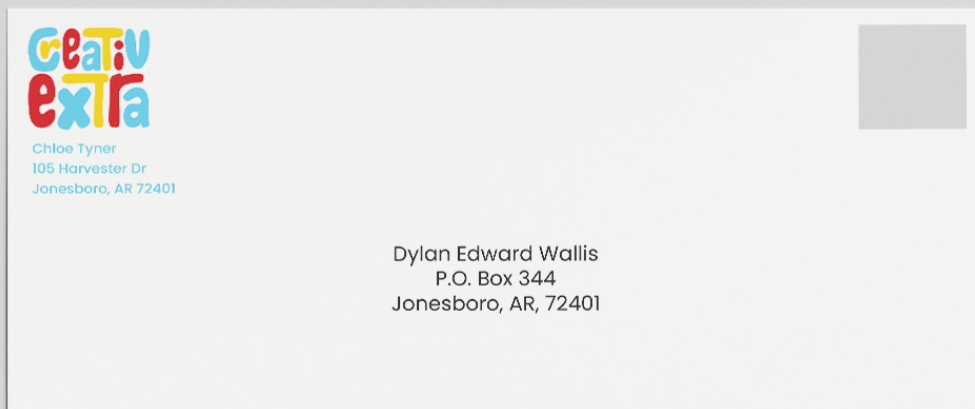
Chloe Tyner

[www.thecreativextra.com](http://www.thecreativextra.com) |  Chloe Tyner |  @thecreativextra



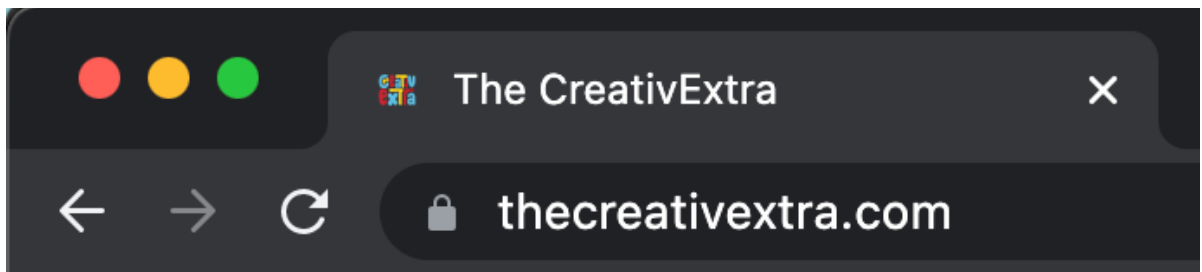


# BUSINESS CARD & ENVELOPE



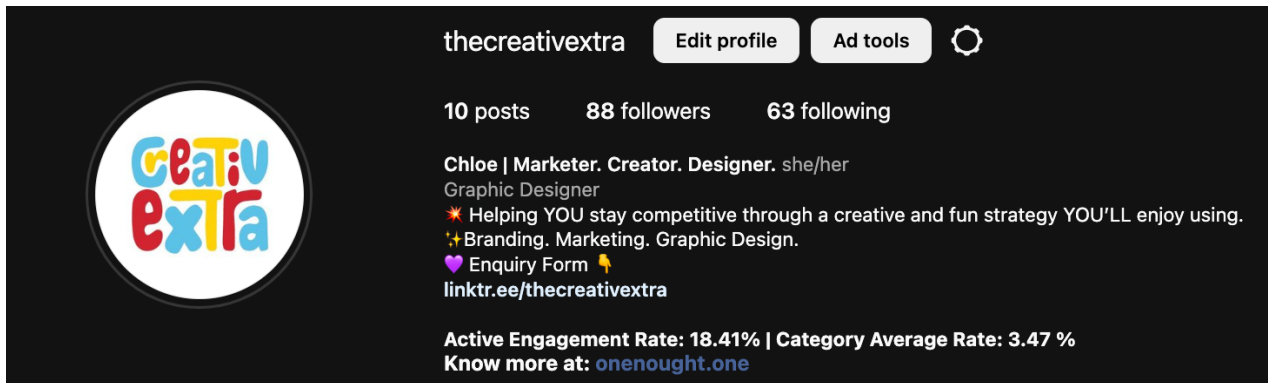



## WEBSITE FAVICON




# SOCIAL MEDIA

## INSTAGRAM



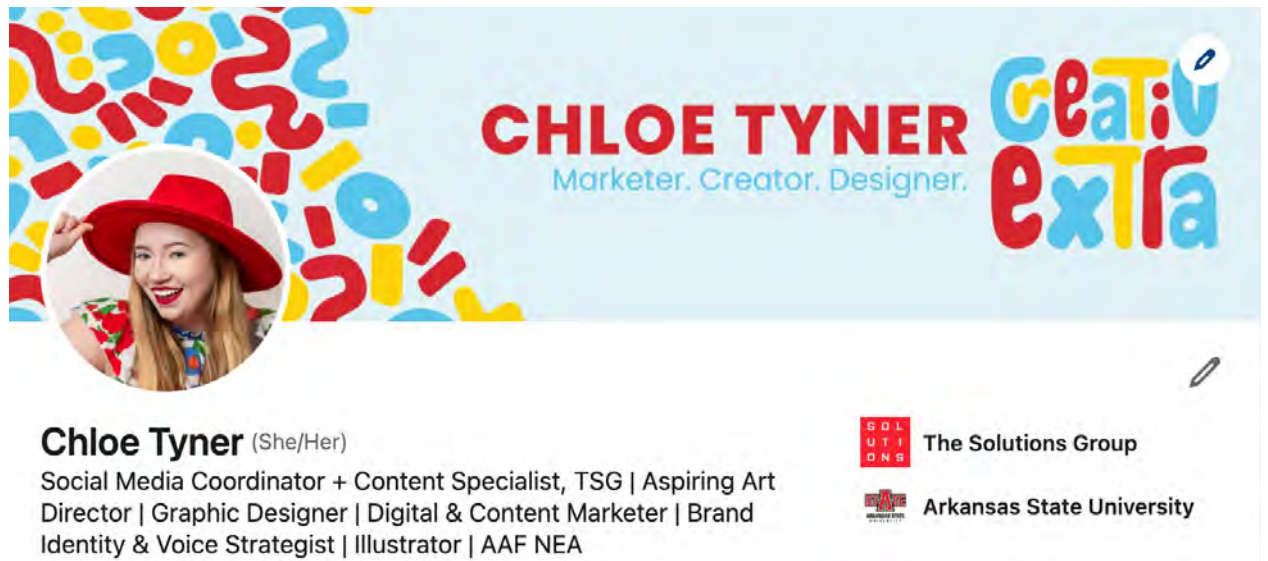
thecreativextra [Edit profile](#) [Ad tools](#) 


10 posts 88 followers 63 following


**Chloe | Marketer. Creator. Designer.** she/her  
Graphic Designer  
✦ Helping YOU stay competitive through a creative and fun strategy YOU'LL enjoy using.  
✦ Branding. Marketing. Graphic Design.  
💜 Enquiry Form   
[linktr.ee/thecreativextra](http://linktr.ee/thecreativextra)

Active Engagement Rate: 18.41% | Category Average Rate: 3.47 %  
Know more at: [onenought.one](http://onenought.one)



## LINKEDIN





**CHLOE TYNER**   
Marketer. Creator. Designer.


**Chloe Tyner** (She/Her)  
Social Media Coordinator + Content Specialist, TSG | Aspiring Art Director | Graphic Designer | Digital & Content Marketer | Brand Identity & Voice Strategist | Illustrator | AAF NEA




 The Solutions Group  
 Arkansas State University




# EMAIL SIGN-OFF

**Chloe Tyner**  
Head Designer  
*The CreativExtra*  
(She/Her)



 [thecreativextra@gmail.com](mailto:thecreativextra@gmail.com)  +1 870 219 8041  
 [www.thecreativextra.com/](http://www.thecreativextra.com/)

 [in](#)

[SAVE CONTACT](#)

# RESUME

May 2023 resumé. Recent version available [here](#).



## EDUCATION

**Bachelor of Fine Arts  
Graphic Design  
Marketing Minor | GPA 3.8**  
Arkansas State University  
Graduate December 2023  
**2021** Chancellor's List  
**2019 - 2023** Dean's List

## CERTIFICATES

**2022 Enterprise Design Thinking  
Practitioner Badge | IBM**  
**2022 Social Media Marketing | Hootsuite**  
**2022 Content Marketing | HubSpot**  
**2022 Digital/Online Ads Display | Google**

## AWARDS

**2023 AAF-NEA Silver Chapter  
Student ADDY Little Creative  
Heroes Campaign**  
**2023 AAF-NEA Silver Chapter  
Student ADDY Little Creative  
Heroes Copywriting**  
**2022 Top Sales Person Water Project**  
**2022 AAF-NEA Gold Chapter  
Professional ADDY  
The Arkansas Pet Savers**  
**2022 AAF-NEA Gold Chapter  
Professional ADDY  
AAF NEA AAwards Dada Gala**  
**2022 AAF-NEA Best of Show Chapter  
Student ADDY SUDS Campaign**  
**2022 AAF-NEA Gold Chapter  
Student ADDY SUDS Campaign**  
**2022 AAF-NEA Silver Chapter  
Student ADDY SUDS Logo Design**  
**2022 AAF-NEA Gold Chapter  
Student ADDY 5 Tips to Improve Your  
Bowling Average**

## ORGANIZATIONS

**2023 - PRESENT** A-State Advertising  
Club, Vice President  
**2019 - PRESENT** AAF-NEA, Member  
**2019 - PRESENT** Student Volunteer on  
ADDY committee for AAF-NEA  
**2019 - 2022** AIGA National, Member  
**2019 - 2022** A-State AIGA,  
PR, Events Coordinator, Vice President

## CHLOE TYNER

☎ 870.219.8041  
📷 @thecreativextra  
🌐 Chloe Tyner  
🌐 thecreativextra.com  
✉ thecreativextra@gmail.com

## PROFESSIONAL EXPERIENCE

**September 2022 - Present** | The Solutions Group | *Jonesboro, AR*  
**Social Media Coordinator & Content Specialist**  
Plan and execute social media and content strategies. Oversee daily planning, posting, and scheduling for each client. Develop engaging copy for social content. Measure and optimize social content performance while establishing benchmarking.

**January 2021 - Present** | The CreativExtra | *Northeast Arkansas Region*  
**Freelance Designer**

Work with a variety of clients, including United Way of NEA, Arkansas Game and Fish Commission, CruiseNReview, Kreations, Jonesboro Christian Church, Grace Baptist Church, Arkansas State AIGA, and AR Pyro Bros. Create print collateral, branding and marketing materials, social media graphics, digital media, and website design.

**August 2022 - December 2022** | Bradbury Art Museum | *Jonesboro, AR*  
**Student Marketing Coordinator**

Collaborate with team members to create advertising campaign to make BAM a destination. Provide market research, graphics, copywriting, social media, direct mail, and merchandising.

**May 2022 - August 2022** | The Polish Agency | *Jonesboro, AR*  
**Intern, Junior Graphic Designer**

Create advertisements and content for various clients in print and electronic media. Also, responsible for producing promotional displays, packaging, and marketing materials.

**April 2022 - July 2022** | Pink Ink Screen Printing | *Jonesboro, AR*  
**Designer/Illustrator**

Develop illustrations for t-shirt graphics, stickers, website content, and marketing materials. Prepared all artwork for screen printing. Organized previous and future customer orders for reprints.

**August 2021 - December 2021** | T-Shirt Ladies | *Northeast Arkansas Region*  
**Freelance Designer**

Design t-shirts and posters by coming up with creative solutions for fundraising, seasonal events, and general sales. Increase sales at county fairs by upselling and asking customers what they want to see in the future.

**August 2021 - December 2021** | Center for No Boundary Thinking | *Jonesboro, AR*  
**Student Designer**

Collaborate with student designers to create website for children with disabilities. Illustrate five images to aid dyslexic students.

**May 2021 - August 2021** | NEA Baptist | *Jonesboro, AR*  
**Design Intern**

Redesign physical directory by creating new layout, cover design, and index. Design social media graphics and floor signs. Create marketing materials to promote Art Slam and Nurse Appreciation Week.

## SERVICE

**August 2021 - November 2021** | The Arkansas Pet Savers | *NEA Region*  
**Designer/Marketing Assistant**

Collaborate with professional designers to rebrand *The Arkansas Pet Savers*. Design paper applications, PowerPoint templates, and social media graphics. Create event planning ideas to increase adoption.

## REFERENCES

Available upon request.

# REFERENCES



## REFERENCES & CONTACTS

### AUSTIN SANDY

**Job Title:**  
Audience Development & Brand Manager  
for KLTV & KTRE  
(Gray Television)  
**Employer:**  
KLTV 7  
**Business Address:**  
105 W Ferguson St  
Tyler, Texas 75702  
**Email:**  
austin.sandy@kltv.com  
**Telephone Number:**  
(870)219-7405

### NICOLE FRAKES

**Job Title:**  
Graphic Designer  
**Employer:**  
NEA Baptist  
**Business Address:**  
4802 E Johnson,  
Jonesboro 72405  
**Email:**  
nicole.frakes@bmhcc.org  
**Telephone Number:**  
(870) 919-8482

### PAIGE PHILLIPS

**Job Title:**  
Manager of Marketing at Hytrol  
**Employer:**  
Hytrol  
**Business Address:**  
2020 Hytrol St.  
Jonesboro, AR 72401  
**Email:**  
pphillips@hytrol.com  
**Telephone Number:**  
(620) 450-8181





# **CORRESPONDENCE**

# COVER LETTER



Jonatan Maldonado  
230 Willow St  
Nashville, TN 37210

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I look forward to speaking with you and appreciate your valuable time and consideration.

Sincerely,

Chloe Tyner

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# THANK YOU EMAIL

THANK YOU – CHLOE TYNER, Graphic Designer



jonatan@buntingroup.com

THANK YOU – CHLOE TYNER, Graphic Designer

Mr. MALDONADO,

Thank you again for meeting with me today regarding the Graphic Designer position with The Buntin Group. Our interview solidified my desire to work with your team, and I am confident I can be an asset to the company.

I am available for any follow-up questions you or the team at ABC might have.

I am excited to hear from you.

Thank you,

--

**Chloe Tyner**

Head Designer  
The CreativExtra  
(She/Her)



 thecreativextra@gmail.com

 +1 870 219 8041

 www.thecreativextra.com/



SAVE CONTACT

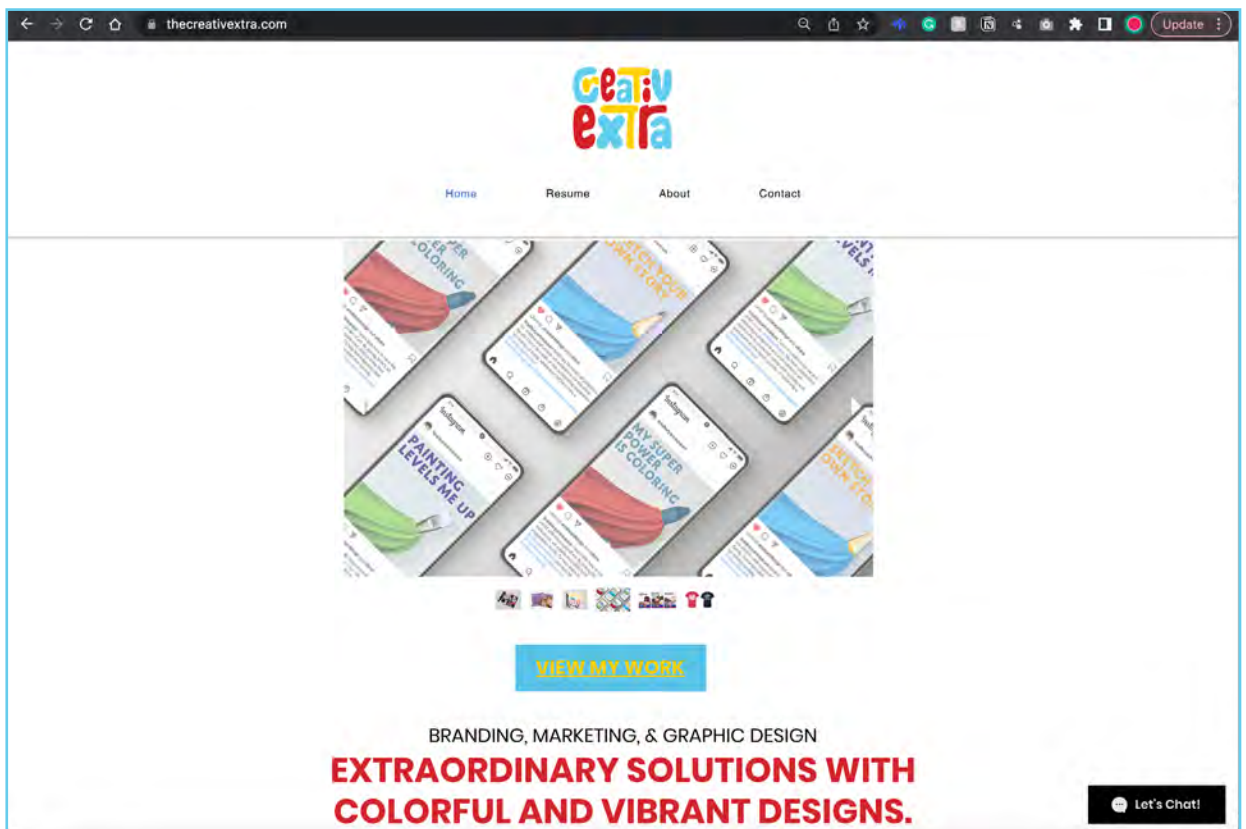


# WEBSITE

# WEBSITE

[www.thecreativextra.com](http://www.thecreativextra.com)

## HOMEPAGE



# WEBSITE

## NAVIGATION



[Home](#)

[Resume](#)

[About](#)

[Contact](#)

# WEBSITE

## ABOUT ME



### Hey, I'm Chloe!

**Marketer. Creator. Designer.**

I am a boisterous, upbeat, and goal-oriented individual that will pay close attention to every detail. I have strong organizational skills and a passion for creative problem-solving with Visual Strategy to make sure all of the materials correlate with one another. With two years of experience, I am continually pursuing excellence no matter the objective and committed to continually improving and being a lifelong learner. I am eager to create something special for you and watch your designs come to life.


I am an enthusiastic creator who likes to create many campaign ideas and compose those ideas in different advertising mediums. I am currently a Social Media Coordinator & Content Specialist at The Solutions Group and Freelance Designer while earning a BFA in Graphic Design. I seek opportunities within the advertising industry by providing value and growth and being a team player that will work with you and walk you through every step of the way.

With a background in graphic design, branding, sales, social media, advertising, and marketing, I am skilled at many levels to complete the next project. A Creative Force, some might say, or a Bold Disruptor changing the creative field. From research to idea to concept to design and execution, I will Help YOU stay competitive through a creative and fun strategy YOU'LL enjoy using.



# WEBSITE

## CONTACT & SOCIALS






Home   Resume   About   Contact

### LET'S BE EXTRA TOGETHER

By filling out my inquiry form, you will unlock a world of creative possibilities for your business. From stunning visuals to memorable branding to inspiring marketing, our graphic design services goal is to elevate your brand and leave a lasting impression for all of your customers. Don't miss out on the opportunity to work with me. I am an enthusiastic designer eager to bring your vision to life. Let's create something extraordinary together!

[INQUIRE](#)

### SEND ME A MESSAGE

<b>Phone</b> 870-219-8041	<b>Email</b> thecreativextra@gmail.com	<b>Social Media</b>   
------------------------------	---	--

<b>First Name</b> <input type="text"/>	<b>Last Name</b> <input type="text"/>	<b>Email *</b> <input type="text"/>
---	--	--

**Message**

[Send](#)



# WEBSITE

# RESUME

## RESUME



### CHLOE TYNER

870.219.8041  
@thecreativextra  
Chloe Tyner  
thecreativextra.com  
thecreativextra@gmail.com

### EDUCATION

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Marketing Minor | GPA 3.8  
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Graduate December 2023  
2021 Chancellor's List  
2019 – 2023 Dean's List

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2022 Social Media Marketing | Hootsuite  
2022 Content Marketing | HubSpot  
2022 Digital/Online Ads Display | Google

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2023 AAF-NEA Silver Chapter  
Student ADDY Little Creative  
Heroes Copywriting  
2022 Top Sales Person Water Project  
2022 AAF-NEA Gold Chapter  
Professional ADDY  
The Arkansas Pet Savers  
2022 AAF-NEA Gold Chapter  
Professional ADDY  
AAF NEA AAAwards Dada Gala  
2022 AAF-NEA Best of Show Chapter  
Student ADDY SUDS Campaign  
2022 AAF-NEA Gold Chapter  
Student ADDY SUDS Campaign  
2022 AAF-NEA Silver Chapter  
Student ADDY SUDS Logo Design  
2022 AAF-NEA Gold Chapter  
Student ADDY 5 Tips to Improve Your  
Bowling Average

### ORGANIZATIONS

2023 – PRESENT A-State Advertising  
Club, Vice President  
2019 – PRESENT AAF-NEA, Member  
2019 – PRESENT Student Volunteer on  
ADDY committee for AAF-NEA  
2019 – 2022 AIGA National, Member  
2019 – 2022 A-State AIGA,  
PR, Events Coordinator, Vice President

### PROFESSIONAL EXPERIENCE

September 2022 – Present | The Solutions Group | Jonesboro, AR  
**Social Media Coordinator & Content Specialist**  
Plan and execute social media and content strategies. Oversee daily  
planning, posting, and scheduling for each client. Develop engaging copy for  
social content. Measure and optimize social content performance while  
establishing benchmarking.  
January 2021 – Present | The CreativExtra | Northeast Arkansas Region  
**Freelance Designer**  
Work with a variety of clients, including United Way of NEA, Arkansas Game and Fish  
Commission, CruiseNReview, KreaTions, Jonesboro Christian Church, Grace Baptist  
Church, Arkansas State AIGA, and AR Pyro Bros. Create print collateral, branding and  
marketing materials, social media graphics, digital media, and website design.  
August 2022 – December 2022 | Bradbury Art Museum | Jonesboro, AR  
**Student Marketing Coordinator**  
Collaborate with team members to create advertising campaign to make BAM a  
destination. Provide market research, graphics, copywriting, social media, direct  
mail, and merchandising.  
May 2022 – August 2022 | The Polish Agency | Jonesboro, AR  
**Intern, Junior Graphic Designer**  
Create advertisements and content for various clients in print and electronic media.  
Also, responsible for producing promotional displays, packaging, and  
marketing materials.  
April 2022 – July 2022 | Pink Ink Screen Printing | Jonesboro, AR  
**Designer/Illustrator**  
Develop illustrations for t-shirt graphics, stickers, website content, and  
marketing materials. Prepared all artwork for screen printing. Organized previous  
and future customer orders for reprints.  
August 2021 – December 2021 | T-Shirt Ladies | Northeast Arkansas Region  
**Freelance Designer**  
Design t-shirts and posters by coming up with creative solutions for fundraising,  
seasonal events, and general sales. Increase sales at county fairs by upselling and  
asking customers what they want to see in the future.  
August 2021 – December 2021 | Center for No Boundary Thinking | Jonesboro, AR  
**Student Designer**  
Collaborate with student designers to create website for children with disabilities.  
Illustrate five images to aid dyslexic students.  
May 2021 – August 2021 | NEA Baptist | Jonesboro, AR  
**Design Intern**  
Redesign physical directory by creating new layout, cover design, and index.  
Design social media graphics and floor signs. Create marketing materials to  
promote Art Slam and Nurse Appreciation Week.

### SERVICE

August 2021 – November 2021 | The Arkansas Pet Savers | NEA Region  
**Designer/Marketing Assistant**  
Collaborate with professional designers to rebrand The Arkansas Pet Savers.  
Design paper applications, PowerPoint templates, and social media graphics.  
Create event planning ideas to increase adoption.

### REFERENCES

Available upon request.

Download My Resume



# **SOCIAL MEDIA**



# SOCIAL MEDIA

I use social networks to connect with like-minded professionals, inform and inspire my community of creatives, build my personal brand, and grow my business. Through social media, I will find similar designers who see the value in our services, networking, and using social media to spread positivity. To make this a reality, I will showcase my personal brand online by being authentic and true to my personality, interests, and values.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p><b>10 AM</b> 📷 Check Instagram by replying back to posts/comments</p>	<p><b>10 AM</b> 📷 Check Instagram and LinkedIn, reply to posts/comments</p>	<p><b>10 AM</b> 📷 Check Instagram and LinkedIn, reply to posts/comments</p>	<p><b>10 AM</b> 📷 Check Instagram and LinkedIn, reply to posts/comments</p>	<p><b>10 AM</b> 📷 Check Instagram and LinkedIn, reply to posts/comments</p>	<p><b>10 AM</b> 📷 Check Instagram and LinkedIn, reply to posts/comments</p>	<p><b>11 AM</b> 📷 Instagram of #SelfCareSunday real life picture with a mental health tip in caption related to design</p>
<p><b>11 AM</b> 📷 Instagram of #MotivationMonday with a inspiring quote both on story and post</p>	<p><b>11 AM</b> 📷 Instagram of #MotivationMonday with a inspiring quote both on story and post</p>	<p><b>11 AM</b> 📷 Instagram of #TypographyTuesday share or re-post @mention_designer typography work</p>	<p><b>11 AM</b> 📷 Share an artist or designer's work to Instagram Story with @mention to add in page highlights. #ArtistSupport</p>	<p><b>11 AM</b> 📷 #ThrowbackThursday to portfolio projects Cross-platform to Behance &amp; Website</p>	<p><b>11 AM</b> 📷 Instagram and LinkedIn, #FriYAFeez Post something forward to the weekend</p>	<p><b>11 AM</b> 📷 #AStateBranded Promote every Saturday about Branded show. Display peer's and my work.</p>
<p><b>12 PM</b> 📷 Check Instagram by replying back to posts/comments</p>	<p><b>12 PM</b> 📷 LinkedIn of #MotivationMonday Each week is new. Open conversation about goals to audience</p>	<p><b>1 PM</b> 📷 Like 10 posts on each platform and leave 5 thoughtful comments for each account.</p>	<p><b>1 PM</b> 📷 Reshare Industry News on Instagram Story</p>	<p><b>1 PM</b> 📷 Like 10 posts on each platform and leave 5 thoughtful comments for each account.</p>	<p><b>1 PM</b> 📷 Reshare Industry News on Instagram Story</p>	<p><b>12 PM</b> 📷 Check Instagram by replying back to posts/comments</p>
<p><b>1 PM</b> 📷 #Spotlight @mention a fav. influencer &amp; Explain why @person is great</p>	<p><b>2 PM</b> 📷 Instagram of #MarketingMonday showing or reposting marketing tips with @mention_marketer</p>	<p><b>3 PM</b> 📷 Instagram of #TipTuesday share or re-post @mention_designer on design related tips</p>	<p><b>3 PM</b> 📷 #WednesdayWIP Share Behind-the-Scenes on upcoming projects or current projects I am working on.</p>	<p><b>3 PM</b> 📷 Share another artist or designer's work by @mention_designer #ThoughtfulThursday</p>	<p><b>3 PM</b> 📷 #DesignSneakPeek Show my followers a preview of my latest projects or designs.</p>	<p><b>2 PM</b> 📷 Series of Common Myths related to design #ThatsMyTHUP #designmyths</p>
<p><b>3 PM</b> 📷 Post inspiring &amp; thoughtful comments on peer's work to show support</p>	<p><b>4 PM</b> 📷 Share an artist or designer's work to Instagram Story with @mention to add in page highlights. #ArtistSupport</p>	<p><b>5 PM</b> 📷 Reshare Industry News on Instagram Story</p>	<p><b>5 PM</b> 📷 #WeAreCreativeExtra Share personal brand topics (Tone, Beliefs, Mission, Promise, Identity, Personality, &amp; etc.)</p>	<p><b>5 PM</b> 📷 Check Instagram by replying back to posts/comments</p>	<p><b>5 PM</b> 📷 #Friday to portfolio projects Cross-platform to Behance &amp; Website</p>	<p><b>3 PM</b> 📷 Reshare Industry News on Instagram Story</p>
<p><b>5 PM</b> 📷 Check Instagram by replying back to posts/comments</p>	<p><b>7 PM</b> 📷 Check Instagram by replying back to posts/comments</p>	<p><b>7 PM</b> 📷 Check Instagram by replying back to posts/comments</p>	<p><b>7 PM</b> 📷 Share an artist or designer's work to Instagram Story with @mention to add in page highlights. #ArtistSupport</p>	<p><b>7 PM</b> 📷 Engage with new accounts by liking, commenting, or resharing by finding new trending hashtags</p>	<p><b>8 PM</b> 📷 Share an artist or designer's work to Instagram Story with @mention to add in page highlights. #ArtistSupport</p>	<p><b>5 PM</b> 📷 Reshare or Post a funny Reel regarding to design.</p>
<p><b>8 PM</b> 📷 Reshare Industry News on Instagram Story</p>						



# INSTAGRAM

@thecreativextra

thecreativextra Edit profile Ad tools

24 posts 133 followers 107 following

Chloe Tyner | Marketer, Creator, Designer, Designer  
Graphic Designer  
Helping YOU stay competitive through a creative and fun strategy YOU'LL enjoy using  
Branding, Marketing, Graphic Design  
Etsy Form  
linktr.ee/thecreativextra

Active Engagement Rate: 15.79% | Category Average Rate: 3.47 %  
Know more at: [www.instagram.com/thecreativextra](https://www.instagram.com/thecreativextra)

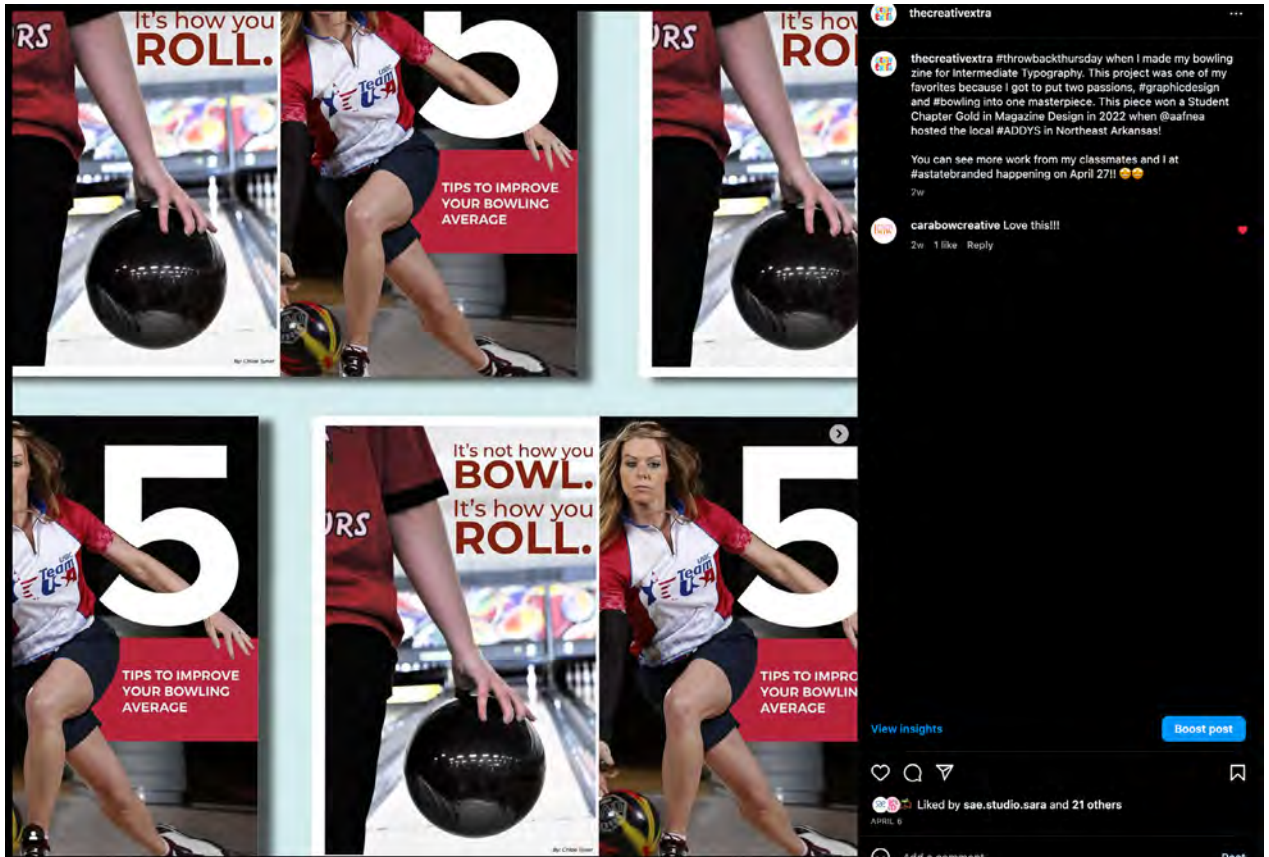
#ArtistSupp... BITS STICKERS New

POSTS SAVED TAGGED

Grid of posts including: Creativ extra social media graphics, CHECK OUT MY WEBSITE! (linktr.ee/thecreativextra.com), My brain never shuts off instead it keeps fusing with ideas!, MOM like MINE, Bettie Stories, Over Cheesecake bites, FAILURE IS JUST RESEARCH, WHAT IS MARKETING?, Believe you can & you're HALFWAY THERE, MY LOVE FOR YOU ONLY GROWS, SAVE THE DATE BRANDED (The Fowler Center April 27 from 6 to 8), SKIN, JUST BECAUSE YOU'VE AN ACCIDENT DOESN'T MEAN YOUR AUDIENCE WILL, SPENCER SOCIAL Food + bev social media and content creation, and Creativ.

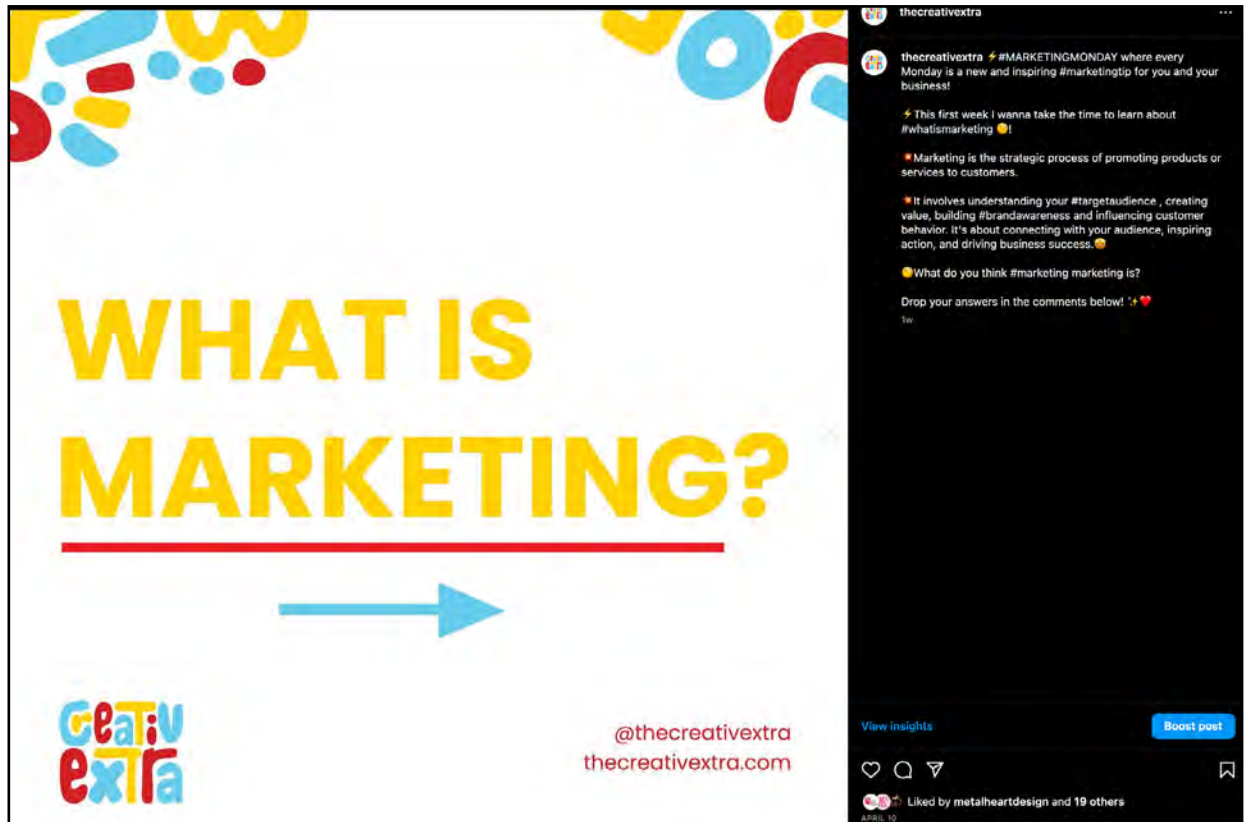


# INSTAGRAM POSTS



Following my content calendar, I made a #throwbackthursday post series to focus on previous pieces. I used this opportunity to promote the Branded Show.

# INSTAGRAM POSTS



Following my content calendar, I made a #marketingmonday post series to focus on marketing tips to display my marketing skills. I used this opportunity to connect with my audience.






# INSTAGRAM POSTS



Following my content calendar, I made a #SundaySpotlight post to display the networking and sharing of other artists' work to create a community with my brand..

# LINKEDIN

Chloe Tyner



**CHLOE TYNER** *Creative Extra*  
Marketer · Creator · Designer

**Chloe Tyner** (She/Her)  
Social Media Coordinator + Content Specialist, TSG | Aspiring Art Director | Graphic Designer | Digital & Content Marketer | Brand Identity & Voice Strategist | Illustrator  
Jonesboro, Arkansas, United States · [Contact info](#)  
<https://linktr.ee/thecreativeextra>  
196 followers · 148 connections

[Open to](#) [Add profile section](#) [More](#)

Providing services  
Brand Design, Graphic Design, Illustration, Logo Design, Advertising, Digital Marketing, Commercial Photogr...  
[Show details](#)

**Resources**  
Private to you  
**Creator mode** **On**  
Get discovered, showcase content on your profile, and get access to creator tools

**My network**  
See and manage your connections and interests.  
[Show all 5 resources](#)

**Activity**  
196 followers [Create a post](#)

**Posts** **Comments** **Images**

Chloe Tyner posted this · 1w  
Exciting news! My [#website](#) is now LIVE, and I'm thrilled to share it with you all! 🎉 Click the link in my bio to explore and join me on this inspiring journey. Thank you for your unwavering support! ...[show more](#)

Chloe Tyner reposted this · 1w  
[#ThrowbackThursday](#) to my favorite [#illustrationbook](#) where I dedicated the subject to my amazing mom. She has inspired me to become a better person daily, and I wouldn't be where I am without her! You can learn m...[show more](#)

Chloe Tyner posted this · 1w  
[Home | The CreativExtra](#)  
thecreativeextra.com · 1 min read

[Show all activity](#)

**About**

Visual Strategist, with two years of experience, in pursuing excellence no matter the objective and committed to continually improving and being a lifelong learner. I am a boisterous and ambitious individual with close attention to detail. I have stunning organizational skills and a deeply passion for creative problem-solving. ...[see more](#)

**Experience**

**Social Media Coordinator & Content Specialist**  
The Solutions Group · Part-time  
Sep 2022 - Present · 8 mos  
United States  
Plan and execute social media and content marketing strategies and establish KPIs while overseeing the daily planning, posting, and scheduling for each client's social channels...[see more](#)

**Skills:** Design Collaboration · Digital Illustration · Adobe Photoshop · Adobe Illustrator · Campaign Strategies · Photography · Time Management · Collateral · Digital Marketing · Project Management · Present ...[see more](#)

**Owner & Freelance Graphic Designer/Digital Marketer**  
The CreativExtra · Freelance

**People also viewed**

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Graphic Designer at Mastercraft Distribution  
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Owner at Construction network, Stratus Airlines...  
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Content Creator Your result-oriented copywriter,...  
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Graphic Designer | Packaging Design | UI/UX Design | San...  
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Creative Media Coordinator  
[Connect](#)
- My Huynh**  
Student at Arkansas State University  
[Connect](#)

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Groups for you

- Digital Marketing: Social Media, Search, Mobile & more**  
1,164,129 members



# LINKEDIN

Chloe Tyner

**Graphic Designer**  
Bradury Art Muesum - Seasonal  
Aug 2022 - Dec 2022 · 5 mos  
Jonesboro, Arkansas, United States · On-site

Collaborated with team members. Conceptualized, Market researched and Executed a well-thought-out advertising campaign for BAM. Provided market research, graphics, copywriting, social media, di...see more

**Skills:** Design Collaboration · Digital Illustration · Art Direction · Leadership · Collateral · Project Management · Presentation Design · Information Graphics · Page Layout · Typography

**The Polish Agency**  
4 mos

- Junior Graphic Designer**  
Part-time  
Aug 2022 · 1 mo

**Skills:** Design Collaboration · Digital Illustration · Adobe Photoshop · Adobe Illustrator · Art Direction · Campaign Strategies · Time Management · Collateral · Project Management · Presentation Design...see more

- Graphic Designer Marketing Intern**  
Internship  
May 2022 - Aug 2022 · 4 mos  
Jonesboro, Arkansas, United States

Plan, analyze, brainstorm, and create visual solutions to advertising problems, with messages differing in print and electronic media. Use color, type, illustration, photography, and various print and layout...see more

**Skills:** Design Collaboration · Digital Illustration · Adobe Creative Suite · Adobe Photoshop · Adobe Illustrator · Campaign Strategies · Time Management · Collateral · Project Management · Presentation Design...see more

**Graphic Designer**  
Pink Ink Screen Printing · Part-time  
Apr 2022 - Jul 2022 · 4 mos  
Jonesboro, Arkansas, United States

I would produce 4 to 5 T-Shirt designs and develop creative solutions for t-shirt graphics, stickers, occasional website content, and any marketing materials the customer requests....see more

**Skills:** Design Collaboration · Digital Illustration · Adobe Creative Suite · Adobe Photoshop · Adobe Illustrator · Time Management · Collateral · Project Management · Information Graphics · Visual Communic...see more

Show all 9 experiences →

**Education**

- Arkansas State University**  
Bachelor of Fine Arts - BFA, Graphic Design  
Aug 2019 - Dec 2023

Activities and societies: Sound of the Natural State Marching Band  
AIGA A-State (Board Member, Public Relations, Events Coordinator, Vice President, ...see more

**Skills:** Presentation Design · Branding · Social Media

- Arkansas State University**  
Minor, Marketing  
Aug 2019 - Dec 2023

**Skills:** Branding · Social Media

**Licenses & certifications**

- Enterprise Design Thinking Practitioner**  
IBM  
Issued May 2022

Show credential

- Social Media Marketing**  
Hootsuite  
Issued May 2022  
Credential ID: 52037084

Show credential

- Content Marketing**  
HubSpot Academy  
Issued May 2022 · Expires Jun 2024  
Credential ID: 2d9f60d09974f52b674c6a76a0d0e9

Show credential

**Skills:** Content Strategy · Content Marketing

Show all 4 licenses & certifications →

**Volunteering**

- Graphic Designer/Marketing Assistant**  
The Arkansas Pet Savers  
Aug 2021 - Nov 2021 · 4 mos  
Animal Welfare

Collaborated with professional designers to help rebrand The Arkansas Pet Savers. A big part of developing

Join

Show more

**Promoted**

- Hire Top Designers ASAP**  
Hire the world's top designers on demand. Start your no-risk trial.

- Health Comm Grad Programs**  
Grad Programs in Health Communication. 100% Online. Flexible.

- Get the 30-day free trial**  
You've got nothing to lose and



# LINKEDIN

Chloe Tyner

Dec 2022 - Feb 2023  
ADDY Committee for the 2022 AAwards Charity Gala... [...see more](#)

---

**Skills** [Demonstrate skills](#) + ✎

**Design Collaboration**  
9 experiences across The Solutions Group and 3 other companies  
1 endorsement

**Digital Illustration**  
9 experiences across The Solutions Group and 3 other companies  
1 endorsement

**Adobe Creative Suite**  
6 experiences across The CreativExtra and 3 other companies  
2 endorsements

[Show all 37 skills →](#)

---

**Courses** + ✎

**Advance Digital Illustration**  
ART 4433  
Associated with Arkansas State University

**Art Direction in Advertising**  
GRFX 3603  
Associated with Arkansas State University

**Consumer Behavior**  
MKTG 4043  
Associated with Arkansas State University

[Show all 13 courses →](#)

---

**Honors & awards** + ✎

**Silver Chapter Student ADDY**  
Issued by American Advertising Federation - Feb 2023  
Little Creative Heroes Campaign | Integrated Consumer Campaign | Creative X

**Silver Chapter Student ADDY**  
Issued by American Advertising Federation - Feb 2023  
Little Creative Heroes Copywriting | Elements of Advertising | Creative X

**Top Sales Person of the Water Project**  
Issued by Arkansas State University Sales Leadership center - Nov 2022  
Associated with Arkansas State University

I was honored to be the Top Sales Person in my class for selling the most cases of water and raising well over \$1,060 for the Family Crisis Center.

[Show all 15 honors & awards →](#)

---

**Organizations** + ✎

**A-State Advertising Club**  
Vice President · Jan 2023 - Present  
Associated with Arkansas State University

**American Advertising Federation of Northeast Arkansas**  
Member · Oct 2021 - Present  
Student Member: October 2021 to present

**AIGA The Professional Association for Design - Student Chapter**  
Vice President · Aug 2019 - Oct 2022  
Associated with Arkansas State University

Board Member August 2019 - October 2022  
Public Relations August 2019 - Jan 2021... [...see more](#)



# LINKEDIN POSTS

Following my content calendar, I made a #FriYAYfeelz to cross-promote my portfolio pieces to Behance & website.



**Chloe Tyner** (She/Her) · You  
Social Media Coordinator + Content Specialist, TSG | Aspiring Art ...  
1w · Edited · 🌐

Dancing into [#FriYAYfeelz](#) like 🕺🕴!

Curious about [#CreativExtra](#)? Check out my recent post on [#instagram](#)! Spoiled Alert, I talk about who I am as a [#professional](#) and overall [#graphicdesigner](#) ✨🌟



**Chloe | Marketer. Creator. Designer.** on Instagram: "[#MeettheCreator - The face behind #TheCreativExtra](#) Hey! I'm Chloe! I am a senior graph...

[instagram.com](#)

👤 Tamra Wackerly and 2 others

# LINKEDIN POSTS

Following my content calendar, I wanted to showcase some motivation tips to get through the week by creating a series called #MotivationMonday. This series will display tips and tricks on how to get through each week by being proactive.



**Chloe Tyner** (She/Her) · You

Social Media Coordinator + Content Specialist, TSG | Aspiring Art ...

1w · 🌐



Welcome to another **#MotivationMonday!** As we kick off the week, I want to share with you the incredible power of motivation and how it can drive us toward success. 🙌 ⚡

We all know that Mondays can sometimes feel daunting, but with the right mindset and a dose of motivation, we can conquer any challenge that comes our way. Motivation is the fuel that propels us forward, empowers us to overcome obstacles, and helps us achieve our goals. It's the fire within that ignites our passion, pushes us to take action, and keeps us going, even when the going gets tough. ✨

So, how can we harness the power of motivation to make our Mondays (and every day) truly impactful?

- 👉 **Set Inspiring Goals:** Having a clear vision of what we want to achieve gives us a sense of purpose and direction.
- 👉 **Surround Yourself with Positivity:** Surrounding ourselves with positive influences can profoundly impact our motivation.
- 👉 **Embrace Failure as a Stepping Stone:** Failure is a natural part of any journey towards success. Embrace failure as a stepping stone toward growth and improvement.
- 👉 **Cultivate a Positive Mindset:** Our mindset plays a crucial role in our motivation. Cultivate a positive mindset by practicing gratitude, affirmations, and mindfulness.
- 👉 **Celebrate Your Wins:** Celebrating your wins, no matter how small, can boost your motivation and keep you on track. Acknowledge your achievements and give yourself credit for your hard work and progress.

As we begin another week, let's tap into the power of motivation to make it a truly impactful one. Set inspiring goals, surround yourself with positivity, embrace failure as a stepping stone, cultivate a positive mindset, and celebrate your wins along the way. Remember, you have the power to fuel your week with motivation and unlock your full potential. 🙌



Wishing you all a motivated and successful week ahead!

**#MotivationMonday #creativemornings #motivationalquotes  
#Success #Inspiration #FuelYourWeek #PositiveMindset**

# BEHANCE

Chloe Tyner  
[@thecreativextra](#)



## Chloe Tyner

Graphic Designer  
The CreativExtra  
[thecreativextra.com](#)

USA

[Edit Your Profile](#)

[Try Adobe Portfolio](#)

### Hire Me

Full Time Job

Freelance/Project  
Availability: Within the next few weeks

[Edit Availability](#)

Project Views 282  
Appreciations 5  
Followers 11  
Following 15

### ON THE WEB

[Twitter](#)

[LinkedIn](#)

[Instagram](#)

### ABOUT ME

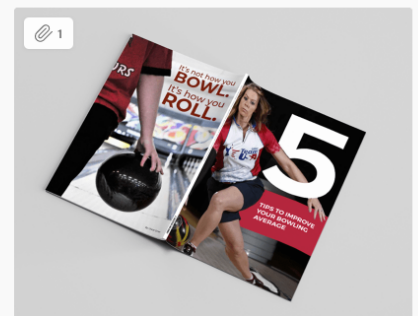
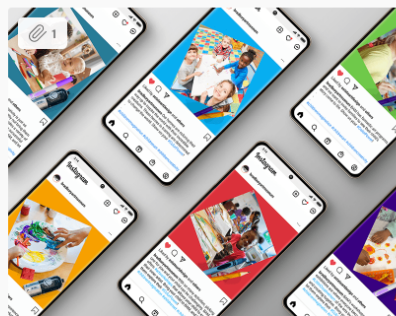
The Creativ Extra are the Extraordinary, Incredible Creatives. Being Extra is better than being boring. No one wants to be boring. We want you to be loud, while we do the absolute most because we are eager people to get started. Our mission is to eliminate pre-made templates, destroy the aspects of...

[Read More >](#)

MEMBER SINCE: FEBRUARY 20, 2023



Work Services Assets Adobe Stock NFTs Livestreams Moodboards Appreciations





# **BUSINESS PLANS**



# BUSINESS PLANS

## BUSINESS PLAN | GRFX-4503 PROFESSIONAL PRACTICE | SPRING 2023

### IDENTITY:

#### What's your full name?

Chloe Peyton Tyner

#### Would you like to create a brand that refers to you as a person or you as a thing? In other words, do you want to have a business that is known by your name or by another name?

I have brainstormed on this question since I learned about this class. Nevertheless, I want my business to be known by my nickname from the bowling alley and marching band, The CreativExtra. There are tons of Chloe Tyners, but only one CreativExtra. I want to be more marketable by finding a unique name and attracting future employers to know I am willing to go the extra mile.

#### What is the location of your business? If you do not know yet, state your ideal location. Or you could explain something like "A large city in the U.S." or "A medium-sized city in the northeast region of the U.S."

My ideal location would be Atlanta, GA; Nashville, TN; or my hometown Jonesboro, AR.

#### Where would you rather work (when the pandemic clears and you have a choice)? Virtual from home or at a physical office?

I would be open to both! Nevertheless, I am a people person who prefers to work in person, but I would not say no to working from home.

### S.W.O.T.

A **S.W.O.T** can help you assess the strengths and opportunities you currently have so you can map the shortest path to your goals. It will also help you understand any obstacles in your path, whether they are outside of you, or internal. Creating a S.W.O.T analysis of your creative business can be extremely useful as a way of identifying potential difficulties and opportunities for your business and for yourself.

- **Strengths** and **Weaknesses** are internal aspects of you and your business.
- **Opportunities** and **Threats** are external aspects of you and your business.

Use each section to identify problems and solutions in other sections. You can use your strengths to spot related weaknesses (EX "I am well-organized" is a strength, "I am too rigid" is a related weakness), then use that weakness to identify an opportunity, and so on. Think laterally when you are doing your SWOT analysis. Don't get caught up in analysis the whys of these, just jot them down as you think of them. Brainstorm!

For an example, [CLICK HERE](#).

#### • **S - Strengths (internal/personal aspects that give you an advantage):**

1. I am well-organized, responsible, and a skilled multitasker who works well under pressure.
2. I pay close attention to detail and amazing with time management by getting things done no matter the cost.
3. I have friends in AAF that mentor me and shaped me who I am as a professional designer.

#### • **O - Opportunities (external/public – new services, products or markets for you to consider):**

1. Changing careers to be a salesperson is potential opportunity.
2. Having branding and marketing experience could be a potential opportunity to become a Brand Strategist
3. Digital Illustration is a definitely an opportunity to get into to open up my sticker shop.

#### • **W - Weaknesses (internal/personal aspects that might hinder you or cause problems):**

1. I have a hard time saying no, often times I have my plate full.

# BUSINESS PLANS

2. I struggle with grammar and spelling due to my learning disability.
3. I overwhelm myself with the thoughts of failing making me do everything at once.

- **T - Threats (external/public – EX competition, government regulations, money, tech?):**

1. I did not have a traditional internship, so my peers work will be better in comparison.
2. There is not a whole lot of good graphic design positions in Jonesboro, so moving out of state is going to be difficult.
3. My peers who know UI/UX will have better finding jobs because everything is going online.

-----

## YOUR MISSION:

### What drives you? What keeps you motivated? What are you passionate about?

My parents have always wanted me to do my best in this field. Chasing that yes feeling from being an aspiring salesperson, wanting to be successful and driving to get career achievements. It's nice to have family and friends who motivate me to keep me going. Having two older sisters, my best friend Kim and my fiancé Dylan who have been cheering me on since day one, so this motivation has been with me my whole life. The feeling of excitement of knowing it gets better from here. The best part is getting to know clients on a personal level and seeing my work display in the world. I am passionate about building brands for people I know and future people I will know. Their success is my success, and I want them to know I will be with them every step of the way.

### What is important to you in business?

For example, what are your ethics, values and reasons for being in this profession? Do you have creative work you specifically want to do? Answer this as if money or job availability didn't matter.

Going into this profession, I love meeting new artists or designers and seeing their passionate work. Getting to know the backstory of their process and how they brainstorm to execute. As a business, I want them to treat and respect everyone fairly. A business environment that is friendly and collaborative and overall being a nice person to someone. I want my business to have commitment, collaboration, optimism, authenticity, and an enthusiastic attitude. Overall having positive energy to bring into my work and to my clients. Creating a memorable brand for my clients. Doing work for a nonprofit that could be helpful to them.

-----

## YOUR FUTURE:

### Where do you see yourself in 5 years? Not just location or "successful", but how will you be living?

In 5 years from now, I would be married to my fiancé, Dylan Wallis, and have two dogs while living in a nice home. From there, I would have a full time position as a Art Director in an advertising agency or become an in-house Art Director/Graphic Designer in a bigger city but close to my family. I would have no kids because I want to focus on my career and be financially stable to support a family. I would be continuing learning about marketing, branding, and web development to help me become more marketable for companies. Meanwhile, building my sticker shop online to have another source of income and mid way of finishing a book that focuses on graphic design or branding. I would also have a few clients from my freelance business to help them with branding, marketing, or graphic design.

### Where do you see yourself in 10 years?

In 10 years from now, I would have finished my book and hopefully become an Art Director or Creative Director, while, maintaining my sticker shop and possibly having an in store stationary gift shop in my local town. I would be having meetings after meetings with my clients at the business I am working for, figuring out the best fun and creative strategy they will also enjoy doing. Then having team meetings or one-on-one, mentoring designers, art directors, and copywriters on what the best way to execution the client needs. I might have kids, but I want to mainly focus on my career. Nevertheless, I want to be a creative force.

### How are you going to make this 10-year goal happen?

Keep doing what I have been doing the last four years. Taking small steps and achieving them as a task off from a to do list. Setting goals for myself and working hard. Being ambitious and accepting any challenge that comes my way while planning on graduating with a Bachelor of Fine Art degree in Graphic Design and a minor in Marketing by December 2023. While illustrating and coming up with sticker ideas during the summer to open my sticker shop before Fall 2023. I plan on taking every opportunity to help me in the

# BUSINESS PLANS

long run. Joining clubs and networking, while hustling at night. I want to improve my skillset and find ways to expand to help me reach my end goals. I am possibly thinking about getting a Master's in Marketing or Advertising to have the knowledge and the additional experience. Then I would want to keep working at an advertising agency and obtaining online certificates to achieve those goals. I would keep submitting my work into competitions like American Advertising Awards or Communication Arts to gain recognize and gain further opportunities. While practicing the skills I already have to further grow them. I want to overcome my weaknesses and keep stepping out of my comfort zone. The only way to succeed, is to be passionate and push your limits.

## YOUR PRODUCTS AND SERVICES:

Examine yourself and your skills before you start trying to find employment, whether that be through freelance and/or working for a company. You want to look for avenues and opportunities which play to your strengths.

Pick from this list and/or add additional items. After each one listed, describe what you offer in relation to this item. Specifically answer what your qualifications are in these areas and what factors will give you competitive advantages or disadvantages. You should have at least 3 items.

Advertising, Advocacy, Animation, Logo Design, Design Systems, Collateral, Marketing Strategy, Print Design, Book Covers, Social Media, Political Causes, Coding, Apps, Web, Drawing/Illustration, Fashion, Film/Video, Gaming, Motion Graphics, Interiors/Buildings, Performance, Photography, Painting, Illustration, Sculpture, Murals, Music Composition, Writing, Public Speaking, Teaching, Event Planning, Sales, Writing, UI/UX, Social Media Content Creation (Platform?), Analytics, Creative Strategy, Problem-Solving, Mediation, Non-Profit (501c3) Experience, Grant-Writing, Entrepreneurship

### Strength 1:

Advertising & Marketing/Creative Strategy

#### Qualifications & Competitive Advantages:

I have interned as a junior graphic designer/social media coordinator at two different advertising agencies in Jonesboro, AR. I have taken a class called Special Topics in my degree program to help me further these skills. I can research, brainstorm, and execute big ideas on many advertising mediums. By doing so, I created a well-thought-out campaign idea for BAM. On top of that, many well-executed advertising and branding campaigns have won me AAwards. Also, a marketing minor will benefit me because I am familiar with marketing tactics and strategies.

### Strength 2:

Design Systems & Logo Design

#### Qualifications & Competitive Advantages:

I was interested in branding and the design systems since day one. I also have created brands for small businesses and help those businesses to follow their design systems. I have created multiple brand books and come up with a branding strategy within those businesses. I can learn any design system efficiently and stay consistent. While coming up with a design systems, some of those small businesses I create many logos from churches, to non profits, and to small businesses. Plus I have taken a class, called Identity Design, and learn a few tricks on creating timeless logos.

### Strength 3:

Collateral & Print Design

#### Qualifications & Competitive Advantages:

By working at two different advertising agencies, I learn how to create consistent Collateral and Print design. From business cards, to brochures, to billboards, to signage, to stationary needs, to posters, and to banners. I had a few projects that made me create many collateral items to help that brand be more marketable such as table clothes, letterheads, different sizes of banners, to door signage, and to tents. This made me be more aware of the size and space to help me visualize where the shape needs to be.

### Strength 4:

Sales & Customer Service

#### Qualifications & Competitive Advantages:



# BUSINESS PLANS

By working in a retail store, the experience shaped me into who I am as a salesperson. The retail store I worked for had monthly competitions on random items such as Dickinson's Jellies, Hershey's chocolate, Peeps, SquishMallows, Jelly Beans, Woodwick Candles, etc. Winning my first contest of selling the most Dickinson's Jellies and being recognized in the district was the best feeling. I chased that feeling. I wanted to have that feeling everywhere I go. During every contest we had. The more contests I won, the more I got recognized. Not to mention, I volunteer to get Addy Raffle donations from businesses. I am not scared to walk into a business or call a business asking if they want to donate something to AAF NEA Addy Raffle. I also took a Professional Selling class, which has greatly developed my skills as a salesperson. Cracker Barrel taught me to sell from a business to a consumer, while Professional Selling & Volunteering to get Addy Raffle donations taught me how to sell B2B. On top of that, I was recently awarded as the top salesperson in my class by selling the most water cases and raising well over \$1100 for the Family Crisis Center. From this experience, it taught me how to sell my work and how to sell myself as a designer.

## Strength 5:

Social Media & Digital Marketing

### Qualifications & Competitive Advantages:

In the past and present, I have managed many social media accounts. As a PR Specialist for AIGA, I let the art and design students know what AIGA was cooking up. By doing so, I had to create social media posts and spread the news everywhere, from word of mouth to internal marketing. As a Social Media Coordinator, I create social media marketing strategies and tactics while tracking KPI, engagement, reach, etc. On top of that, I brainstorm content ideas for brand awareness and to grow engagement on multiple accounts. Plus, I have online certificates dedicated to digital marketing, such as Social Media Marketing, Content Marketing, and Google Display Ads, which has and still benefits me in my future job.

-----

## YOUR COMPETITION:

Explain what you think your direct competition might be in relation to the following. Describe the qualities of an imagined person/group who would be competition. In other words, who would be hired instead of you?

### Creativity/Ideation:

A person who has tons of ideas, coming up with those ideas creatively and quickly. Thinking outside the box. Someone who can create tons of sketches and can maintain different design styles of what the client is wanting before going to a computer.

### Training:

People who went to higher ranked colleges, or colleges that are well known for graphic design program or advertising program.

### Experience:

The people who have gained a lot of experience during college. Especially if they are gaining that experience by working at a creative agency or related job to graphic design while getting a degree. Someone who has been in the field longer and knows the ins and outs of graphic design. Submitting their work to competitions and getting recognized. Learning the different styles and how to be flexibility. The people who have more internships, more awards, and more excellent portfolio work that is unforgettable.

### Specialty:

The direct competition is marketing majors or people who have graduated with a marketing degree. They have gained more marketing knowledge and better strategies and tactics than I have. For graphic design, the direct competition would be people who know how to stay consistent for a brand, have extraordinary logo designs, or can illustrate almost anything in any style the client wants.

## YOUR CLIENTS (VIA FREELANCE AND/OR FOR COMPANY AT WHICH YOU WORK):

### WHO IS YOUR IDEAL CLIENT(S)?

For example, is it a small local business owner with a new shop or do you want to do contract work for huge



# BUSINESS PLANS

corporations with a ton of existing brand equity? Would you rather work an in-house shop instead of having multiple clients? OR do you want to do work for a non-profit or do some other form of advocacy all the time?

My freelance passion would be helping small local business owners by discovering and helping them to create their brands. Help them have killer graphic design work, advertisements, marketing, and anything they need to have brand equity. I would be open to working for huge corporations with a ton of existing brand equity starting. Yet, I am more enthusiastic about working at an advertising agency with multiple clients because each day is different, and the feeling is unknown. The same goes for working with freelance/ starting businesses.

## **Will the ideal client give you little or full control over the project scope?**

Do you like a lot of direction or a little? If it's in the middle, be specific in your answer.

For my brand values, I stand for collaboration and commitment; I want to help the client every step of the way. Nevertheless, I will not work for them; I will work with them because their success is my success. As an individual, I am only a drop, but as a team, we are nothing but an ocean of greatness. We celebrate all our achievements the same way they are made: as a team. Saying this, my ideal client would give me a clear creative brief, but I want them to collaborate with me.

-----

Much of the information on this sheet has been paraphrased or pulled directly from the following sources:

- <http://brentgalloway.me/want-to-freelance-successfully-write-a-business-plan-sample>
- <https://millo.co/17-tips-for-effective-freelance-business-planning>
- [https://creativeplusbusiness.com/wp-content/uploads/2014/02/TEMPLATE\\_Business\\_Plan\\_for\\_Creatives.pdf](https://creativeplusbusiness.com/wp-content/uploads/2014/02/TEMPLATE_Business_Plan_for_Creatives.pdf)
- <https://www.policygenius.com/blog/freelancers-taxes-quarterly-annually/>
- <https://carriedils.com/wp-content/uploads/2016/05/Roadmap-to-Your-Freelance-Business-Plan.pdf>
- <https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>

# BUSINESS PLANS

## BUSINESS PLAN | GRFX-4503 PROFESSIONAL PRACTICE

### What's your full name?

Chloe Peyton Tyner

-----

### YOUR FINANCIAL PLAN:

A traditional financial plan for business consists of the following at a minimum: 12-month profit and loss projection; cash-flow projection; projected balance sheet; and break-even calculation.

This project will not be so demanding, nor specific.

First, do a cost-of-living analysis on 3 cities. Also research what is being charged in relation to where you will live and your experience level. **See Research Guide in project sheet.**

-----

### COST-OF-LIVING ANALYSIS:

The average starting pay for a "Graphic Designer" in Jonesboro, Arkansas is \$43,000 (with benefits).

List the 3 cities you researched with the [Cost-Of-Living calculator](#) provided? Also, paste in the changes listed.

#### City 1: Memphis, TN

- **Comparable Salary:** \$43,881
- **Groceries:** 2% Down
- **Housing:** 11% Up
- **Utilities:** 4% Down
- **Transportation:** 5% Up
- **Health Care:** 4% Up

#### City 2: Nashville, TN

- **Comparable Salary:** \$49,678
- **Groceries:** 6% Up
- **Housing:** 46% Up
- **Utilities:** 5% Down
- **Transportation:** 8% Up
- **Health Care:** 10% Up

#### City 3: Atlanta, GA

- **Comparable Salary:** \$51,814
- **Groceries:** 4% Up
- **Housing:** 52% Up
- **Utilities:** 9% Down
- **Transportation:** 19% Up
- **Health Care:** 28% Up

# BUSINESS PLANS

## CHOOSE ONE CITY AND PROCEED. Which city do you choose?

Nashville, TN

### What are your minimum EXPENSES in relation to your business per month?

If the costs you acquire are per quarter or year, do the math for the monthly cost.

#### Cost of basic Health Insurance:

\$533

#### Cost of Equipment (Software):

\$55 per month for Adobe Creative Suite

Where did you find this information? If it's a link, [hyperlink its home page.](#)

<https://www.adobe.com/creativecloud/plans.html>

#### Cost of Equipment (Hardware):

Mac Book Pro 16" Laptop will cost \$2,199 as an one time payment or \$183/monthly for a whole year.

Where did you find this information? If it's a link, [hyperlink its home page.](#)

[The information can be found here.](#)

#### Cost of Website:

\$291 (after taxes) yearly or \$27 monthly; Domain to keep the rights its \$15.36 yearly but it's up to 3 additional years.

Where did you find this information? If it's a link, [hyperlink its home page.](#)

I found the cost information for website and domain by going through my invoices.

WEBSITE - [click here](#)

DOMAIN - [click here](#)

#### Cost of Continued Education

\$25 Lynda monthly

Where did you find this information? If it's a link, [hyperlink its home page.](#)

The information for Lynda can be found [here.](#)

#### Cost of Estimated Quarterly Taxes Set Aside Per Month (1/3 rule set aside 4 times a year):

15.3% Federal Self-Employment Tax =

Approximately \$1755 quarterly. Tennessee has no income tax on salaries and wages. [See source here.](#)

#### Briefly explain your math.

$\$49,678 \text{ Net Income} \times 0.9235 \text{ (multiply your net income by } 92.35\%) = 45,877 \text{ taxable net income}$

$45,877 \text{ (taxable net income)} \times 0.153 \text{ (self employment tax rate)} = \$7,019 \text{ amount owed in taxes for whole year}$

$\$7,019 \text{ divided by } 4 \text{ (quarterly taxes)} = 1,754.82$

See the formula [here.](#)

#### Other:

In Nashville, TN at Abberly Foundry Apartments \$1,935 (utilities included)

\$105 phone/watch

\$600/month for groceries.

\$200 for gas.

# BUSINESS PLANS

## TOTAL ESTIMATED COST PER MONTH:

\$5,418

What are your minimum projected PROFITS in relation to your business and its expenses per month?  
Replace **month** with **year** or **quarter** to match expenses if necessary.

## How much will you charge?

I will charge an hourly rate of \$80.

## How many days of the week will you work?

I will work five days per week.

## How many hours per week do you expect to be billable?

40 hours per week

## TOTAL ESTIMATED PROFIT PER MONTH:

\$12,800 (earning/monthly income) - \$5,418 (cost per month) = \$7,382



# **FINANCIAL FORMS**

# ESTIMATE



## ESTIMATE

The following is an estimate from Chloe Tyner for work. This is neither an invoice, nor a quote. See plans from meeting notes to provide the expected total of hours  
**THANK YOU FOR THIS OPPORTUNITY!**

**Date:** Date  
**Job Number:** Job or Invoice #

**Client Name:** Company (or Person's) Name Here  
**Address:** Street Address Here; City State Zip  
**Phone:** (XXX) XXX-XXXX

### PROJECT DESCRIPTIONS

#### Name Of Project

Notes:

List any notes from meetings or other information provided by client.

Materials Requested:

IF client has requested specific materials, list here. Otherwise remove.

Timeline:

No rush charges. Timeline discussed when estimate approved. If job will be rushed, explain here and increase rate.

Rate: \$80/hr

Hours:

Revisions:

**Total: \$**

- Explain here what you will receive and what is expected.
- More here. Include everything, including the time to pre-press (or similar) files.
- Revisions beyond those listed will incur hourly charges.

### PROJECT DESCRIPTIONS

#### Name Of Project

Notes:

List any notes from meetings or other information provided by client.

Materials Requested:

IF client has requested specific materials, list here. Otherwise remove.

Timeline:

**Rush charges.** Timeline discussed when estimate approved.

Rate: \$100/hr

Hours:

Revisions:

**Total: \$**

- Explain here what you will receive and what is expected.
- More here. Include everything, including the time to pre-press (or similar) files.
- Revisions beyond those listed will incur hourly charges.

870.219.8041 thecreativextra@gmail.com  
@thecreativextra Chloe Tyner thecreativextra.com

## THANK YOU!

# QUOTE



## QUOTE

The following is an estimate from Chloe Tyner for work. This is neither an invoice, nor a quote. See plans from meeting notes to provide the expected total of hours  
**THANK YOU FOR THIS OPPORTUNITY!**

**Date:** Date  
**Job Number:** Job or Invoice #

**Client Name:** Company (or Person's) Name Here  
**Address:** Street Address Here; City State Zip  
**Phone:** (XXX) XXX-XXXX

## PROJECT DESCRIPTIONS

### Name Of Project

Notes:

List any notes from meetings or other information provided by client.

Materials Requested:

IF client has requested specific materials, list here. Otherwise remove.

Timeline:

Be clear on the time this project is due (or any due dates within the project). Also state that if job is expected before this time, it will incur a rush charge. Be clear on what this increased rate or singular charge would be.

**Total: \$**  
*Revisions:*

- Explain here what you will receive and what is expected.
- More here. Include everything, including the time to pre-press (or similar) files.
- Revisions beyond those listed will incur hourly charges of \$80/hr.

870.219.8041 thecreativextra@gmail.com  
@thecreativextra Chloe Tyner thecreativextra.com

## THANK YOU!

# HOURLY



## INVOICE

**THANK YOU FOR THE OPPORTUNITY TO WORK WITH YOU.**

All payments can be made to Chloe Tyner and mailed to the address below. Please contact me with questions about this or any future work!

**Date:** Date  
**Job Number:** Job or Invoice #

**Client Name:** Company (or Person's) Name Here  
**Address:** Street Address Here; City State Zip  
**Phone:** (XXX) XXX-XXXX

### PROJECT DESCRIPTIONS

#### Name Of Project

Rate: \$80/hr  
Hours:  
**Total: \$**

- Explain briefly what was done. Be sure it matches to the estimate and quote at a minimum.
- If the project is not yet finished, state this.

**TOTAL DUE: \$XXX**

**PAYMENT DUE: XX/XX/XXXX**

📞 870.219.8041 ✉ thecreativextra@gmail.com  
📷 @thecreativextra 🌐 Chloe Tyner 🌐 thecreativextra.com

**THANK YOU!**



# PROJECT



## INVOICE

**THANK YOU FOR THE OPPORTUNITY TO WORK WITH YOU.**

All payments can be made to Chloe Tyner and mailed to the address below. Please contact me with questions about this or any future work!

**Date:** Date

**Job Number:** Job or Invoice #

**Client Name:** Company (or Person's) Name Here

**Address:** Street Address Here; City State Zip

**Phone:** (XXX) XXX-XXXX

### PROJECT DESCRIPTIONS

#### Name Of Project

Project Rate: \$XX

Revisions: X

Rate: \$80/hr

Hours: X

**Total: \$XXX**

- Explain briefly what was done. Be sure it matches to the estimate and quote at a minimum.
- Be clear on the time allotted to revisions beyond the number allowed on the estimate/quote. If none were necessary, remove this.

**TOTAL DUE: \$XXX**

**PAYMENT DUE: XX/XX/XXXX**

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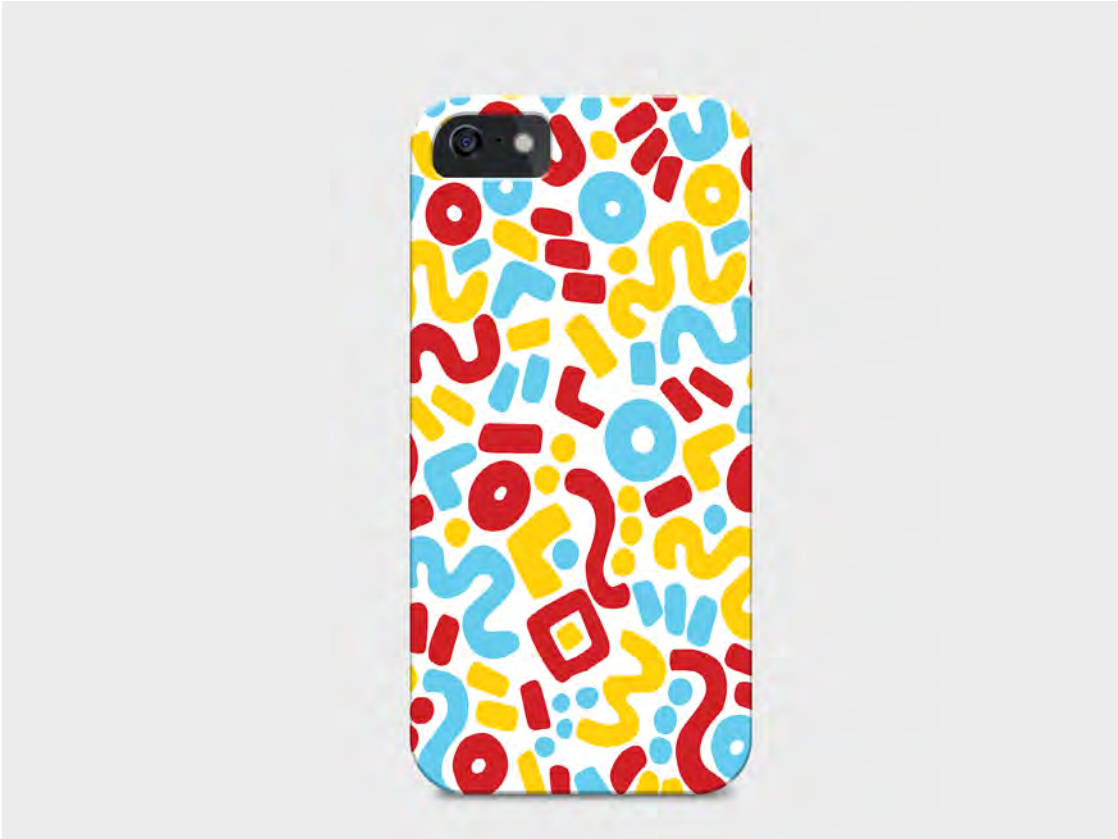
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## THANK YOU!



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