



## DUNLAP DESIGNS

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Raleigh, NC

919.522.8454

nicky@dunlapdesigns.net

www.dunlapdesigns.net

## about

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Dunlap Designs sprung over a decade ago from the marketing needs of an import-export business in Prague, the capital of Bohemia and the Czech Republic. Nicky Dunlap, a recent UNC-CH graduate, found herself quite serendipitously traveling the Czech countryside, selecting fine Bohemian crystal and decorative art glass to sell back in the United States. She threw her initial marketing efforts into three enterprises: Vltava Imports and Bohemian Crown Imports, both based in the United States, and Dunlap & Zacharias, based in Prague, and spent three years learning how to select, photograph and promote luxury glass products for the American market. Nicky spearheaded the marketing efforts of the three companies, including the design and publication of the many marketing materials.

Returning to the United States in 2000, Nicky enrolled in graduate school at North Carolina State University in order to refine her design skills. She continued her masters degree while working as the in-house graphic designer for the North Carolina Bar Association, producing all the printed material for the Bar Association, as well as acting as the print buyer. In late 2004, Nicky decided to focus solely on her freelance design work, and thus Dunlap Designs was formally born.

In the time since launching her design career and then founding Dunlap Designs, Nicky has provided strategic conceptual guidance, award-winning graphic layouts and innovative marketing products and services to diverse clients. Her work has supported businesses from the legal and insurance industries to retailers of luxury clothing and jewelry. Her ads have appeared in local magazines and newspapers as well as *Vogue*, *Allure* and *All About Beer*. In addition, some of her book designs were featured on *Better TV*. Nicky has worked on behalf of numerous community-based nonprofits, and as part of her thesis she developed an online blog devoted to resources for helping nonprofits navigate the worlds of print and design. As an independent, self-employed design professional, she is highly regarded for the individual attention that she devotes to each of her unique clients.

client.

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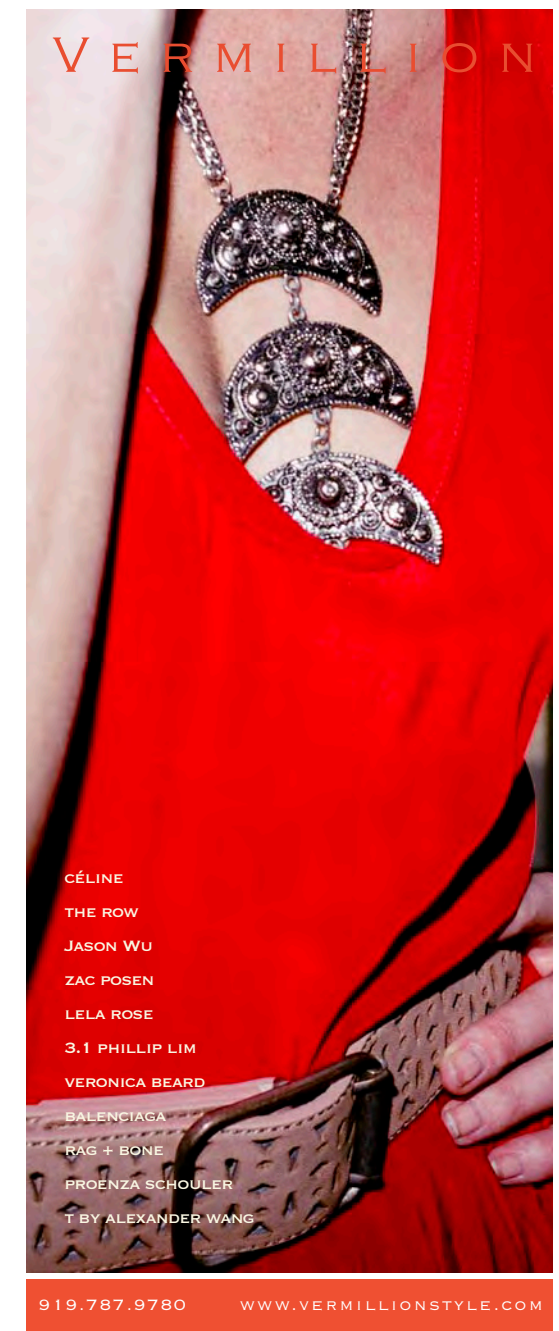
client.

## VERMILLION

job description.

### Art direction for brand and marketing materials.

Vermillion opened in 2006 as an upscale boutique featuring high-end New York and European designers. I have worked with Vermillion since their opening, guiding their branding and design direction. Ads have appeared in local magazines like Midtown, Metro and Walter, regional publications like *Garden and Gun*, as well as national publications like *Vogue* and *Allure*.



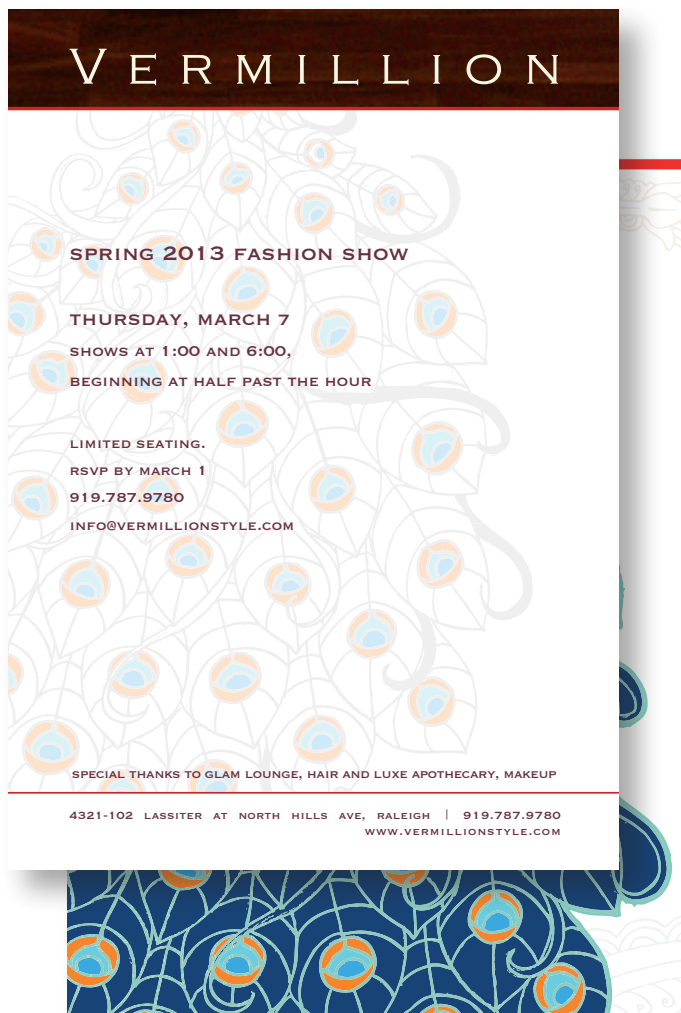


project.

**AD CAMPAIGN**

Art Direction, Design and Layout.

Photography credit: Nick Pirino



project.

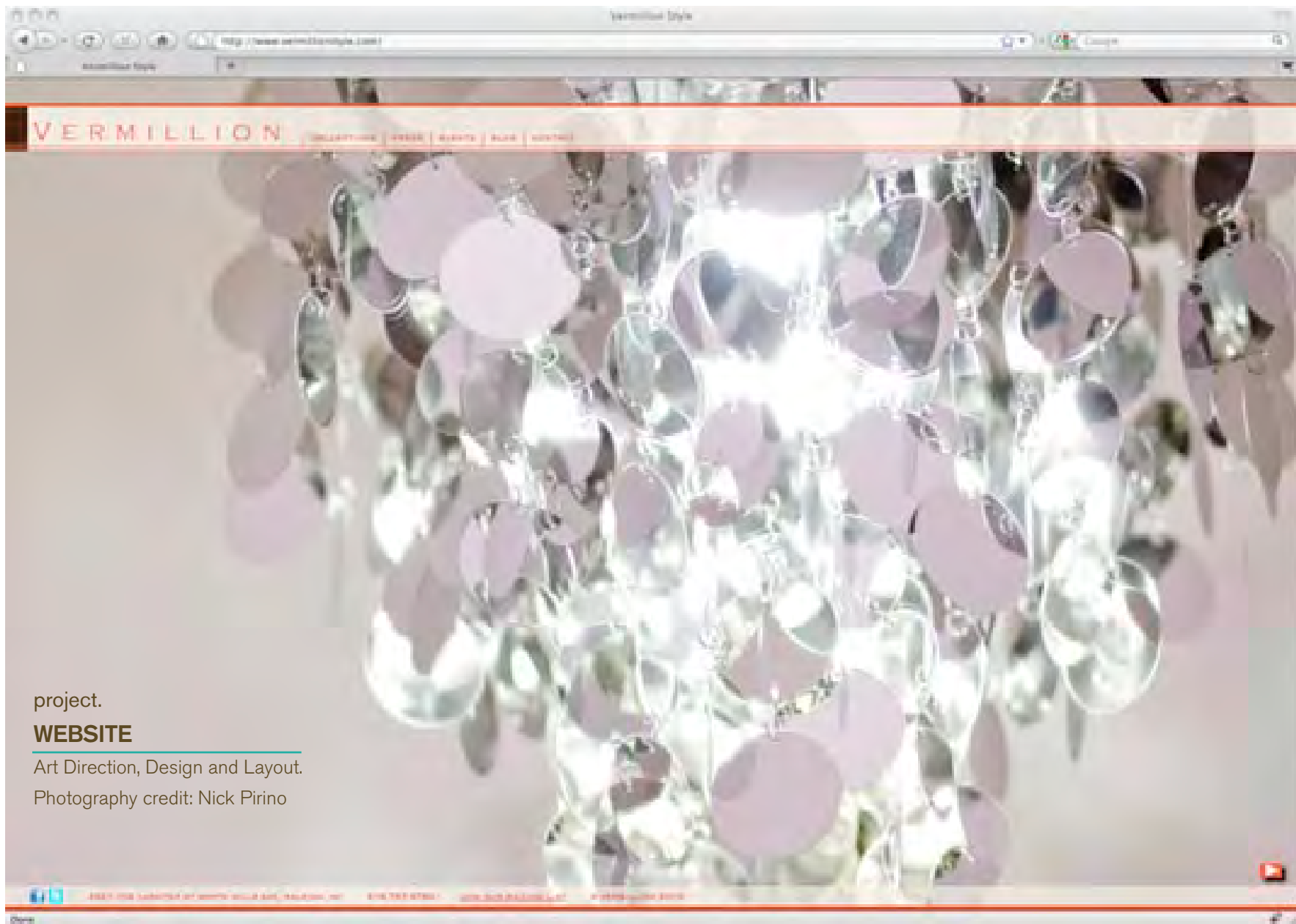
## INVITATIONS. FASHION SHOW AND TRUNK SHOW.

Fashion Show Invitation. Design and Layout.

Printed Indigo Press.

Trunk Show Invitation. Design, Layout and HTML.

Electronic html newsletter.



project.

## **WEBSITE**

Art Direction, Design and Layout.

Photography credit: Nick Pirino

client.

## LAWYERS MUTUAL

job description.

**Art direction and marketing consultant. Brand management and design of materials.**

Lawyers Mutual is a professional liability insurance company serving North Carolina attorneys. In 2009, we rebranded the company with a new logo, website and ad campaign, as well as accompanying marketing materials. We focused on people behind the company, as they are a differentiating factor from other malpractice carriers. Lawyers Mutual has claims attorneys on staff for claims prevention, and hires local, prominent defense attorneys to defend claims in court. The campaign continues to be very successful. Name recognition, measured through google analytics is extremely high, insured numbers are up, and claims are down.



**LAWYERS MUTUAL** LIABILITY INSURANCE COMPANY OF NORTH CAROLINA  
CELEBRATING 35 YEARS OF SERVICE

History.  
**Service.**  
Education.

*Lawyers Mutual is a North Carolina company serving North Carolina lawyers. That's what makes it unique.*

CINDY VAN HORNE  
DEFENSE COUNSEL, POYNER SPRUILL LLP

See our story:  
[www.lawyersmutualinc.com/videos](http://www.lawyersmutualinc.com/videos)

919.677.8900  
800.662.8843

in f t CONNECT WITH US

**LAWYERS MUTUAL** LIABILITY INSURANCE COMPANY OF NORTH CAROLINA  
**Lawyers Insurance**  
A SUBSIDIARY OF LAWYERS MUTUAL



**LAWYERS MUTUAL** LIABILITY INSURANCE COMPANY OF NORTH CAROLINA  
CELEBRATING 35 YEARS OF SERVICE

History. **Service.** Education.

*A real benefit of Lawyers Mutual is that we are here to listen and to provide customer service, not just to pay a claim.*

See our story:  
[www.lawyersmutualinc.com/videos](http://www.lawyersmutualinc.com/videos)

JOHN HESTER, SENIOR CLAIMS COUNSEL

CONNECT WITH US 919.677.8900 800.662.8843

**LAWYERS MUTUAL**

**LAWYERS MUTUAL** LIABILITY INSURANCE COMPANY OF NORTH CAROLINA  
CELEBRATING 35 YEARS OF SERVICE

History. **Service.** Education.

- DIVIDENDS paid in 2012 top \$1,000,000
- 7 NC licensed CLAIMS ATTORNEYS on staff
- UNDERWRITING decisions made locally

See our story:  
[www.lawyersmutualinc.com/videos](http://www.lawyersmutualinc.com/videos)

LAURA LOPEZ, CLAIMS PROFESSIONAL  
HARVARD UNIVERSITY LAW SCHOOL 2002

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**LAWYERS MUTUAL**

**HELP** **HELP Team.**  
Handling Emergency Legal Problems

**LAWYERS MUTUAL** LIABILITY INSURANCE COMPANY OF NORTH CAROLINA  
[www.lawyersmutualinc.com/HELP](http://www.lawyersmutualinc.com/HELP)

**HELP Team.**  
HANDLING EMERGENCY LEGAL PROBLEMS

The **HELP** team is designed to provide quick response in a crisis situation such as a medical emergency or unexpected death. Lawyers Mutual's claims attorneys and outside counsel will evaluate the damage and develop a plan. Call us at 800.662.8843.

CONNECT WITH US 919.677.8900 800.662.8843

**LAWYERS MUTUAL**

project.

### ADVERTISING CAMPAIGN

Layout InDesign.

Printed in statewide legal publications.

Banner and mobile ads complimenting print campaign.

Photography: Nick Pirino

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**LAWYERS MUTUAL**

Your Policy | Risk Management Resources | CLE | Claims Services | Company News | About Us

My favorite aspects of practicing law . . .

**problem-solving,  
helping people, learning.**

See our Risk Management Minute Clips

LAURA LOYER, CLAIMS COUNSEL

**HAVE INSURANCE?**  
Get answers about your policy.

**NEED INSURANCE?**  
See the difference service can make.

**POTENTIAL CLAIM?**  
Proactive claim reporting.

**RISK MANAGEMENT RESOURCES**

ARTICLES | MANUSCRIPTS | HANDOUTS | VIDEOS

**Time for Lawyers To Hit the Books**  
Recommended reading for lawyers [Read more >](#)

**Revisiting Estate Portability**  
A reminder about the estate portability clause in the 2012 Taxpayer Relief Act [Read more >](#)

**Five Personal Insurance Coverages You Should Have**  
Protection for your firm to keep your doors open [Read more >](#)

[View More >](#)

**RECENT COMMUNICATIONS**

BLOG | NEWS | NEWSLETTER | ALERTS

**7 Free Law Websites To Know and Love**  
Remember when lawyers used to race to read the latest advance sheets and court digests? Th... [Read more >](#)

**Slower Thinking Can Make Your Practice Soar**  
By any measure, Arianna Huffington -- author, political commentator and founder of The... [Read more >](#)

**The Great Debate: What To Say About What You Do?**  
It was billed as the Great Legal Debate. To-wit: How should lawyers identify themselves wh... [Read more >](#)

[View More >](#)

**CLE SCHEDULE**

Fri, Sep. 20 [Put Into Practice: Risk Management Tips for Your Firm - Asheville](#)

Thu, Nov. 14 [Put Into Practice: Risk Management Tips for Your Firm - Greensboro](#)

Thu, Nov. 21 [Put Into Practice: Risk Management Tips for Your Firm - Clemmons](#)

[View Full Calendar >](#)

**MALPRACTICE ALERT**

Substantial Changes in Mechanics Lien Law Become Effective April 1

[Read More >](#)

**NEW VIDEO FEATURE**

[HELP \(Handling Emergency Legal Problems\) History: A Visionary Company \(Long Version, 24 minutes\)](#)

[History: A Visionary Company \(Short Version, 4 minutes\)](#)

[View More Videos >](#)

**SOLO PRACTICE UNIVERSITY®**  
the practitioner's law school

**Insureds Get Special Discount at SoloPracticeUniversity.com.**  
Lawyers Mutual is excited to announce our new partnership with Solo Practice University®, the only online educational and professional networking community designed to help lawyers and law students create and build their solo and small firm practices. Insureds will receive a discount on tuition when they enroll. [Take advantage of your special discount today!](#)

**HELP (Handling Emergency Legal Problems) Team Assists in Crisis Situations**  
Lawyers Mutual is proud to announce the formation of its HELP (Handling Emergency Legal Problems) Team program. The **HELP Team** is designed to provide quick response in a crisis situation such as a medical emergency or unexpected death. Lawyers Mutual claims attorneys and outside counsel work together using their training and resources to guide lawyers through difficult times.

project.

## WEBSITE DESIGN.

Art direction and website design layout. Coding by New Media.



project.

## VIDEOS. RISK MANAGEMENT CLIPS AND SERVICE OFFERINGS.

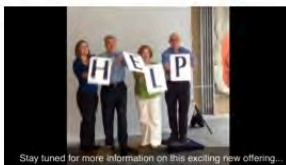
Art Direction for new video series focusing on History, Service and Education. As part of Lawyers Mutual Service, Risk Management Minute Clips were created to prevent potential malpractice claims.

Video: Horizon Productions

### VIDEOS


Filter by Category - All

sort by: [date](#) [title](#)




**HELP (Handling Emergency Legal Problems)**

HELP (Handling Emergency Legal Problems) is on the way! Lawyers Mutual NC is rolling out a new service for insureds. Visit our [HELP! Team page](#) for more details.




**History: A Visionary Company (Long Version, 24 minutes)**

Lawyers Mutual founders and original board members John Q. Beard and Glen B. Hardymon discuss the formation of the Company, the challenges along the way, and offer insight into why the first lawyer-owned mutual insurance company was necessary.




**History: A Visionary Company (Short Version, 4 minutes)**

Lawyers Mutual founders and original board members John Q. Beard and Glen Hardymon discuss the formation of the Company, the challenges along the way, and offer insight into why the first lawyer-owned mutual insurance company was necessary.




**How can I cut down on mistakes without spending a bundle?**

It doesn't take a lot of time or money to build a safer law practice. By taking a few simple risk management steps – tracking deadlines, dealing with clients, managing cases – you can boost your bottom line and have greater peace of mind.



**Why should I insure with Lawyers Mutual?**

Lawyers Mutual doesn't just sell insurance policies. We build relationships. It starts on day one. We offer free tools to build a safe and stellar practice. We are available by phone when needed. We stand by our insureds in good times and bad. Watch this video to learn more about the Lawyers Mutual advantage.



**How can I spot an email scam?**

Have you received an email from a deposed foreign prince soliciting your help in a financial transaction? Or perhaps someone wants to hire you for a debt collection matter. Beware! Internet email scams are running rampant, and North Carolina lawyers have already been burned. Lawyers Mutual claims attorney Laura Loyek describes recent scam scenarios and red flags to look out for.

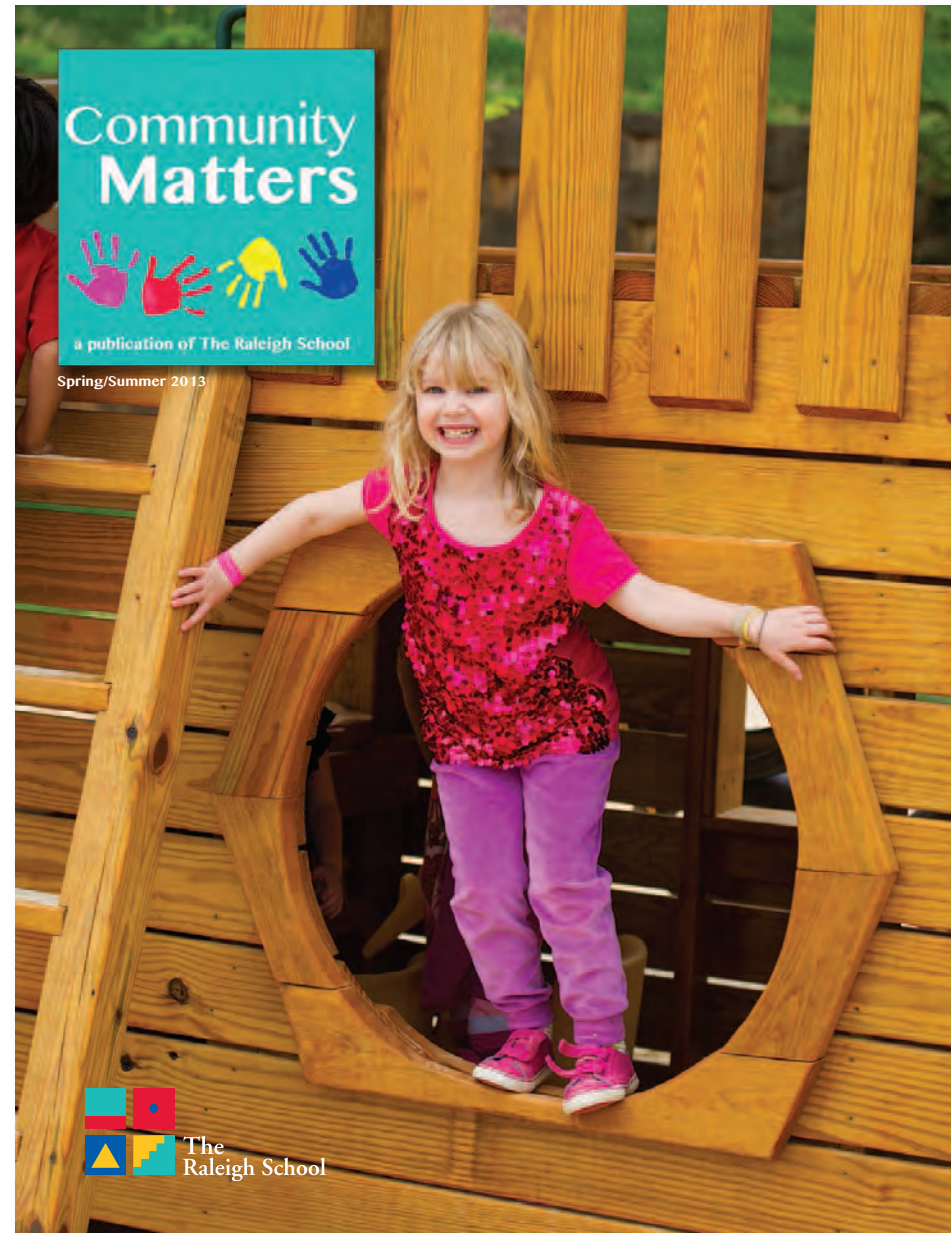
client.

## THE RALEIGH SCHOOL

job description.

**Art direction and design of magazine published twice a year; Art direction and design of Strategic Plan 2013**

The Raleigh School is a progressive, independent school serving preschool-5th grades. They needed a publication to communicate their unique learning environment and cooperative heritage. *Community Matters* is published twice a year and distributed to parents, alumni, prospective students and parent, grandparents and interested members of the community. The content of the magazine centers on the students and the classroom, and why the classrooms operate as they do, as well as on parental volunteerism and the unique culture of the school. The design challenge in all of their marketing materials is to create compelling and professional materials that convey the warmth of the school.





The Raleigh School Strategic Priorities 2013



Active involvement of parents is fundamental to successful education.  
— TRS abiding values



A Cooperative Community

Strategic Priority: Reaffirm our commitment to building and sustaining a cooperative community.

- Preserve our unique parent engagement model while ensuring its sustainability through ongoing education, communication, and optimization of committee structures and processes.
- Develop a cohesive, equitable, and sustainable model for parent involvement by evaluating school needs regularly, assessing committee effectiveness, and investigating ways that technology can support parent involvement.
- Create and maintain a diverse, inclusive community that embraces students, families and staff of all racial, cultural, religious and economic backgrounds.
- Optimize the Preschool set of offerings to keep with families' needs and maximize program alignment with the Elementary school.



Community

I like ...  
the fact that the parents are required to be involved. I especially enjoy the helping parent requirement, because it gives you an insider's perspective on your child's school experience. The requirement of parent involvement was one of the major reasons my husband and I chose the school.  
— Parent Survey Response



Fostering a Love of Learning

Strategic Priority: Keep the focus on our abiding values of quality teaching, academic excellence, innovation, discovery and inquiry-based learning.

- Promote global citizenship by exploring program enhancements and providing opportunities to connect with similar academic communities both locally and internationally.
- Expand awareness of environmental responsibility by incorporating energy and sustainability audit practices into appropriate curriculum strands.
- Develop a school-wide philosophy statement regarding technology application and create a plan for meaningful integration in the classroom.
- Prepare for the retirement of many of our founding teachers by enhancing mentoring programs that will help successfully integrate new teachers into our community.
- Strengthen and refine curriculum alignment and articulation, both horizontally and vertically, across the school.
- Invest in our faculty by providing greater opportunities for professional development.

Educational practice is guided by knowledge of how children learn.  
— TRS keystones

challenge inquiry

I love the focus on the child as a whole person—all of their physical, emotional and academic needs are considered, not just learning facts and figures.  
— Parent Survey Response

project.  
**MAGAZINE DESIGN**  
Layout InDesign.  
File Preparation for printer.  
Printed on 4-color press

The History of Raleigh Pre-School

BY CHARLOTTE S. DAINES & EVA GERSTL

This feature is reprinted from a History Charlotte Barnes wrote in 2002 for the 50th anniversary of The Raleigh School. Charlotte Barnes was the first Raleigh Pre-School Director, serving in that capacity for 15 years. She was an integral part of the school in its earliest days.

About 50 years ago, two women, both mothers of very young children who had recently moved to Raleigh, met at a party. As mothers tried to do, they talked about their offspring. The conversation soon turned to the problem of finding adequate child care facilities. Both wanted a happy learning environment for their children, a school that was guided by modern principles of early childhood education, free from unnecessary restrictions and religious indoctrination. Fifty years ago such schools could not be found in Raleigh.

The two women, Wynne Evers, who was a trained kindergarten teacher, and Eva Gerstel, a budding sociologist still in college, decided to explore the possibility of starting such a school. They talked to friends about their idea and invited them to help form the nucleus of what was to become the first cooperative preschool in North Carolina. There was considerable interest and several well-attended meetings were held in the Gerstel home to explore options and decide on policy matters. Wynne Evers agreed to teach and Eva Gerstel to provide space for the school. Each participating mother obligated herself to a definite schedule of helping the teacher during the school hours and to provide snacks for the children. Fathers helped by building much-needed toys and equipment in the workshop of one of the members. Although Wynne Evers received a small salary, we were able to keep the school for as an absolute minimum (\$5 per child).

Although the Gerstels turned their living room into a playroom, space soon became a major problem. Discussions were held on alternatives, but the issue was finally forced when the Gerstel children developed chicken pox and school had to be suspended.

Dr. G.B. Lucas, recently widowed with three small children offered his home, with his housekeeper, for free tuition for his two sons. Board members started interviews for teachers. There were no state qualifications for a teacher at that time. Being university people, I am sure they had some qualifications in mind.

I was a neighbor of Eva Gerstel. Knowing I had a degree in Elementary Education with a minor in Child Development, and knowing I had taught kindergarten in another state and had a 4 year old daughter myself, Eva asked if I would be interested in the job. I wasn't interested at the time, thinking I would return to public school later. However, I did have an interview. A week later they invited me back to tell me it was unanimous and I was hired. I told the committee that had come to tell them I wouldn't take the job. I did finally accept the position.

We met at Dr. Lucas's home. His housekeeper fixed the snacks, probably furnished by the parents. His backyard was large and enclosed, perfect for playing outside. Edward Waugh, Libby Waugh's husband, was the architect who designed Frances Lucy School. He included



COMMUNITY MEMBERS WITH ONE OF THE FIRST RALEIGH PRE-SCHOOL CLASSSES AT WAGON WHEEL, 1955

a kindergarten room, which was not in use. As Eva and Libby were on the Raleigh Pre-School Board, a meeting was set up with the Raleigh School Board, to let the Pre-School own the room. There were very strict rules about the use of the room and the cooperation with the principals and staff. We now realize we had inadequate furnishings and materials, but an appropriate room.

Parents pitched in to make tables, cabbies, and painting easels. I purchased small can bottom foot stools. They were inexpensive, easy to stack, used for holding fans or stumps. Parents donated quality toys, but I wasn't enough.

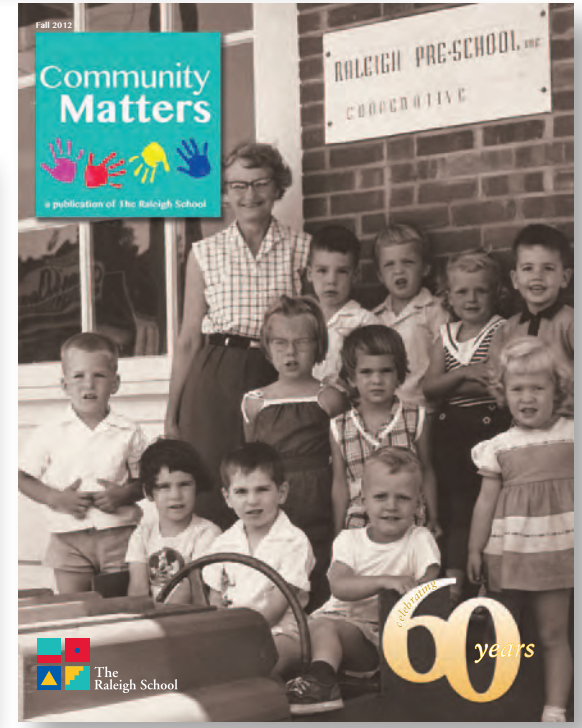
One morning in 1954-55, the Raleigh News and Observer printed a letter from some parents concerned with a private group renting a public classroom. We knew it was time to move. We were offered space by several local churches, but we felt we would lose our identity and our plan for a child-centered program. We continued to search for a "home" for the school.

We found a little grocery store on Madeline Drive that had burned and was for rent. We pitched in through the windows and saw burned shelves, burned canned goods

and a mess. Our parents saw possibilities. We made a deal to rent the building. Another deal was made to rent the area next door for \$1.00 per year if we cleaned it up and fenced it in.

The parents, my husband and I pitched in to clean everything up. I think the owner painted the walls. We had two classrooms with a bathroom and a large storage area in between. We could now offer a class for 3 and 4 year olds. The larger room would be the kindergarten class. We had a nice adjoining playground and a covered area across the front. There was a cement parking area also.

We wanted shelves and painted old and new equipment. I bought unbranded domestic linoleum, I had a blue, and made curtains to cover the large front windows. I remember I put in so much starch that they hardly needed curtain rods. The check-out counter was now divided for our home center. The counter shelf held plans and a file box. It was hard work, but lots of fun and we were now a school. Raleigh Pre-School was now a "Plant Group" in a name for another teacher. His Pre-son worked with the 3 and 4 year olds. Later we added a room upstairs and hired another teacher.



Fall 2012  
**Community Matters**  
a publication of The Raleigh School



client.

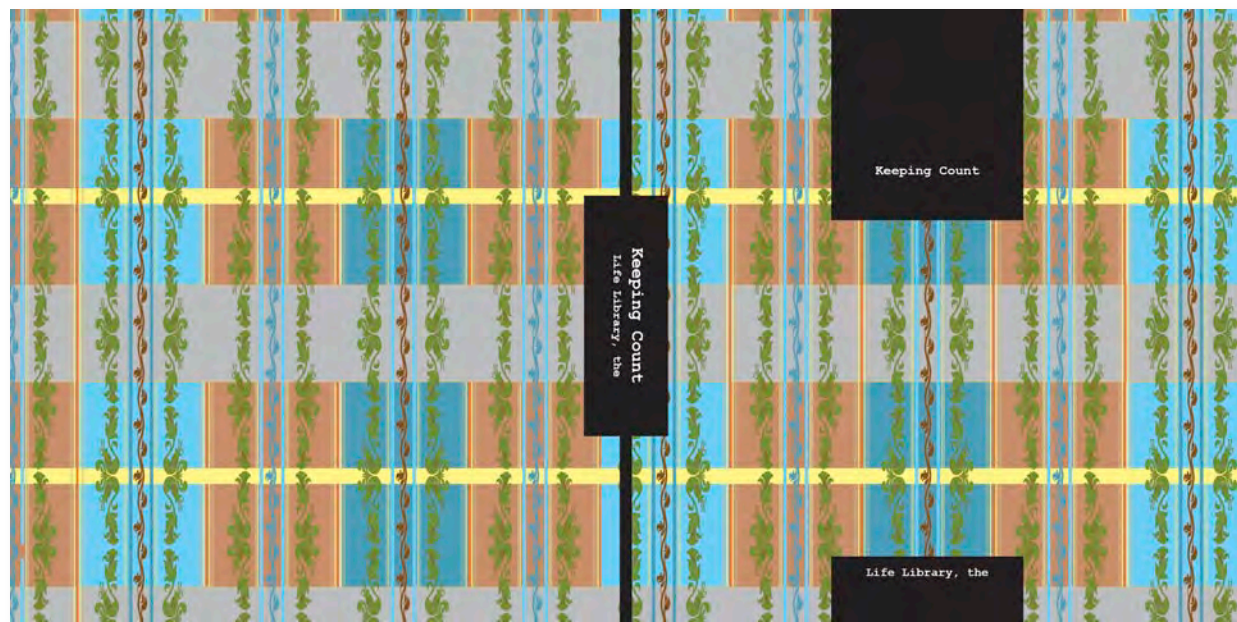
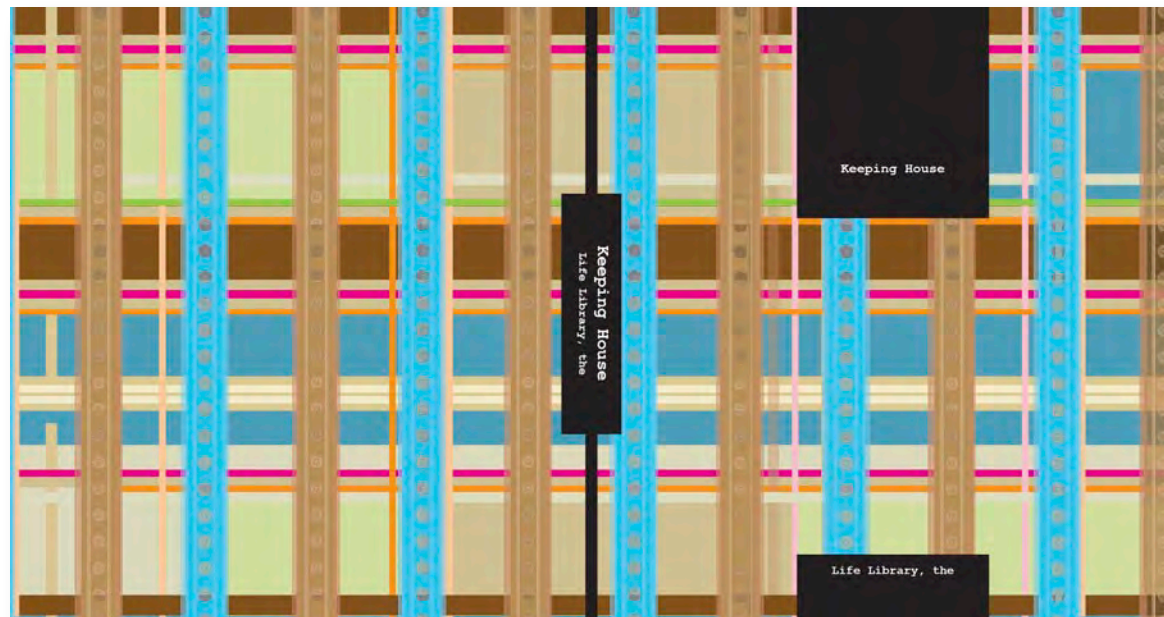
## THE LIFE LIBRARY

job description.

### Notebook Covers, Art Direction and Design.

The Life Library is a home-organization notebook series, with style. The Life Library notebooks series was featured on *Better TV* for their stylish utilitarianism.





project.

## NOTEBOOK COVERS

Design in Illustrator; Layout InDesign.

1.5 and 2 inch notebook covers.

File Preparation for printer.

Printed on 4-color press, diecut, wrapped at  
bindery, laminated

client.

## ANNA BONDOC

job description.

### Design and layout of corporate identity package, website and marketing materials for product launch

Part art, part chic décor and completely covetable, Anna Bondoc's art combines a love of color, detail and pattern in multiple layers. When Anna was ready to turn her art into a business, she turned to Dunlap Designs to create her corporate identity and marketing materials based on her original designs. The anna bondoc brand is sophisticated, yet fun and whimsical.

project.

### LOGO DESIGN + CORPORATE COMMUNICATIONS PACKAGES

Logo design in Illustrator;

Business card and notecard layout InDesign.

Printed on 2-color press on special-order, textured paper.



Anna Bondoc

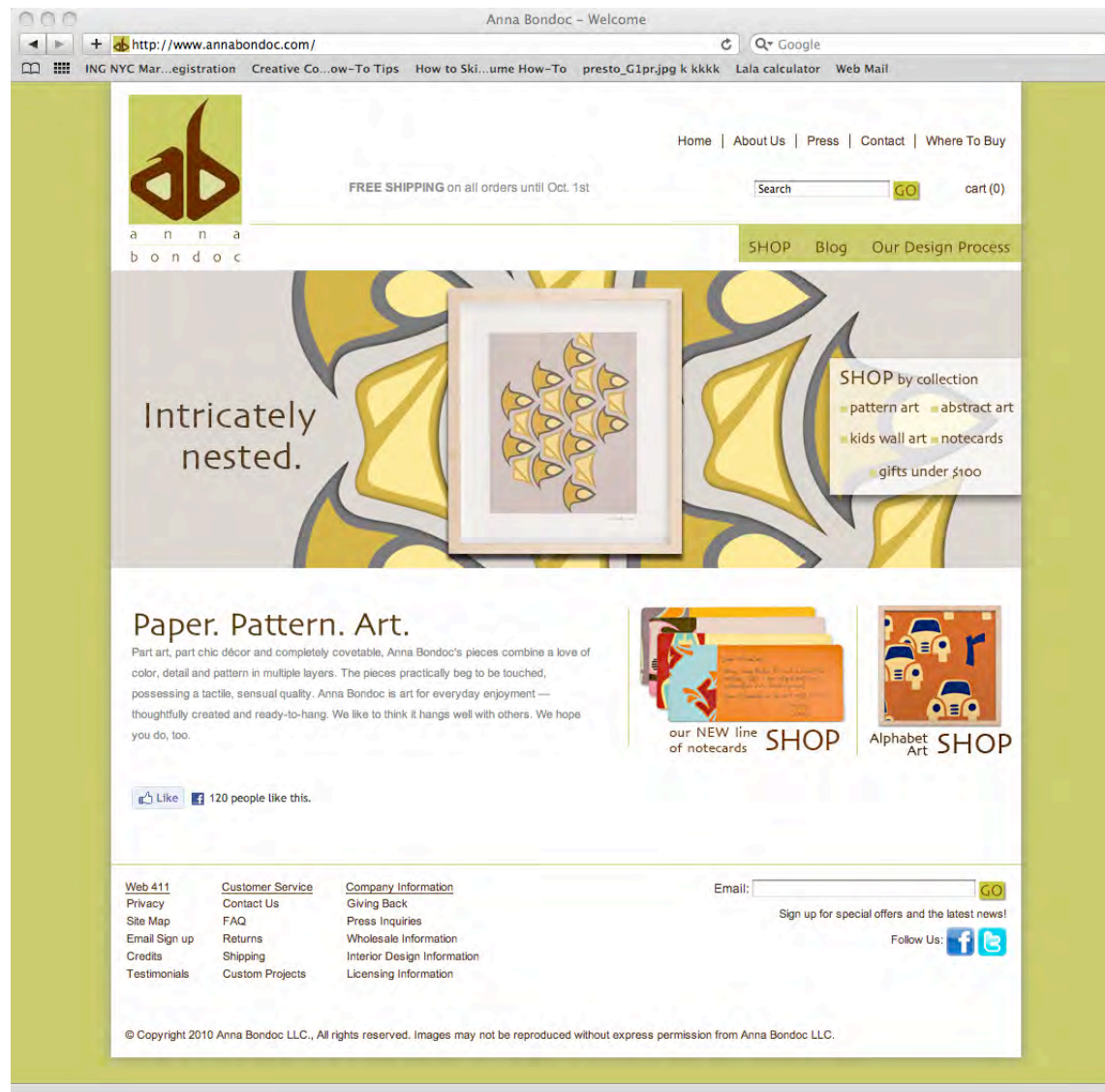
6230 Wilshire Boulevard, #815  
Los Angeles, California 90048

888.398.4358  
323.356.1617 | m  
213.402.2525 | f

anna@annabondoc.com  
www.annabondoc.com







project.

## WEBSITE DESIGN

Design of website in photoshop.

Flash plug-in for rotating banner.

Deliverables: layered photoshop file for coder.

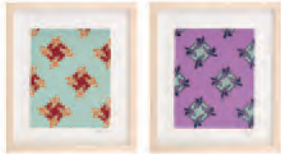
Coding credit: Vector Living



Anna Bondoc™ Paper. Pattern. Art.

Los Angeles-based artist Anna Bondoc puts knife to paper, creating uniquely layered, graphic works that are beautifully framed and bring vibrant color and pattern to sophisticated interiors.

Simply Graphic.  
Pattern, precisely.



Pinwheel

A carnival whirligig born from paper cutouts that remained after the creation of another pattern. Available in 8"x10", aqua/red and lavender/navy, shadow-box framed in maple.



Duckbill

The aerodynamic beauty of a mandarin duck in profile, stylized with a teardrop "eye". Available in 8"x10", tangerine/aquatic blues and steel/crimson, shadow-box framed in maple.



Fruited Plane

What began as wave-smoothed beach stones blossomed into ripe pears, cut and ready to eat. Available in 8"x10", chinese red lantern/lemon chiffon and espresso/pool blue, shadow-box framed in maple.



Scandinavia

Inspired by a gorgeous Mid-century pitcher, its curvy base sloping into a graceful goose neck. Available in 12"x12", pine green/rose pink, shadow-box framed in maple.

In search of bold, graphic motifs as a cure for floral fatigue? These richly textured pieces in stunning colorways practically beg to be touched.

How to Order:

Order online at [annabondoc.com](http://annabondoc.com) or call us at 888.398.4358.

Delivery time: two to three weeks.

Price List:

MSRP:  
8" x 10" – \$200  
12" x 12" – \$300



shadowbox frame side view

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Anna Bondoc™ Line Sheet | Baby & Kids Nameplates

Los Angeles-based artist Anna Bondoc puts knife to paper, creating uniquely layered, stunning nameplates.

Art to grow on.



Bumper to Bumper



Stained Glass Butterfly



Modern Hoof Print



Modern Hearts



Blast Off!



Flower Geometry

All nameplates available in 12" x 6" and 19" x 7", shadow-box framed in white, dark wood or natural wood with plexiglass.

How to Order:

If you would like to join our family of premium resellers, please complete our wholesale application ([www.annabondoc.com/wholesale/](http://www.annabondoc.com/wholesale/)) and fax to 213.402.2525. Someone from our Sales Department will call you back promptly to complete your application process.

Delivery time: two to three weeks.

Price List:

12" x 6" art, up to 7 letters/characters  
[Frame dimensions approx. 17½ x 11½]

Wholesale price: Unframed: \$45  
Framed: \$80  
MSRP: Unframed: \$90  
Framed: \$140

19" x 7" art, up to 12 letters/characters  
[Frame dimensions approx. 24½ x 12½]

Wholesale price: Unframed: \$50  
Framed: \$85  
MSRP: Unframed: \$100  
Framed: \$160



shadowbox frame side view



white frame



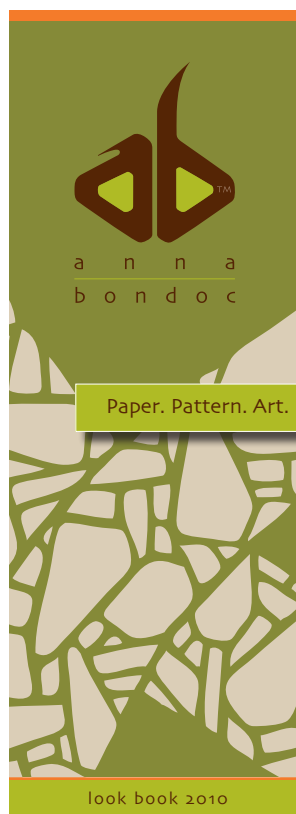
dark wood frame

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project.

PRODUCT LINESHEETS

Layout InDesign. Printed on digital press.



### Pinwheel

A carnival whirligig born from paper cutouts that remained after the creation of another pattern. Available in 8"x10", lavender/navy and aqua/red, shadow-box framed in maple.



Pattern,  
precisely.

Pattern Art: simply Graphic



### Stained Glass Butterfly

All nameplates available in 12"x6" and 19"x7", shadow-box framed in white, dark wood or natural wood with plexiglass.



Art to  
grow on.

Baby & Kids' Nameplates



project.

## ARTWORK LOOKBOOK

Concept and Design. Layout InDesign.

Printed on digital press.

Drilled top left and assembled with ring clasp for ease in adding and subtracting design pages.

client.

## PHILIPCRAWFORD + associates

job description.

**Design and layout of outdoor marketing items, including box truck, and ads to match the outdoor marketing.**

Landscape architect Philip Crawford needed an outdoor marketing presence for the maintenance part of his business. We worked together to create a boxed truck wrap as well as matching yard signs. We then used that brand in a new advertising campaign for local magazines.

project.

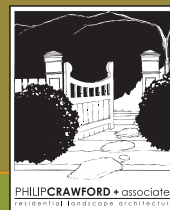
### ADVERTISEMENTS

Layout InDesign

PHILIPCRAWFORD + associates  
residential landscape architecture



design | install | maintain



PHILIPCRAWFORD + associates  
residential landscape architecture

Five Points, Raleigh  
919.743.0804  
www.philipcrawford-la.com

PHILIPCRAWFORD + associates  
residential landscape architecture



design | install | maintain



PHILIPCRAWFORD + associates  
residential landscape architecture

Five Points, Raleigh  
919.743.0804  
www.philipcrawford-la.com



project.

## **OUTDOOR MARKETING: BOX TRUCK WRAP**

Designed in Illustrator, Photoshop and InDesign.

client.

## CHRISTINA MOTLEY, LLC

job description.

### Direct mail and marketing materials for company launch.

Christina Motley, a marketing and copywriting guru, needed help with the design of marketing materials for a new business launch. We worked together to create oversized direct mail postcards and a media kit to be mailed to agencies.

project.

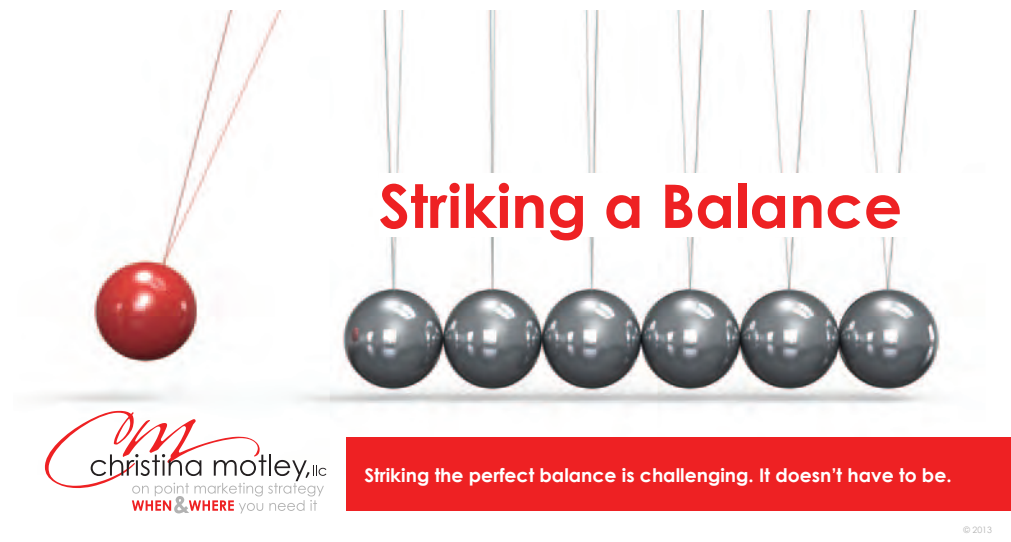
### DIRECT MAIL POSTCARDS

Oversized postcards for maximum impact.

Design in Photoshop; Layout InDesign.

File Preparation for printer.

Printed on digital printer.



**christina motley, llc**  
on point marketing strategy  
WHEN & WHERE you need it

## Having trouble connecting?

The push-pull strategies of the past are no longer enough to sustain momentum and feed the bottom-line.

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For your marketing power to impact your profit, you need teamwork and strategies that connect with prospects and customers, who demand connectivity anywhere, anytime. This means your marketing and sales teams must work together as seamless units to reach customers, who demand connectivity on their terms.

Reaching customers means you must ...

- Capture customer data across all channels
- Profile customers
- Personalize customer content
- Optimize every customer experience
- Drive desired customer action

Avoid the risk of missed opportunities to connect with your target audiences by using seamless strategies that meet your business goals.

**LET'S CONNECT TODAY!**  
[christinamotley.com/connecting2](http://christinamotley.com/connecting2) | 919.208.0963

14460 New Falls of Neuse Rd., Ste 149-322 | Raleigh, NC 27614

**christina motley, llc**  
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WHEN & WHERE you need it

## Overwhelmed by marketing demands?

You don't have to be. You can have your very own, on-demand, Chief Marketing Officer.

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### PROCESS.

**I.**

**INPUT.**

Success starts with you, the client. We want your input. We also collect all relevant information from sources and Subject Matter Experts (SME). What has worked? What hasn't worked? What are your toughest challenges? Why are you facing these challenges. What are your business goals?

**D.**

**DIRECTION.**

Marketing is both an art and a science. Before we can point you in the right direction, we dig in deeper with competitive audits, analysis, (SWOT, PEST, Five Forces, Brand and others), industry research, best practices and then some. Then we develop the marketing direction and strategies that are right for you, your goals and your business.

**E.**

**EXECUTION.**

The pavement meets the road. If you don't have a plan for implementation, you are not ready for strategic marketing. Execution is more than a creative message. It's about creating the right message, distributing that message to the right audience and driving the desired customer outcomes to achieve your business goals.

**A.**

**ASSESSMENT.**

Knowledge is power and learning can make the difference between success and failure. So why do so many skip this step? We assess, test, measure, report and yes, sometimes adjust the direction.

**L.**

**LEARNING.**

After every project, we debrief the client and the team so together we can continue a successful journey.

To deliver client goals and objectives, we follow what we have discovered through trial and error as the **I.D.E.A.L.** systematic framework.

Christina Motley | CEO & President | Christina Motley, LLC | 14460 New Falls of Neuse Rd, Ste 149-322 | Raleigh, NC 27614  
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project.

## MARKETING MATERIALS

Marketing Materials for media kit and website.

client.

## DERMATECH MD

job description.

### LOGO AND CORPORATE COMMUNICATIONS REDESIGN.

Dermatech MD, a local medical spa, needed an image facelift to match its service offerings. We redesigned their logo and created notecards to write thank you notes to customers. In addition we utilized the back of the business card for appointment reminders and created a referral card.

project.

### LOGO AND REFERRAL CARD

2-color logo. Design Illustrator.

Referral Card. Layout InDesign.

Printed on 2-color on printing press on special order stipple paper.

dermatech  
medical spa MD

dermatech  
medical spa MD

*Tell-a-Friend*

**A SECRET SHARED IS  
A SECRET REWARDED!**

Sharing your secrets about the services you love at [dermatech|MD](#) is more rewarding than ever with our new **TELL-A-FRIEND** Rewards Program!

Every time you refer a "new" friend to [dermatech|MD](#) we will reward you with a \$25 Thank You Gift Card that can be used on your next service.

card at their first visit, you will receive a Thank You Gift Card from us via mail. You can redeem your Thank You Gift Card at your next service.

..... *Referred By:* \_\_\_\_\_

To learn more go to [www.dermatechMD.com](http://www.dermatechMD.com)

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project.

### **BUSINESS CARD AND NOTECARD**

Business card. Layout InDesign.

Printed 2/1 on stipple paper on 2-color press.

Notecard with matching envelope. Layout in InDesign.

Printed 2/1 on 2-color press.



**DUNLAP DESIGNS**

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