# **Primary Colours**

Non-Profit Arts Organization Leadership & Event Marketing

🎨Organization: Indianapolis Arts Non-Profit

📅Board Tenure: 2018-2019

🎯Role: Board Member & Marketing Lead

💰Generated: $46,000+ for local arts

## **Project Overview**

### **Installation Nation 2018**

Event marketing materials and outdoor art installation showcase

Recommended: Event photos and marketing collateral designs

### **Organization Impact**

Primary Colours, founded in 1998, creates and sustains a thriving environment for visual arts through unique exhibitions, workshops, and special events. During my board tenure, the organization achieved significant community impact:

* Exhibited work of 200+ locally based artists
* Reached combined audience of 10,000+ people
* Generated thousands of dollars for local arts community
* Facilitated interaction between visual artists and community
* Created sustainable environment for visual arts growth

### **Installation Nation Event Leadership**

Led marketing strategy for Installation Nation 2018, a major outdoor art exhibition:

### **Sponsorship Materials**

Professional sponsorship packages and marketing collateral

Recommended: Sponsorship deck pages and event branding examples

* **Event Scale:** 23-day exhibition on 9.5-acre ArtsPark grounds
* **Artist Participation:** 13 artists/artist groups with site-specific installations
* **Venue Partnership:** Collaboration with Indianapolis Art Center
* **Sponsorship Strategy:** Multi-tier sponsorship program ($500-$5,000 levels)
* **Marketing Materials:** Complete event branding and promotional strategy
* **Community Engagement:** Free, family-friendly exhibition model

### **Website Development & Digital Strategy**

Redesigned Primary Colours website to better serve the arts community:

* **Website Redesign:** Complete overhaul of primarycolours.org
* **User Experience:** Improved navigation for artists and art enthusiasts
* **Event Integration:** Seamless event promotion and artist applications
* **Community Building:** Enhanced digital presence connecting artists
* **Resource Development:** Created platform for artist opportunities

### **Marketing & Sponsorship Development**

Created comprehensive sponsorship and marketing strategy:

### **Event Marketing Strategy**

Social media campaigns and community outreach materials

Recommended: Social media examples and community engagement photos

* **Title Sponsorship ($5,000):** Full event naming rights and comprehensive marketing presence
* **Artist Sponsorship ($1,000):** Individual artist site sponsorship with targeted recognition
* **Beverage Tent Sponsorship ($500):** Event activation with social media integration
* **Marketing Integration:** Logo placement across all materials and digital platforms
* **Social Media Strategy:** Comprehensive social media campaigns and mentions

### **Board Leadership & Strategic Impact**

Served on board during critical growth period for the organization:

* Strategic planning for sustainable arts programming
* Community partnerships with major arts institutions
* Artist development and opportunity creation
* Event planning and execution oversight
* Marketing and communications leadership
* Fundraising and sponsor relationship development

### **Results & Community Impact**

The marketing and organizational strategies delivered significant results:

* Successful execution of major outdoor art exhibition
* Strong sponsor engagement and community support
* Enhanced digital presence and artist connections
* Sustainable programming model for future events
* Strengthened partnerships with Indianapolis arts community
* Measurable impact on local artist exposure and sales

# **Clean Aesthetic**

Medical Branding & Logo Design for Concierge Botox Services

👤Client: Ben Petty

🏷️Industry: Medical Aesthetics

📅Timeline: 4 weeks

🎯Services: Logo Design, Brand Identity

## **Project Overview**

### **Logo Showcase**

Main logo variations showing monogram concept and full wordmark

Recommended: High-quality logo presentations on clean backgrounds

### **The Challenge**

Ben Petty needed a sophisticated brand identity for his new concierge Botox and medical aesthetic services. The brand required:

* Professional medical credibility
* Luxury aesthetic appeal
* Clean, modern design language
* Memorable brand recognition
* Versatility across marketing materials

### **Design Solution**

Created a sophisticated monogram combining the letters "C" and "A" with an overlapping circular element. The design achieves:

### **Design Process**

Sketches, concept development, and refinement stages

Recommended: Process shots showing logo development stages

* **Visual Hierarchy:** Clean typography with professional wordmark
* **Color Strategy:** Sophisticated teal-green conveying trust and cleanliness
* **Monogram Design:** Interlocking C and A creating memorable symbol
* **Typography:** Modern sans-serif reflecting contemporary medical aesthetics

### **Brand Applications**

Developed comprehensive brand guidelines including:

### **Brand Applications**

Business cards, letterhead, and marketing material examples

Recommended: Mockups showing logo applied to various materials

* Logo variations (horizontal, stacked, monogram-only)
* Color palette and usage guidelines
* Typography specifications
* Business card and letterhead designs
* Digital marketing template concepts

### **Results & Impact**

The new brand identity successfully positioned Clean Aesthetic as a premium medical aesthetic service:

* Professional credibility established through clean design
* Brand recognition enhanced by memorable monogram
* Consistent visual identity across all touchpoints
* Foundation for marketing and business development

### **Project Details**

**Industry:** Medical Aesthetics

**Services:** Botox, Concierge Care

**Location:** Indianapolis, IN

**Timeline:** 4 weeks

#### **Skills Used**

Logo DesignBrand Ident**UrgentCare Indy**

Healthcare Website Design & Digital Marketing Strategy

🌐Website: urgentcareindy.com

🏷️Industry: Healthcare

📅Project Duration: 6 months

🎯Role: Lead Designer & Marketer

## **Project Overview**

### **Website Homepage**

Screenshot of UrgentCare Indy homepage showing clean healthcare design

Recommended: Full homepage screenshot highlighting key sections

### **The Challenge**

As a division of Pike Medical Consultants, UrgentCare Indy needed a comprehensive digital presence to:

* Streamline patient check-in and reduce wait times
* Clearly communicate services and capabilities
* Integrate with existing medical systems
* Provide mobile-responsive patient experience
* Support both urgent care and primary care services

### **Technical Implementation**

Developed comprehensive healthcare website with advanced functionality:

### **Online Check-in System**

Screenshots of Clockwise MD integration and patient portal

Recommended: Interface shots showing booking and check-in flow

* **Clockwise MD Integration:** Real-time online check-in with wait time estimates
* **Insurance Verification:** Comprehensive provider network display
* **Service Categorization:** Clear treatment options and capabilities
* **Mobile Optimization:** Responsive design for all device types
* **Patient Portal:** Secure access to records and test results
* **Telehealth Integration:** AnywhereCare virtual consultation options

### **User Experience Design**

Created patient-centered design focused on reducing friction and anxiety:

### **Service Pages**

Interior pages showing service descriptions and patient information

Recommended: Screenshots of key service pages and information architecture

* **Clear Navigation:** Intuitive service categorization and quick access
* **Trust Indicators:** Prominent hours, location, and contact information
* **Educational Content:** "What We Treat" section with detailed information
* **Conversion Optimization:** Multiple CTAs for appointments and check-in
* **Accessibility:** WCAG compliance and healthcare industry standards

### **Marketing Integration**

Developed comprehensive digital marketing strategy:

* Local SEO optimization for "urgent care Indianapolis" searches
* Google My Business integration and review management
* Social media presence and community engagement
* Email marketing campaigns for preventive care services
* Pay-per-click advertising for competitive healthcare market

### **Results & Metrics**

The comprehensive digital strategy delivered measurable improvements:

* Significant reduction in front-desk check-in time
* Increased online appointment bookings
* Improved patient satisfaction scores
* Enhanced local search visibility
* Streamlined patient onboarding process

ityMedical BrandingTypographyColor TheoryAdobe

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# **Russell Painting Company**

Service Business Website Redesign & Trust Building Strategy

🌐Website: russellpaintingcompany.com

🏷️Industry: Home Services

📅Project Duration: 3 months

🎯Focus: Trust & Conversion

## **Project Overview**

### **Homepage Hero Section**

Russell Painting Company homepage showcasing 43+ years experience

Recommended: Screenshot showing main hero area and value propositions

### **The Challenge**

Russell Painting Company, established in 1979, needed a modern web presence to:

* Modernize outdated website design and functionality
* Leverage 43+ years of experience and credibility
* Compete with larger painting contractors online
* Improve lead generation and customer conversion
* Showcase extensive experience and quality credentials

### **Trust-Building Strategy**

Developed comprehensive trust indicators throughout the site:

### **Trust Indicators**

HomeAdvisor Seal, Angie's List rating, and customer testimonials

Recommended: Screenshots of credentials and review sections

* **HomeAdvisor Seal of Approval:** Prominently featured with 4.9/5 star rating
* **Angie's List "A" Grade:** Super Service Award recipient
* **43+ Years Experience:** Company history and family ownership story
* **Customer Testimonials:** Detailed reviews highlighting quality and service
* **Insurance & Bonding:** Clear communication of professional protection

### **User Experience Improvements**

Conducted thorough UX analysis and implemented improvements:

### **Service Portfolio**

Before/after shots and service category presentation

Recommended: Service pages showing exterior, interior, and commercial work

* **Service Categorization:** Clear breakdown of exterior, interior, residential, and commercial
* **Visual Portfolio:** High-quality before/after project galleries
* **Easy Contact Options:** Multiple contact methods prominently displayed
* **Mobile Optimization:** Responsive design for contractor search behavior
* **Local SEO:** Indianapolis-focused keyword optimization

### **Content Strategy**

Developed compelling content that converts visitors to leads:

* **Company Story:** Multi-generational family business narrative
* **Service Descriptions:** Detailed explanations of painting processes
* **Quality Messaging:** "The Quality You DESERVE!" positioning
* **Customer Benefits:** Free consultations, competitive pricing, guarantees
* **Process Transparency:** Clear communication about preparation and cleanup

### **Results & Impact**

The redesigned website significantly improved business performance:

* Increased online lead generation and quote requests
* Improved search engine rankings for local painting searches
* Enhanced professional credibility and trust perception
* Better mobile user experience for on-the-go customers
* Streamlined customer decision-making process

### **Project Details**

**Client:** Russell Painting Company

**Established:** 1979 (43+ years)

**Website:** russellpaintingcompany.com

**Location:** Indianapolis, IN

**Timeline:** 3 months

#### **Services Redesigned**

Website RedesignUX ResearchTrust OptimizationLocal SEOConversion StrategyContent WritingMobile Responsive

#### **Key Achievements**

* ⭐ 4.9/5 HomeAdvisor Rating
* 🏆 Angie's List Super Service Award
* 📈 Improved Local Search Rankings
* 📱 Mobile-Optimized Experience
* 💬 Enhanced Customer Testimonials
* 🎯 Better Lead Generation

#### **Client Testimonial**

*"Everyone was courteous, pleasant and prompt. This was an expansive job and no one appeared to lose focus or desire for excellence."*

# **Behr Pet Essentials**

E-commerce Brand Development & Multi-Channel Marketing Strategy

🌐Website: behrpetessentials.com

🏷️Industry: Pet Care E-commerce

📅Project Duration: 8 months

🎯Focus: Brand + E-commerce

## **Project Overview**

### **Brand & E-commerce Homepage**

Behr Pet Essentials homepage showcasing organic pet care products

Recommended: Homepage screenshot highlighting product focus and branding

### **The Challenge**

Behr Pet Essentials needed a complete brand and e-commerce strategy to:

* Launch organic pet skin care products in competitive market
* Establish credibility with veterinarians and pet owners
* Create multi-channel sales strategy (direct + Amazon)
* Develop compelling product messaging and positioning
* Build customer trust through testimonials and results

### **Brand Development Strategy**

Created comprehensive brand identity focused on organic, safe pet care:

### **Product Photography & Branding**

Professional product shots and brand materials

Recommended: Product photography examples and brand collateral

* **Brand Positioning:** "Finally An All-Natural, Organic Skin Care For Pets That Actually Works!"
* **Organic Messaging:** Food-grade ingredients and toxin-free formulations
* **Veterinarian Endorsement:** "VETERINARY DOCTORS RECOMMENDED" prominent messaging
* **Product Photography:** Professional, clean imagery highlighting organic ingredients
* **Educational Content:** Detailed explanations of pet skin conditions and solutions

### **E-commerce Implementation**

Developed comprehensive online sales strategy:

### **Amazon Integration**

Amazon product listings and customer reviews

Recommended: Screenshots of Amazon listings showing 4+ star ratings

* **Direct-to-Consumer Website:** Custom e-commerce platform with full product catalog
* **Amazon Marketplace:** Optimized listings with keyword-rich descriptions
* **Product Variations:** Dog, cat, and horse skin care formulations
* **Customer Reviews Management:** 4+ star ratings across platforms
* **Inventory Integration:** Seamless stock management across channels

### **Marketing Campaign Development**

Executed integrated marketing strategy across multiple channels:

* **Social Media Strategy:** Facebook and Instagram content showcasing pet transformations
* **Email Marketing:** Educational newsletters and product testimonials
* **Paid Advertising:** Google Ads and Facebook advertising campaigns
* **Content Marketing:** Blog posts about pet skin care and organic ingredients
* **Influencer Outreach:** Pet blogger and veterinarian partnerships

### **Customer Success & Testimonials**

Generated compelling customer success stories:

### **Customer Testimonials**

Before/after pet photos and customer review highlights

Recommended: Customer success stories with pet transformation photos

* **Dramatic Results:** "After the first week, she has STOPPED all licking and tugging"
* **Veterinarian Trust:** Recommended by numerous veterinary clinics
* **Multi-Pet Success:** Effective for dogs, cats, and horses
* **Long-term Relationships:** High customer retention and repeat purchases

### **Results & Business Impact**

The comprehensive strategy delivered significant business growth:

* Successful product launch with immediate market acceptance
* 4+ star ratings maintained across Amazon and direct sales
* Growing customer base with high repeat purchase rates
* Veterinarian recommendations and professional endorsements
* Multi-channel revenue stream optimization

### **Project Details**

**Industry:** Pet Care & E-commerce

**Website:** behrpetessentials.com

**Amazon:** Multiple SKUs

**Timeline:** 8 months

**Focus:** Organic pet skin care

#### **Services Provided**

Brand DevelopmentE-commerce DesignAmazon OptimizationProduct PhotographySocial MediaEmail MarketingPaid Advertising

#### **Key Achievements**

* 🌟 4+ Star Amazon Ratings
* 👩‍⚕️ Veterinarian Recommended
* 🐕 Multi-Species Success
* 📈 Growing Customer Base
* 🔄 High Repeat Purchase Rate
* 💬 Compelling Testimonials

#### **Customer Quote**

*"This is unbelievable, wow. After the first week, she has STOPPED all licking and tugging on her front paws. I am blown away at how well this cream works."*

## **Professional Experience**

### **Marketing Professional & Content Creator**

Graston Technique® | Riley Bennett Egloff, LLP

June 2015 - Present

* Author and publish content for law firm's website and digital platforms
* Created and manage RBE Magazine - quarterly publication featuring attorney articles and firm activities
* Lead comprehensive content marketing initiatives and SEO implementation
* Develop targeted business development plans and marketing strategies for attorneys
* Manage all graphic design, web development, and advertising materials
* Collaborate with Marketing Committee on strategic planning and execution
* Oversee social media platforms and firm-to-client communications

### **Marketing Coordinator**

Deerfield Financial Advisors, Inc

July 2013 - June 2015

* Implemented comprehensive marketing campaigns for financial services
* Planned and executed successful client seminars and events
* Maintained FINRA and SEC compliance for all marketing materials
* Researched and implemented technology platforms improving efficiency
* Developed SEO-focused website content and email campaigns

### **Marketing Coordinator**

Pike Medical Consultants

2009 - 2013

* Delivered 45% average growth in patient visits over three years
* Maintained consistently positive ROI on all marketing initiatives
* Directed complete marketing operations including budgeting and strategy
* Led development of integrated advertising campaigns
* Managed website design, PPC campaigns, and public relations

## **Community Leadership & Pro Bono Work**

### **Board President - School 80 Condominiums HOA**

October 2019 - Present

Leading governance and strategic planning for residential community, managing budgets, and facilitating resident communications.

### **Board Member - Primary Colours**

2018 - October 2019

Supported Indianapolis non-profit dedicated to serving visual art and culture, connecting artists with their communities. Designed website and marketing materials for Installation Nation annual event.

### **Education & Community Support**

Voluntarily helped students develop business and marketing plans for anti-bullying programs. Designed educational posters for school VALUES projects and sports team materials for Eastwood Middle School.

## **Featured Projects & Creative Work**

### **RBE Magazine**

Created and manage quarterly publication featuring attorney articles and firm community involvement. Responsible for complete design, editing, and content strategy.

### **Primary Colours Website Redesign**

Complete website redesign for Indianapolis art non-profit, creating modern user experience to better connect artists with their community.

### **Clayton Mathews Violin Portfolio**

Developed and built professional website for classical violinist, showcasing performance portfolio and booking capabilities.

### **Tuohy Bailey & Moore LLP**

Led comprehensive rebranding initiative including visual identity development, brand playbook creation, and complete website redesign with improved UX.

### **Russell Painting Company**

Modernized website functionality through user research, wireframing, and responsive design implementation with SEO optimization.

### **Behr Pet Essentials**

Developed integrated marketing strategy including social media management, email campaigns, and paid advertising across multiple platforms.

## **Client Testimonials**

*"Jacob is an involved and dedicated marketer. His exuberance, and moxie are unparalleled. He excels in managing multiple projects concurrently with strong detail, problem solving skills."*

— Professional Colleague

*"Working with Jacob has been a pleasure. He is bright and very creative. He has a solid grasp of finance and what it takes for advertising and promotions to be successful."*

— Former Supervisor

*"Jacob's attention to detail is what any hiring manager wants on your team, not only is he a team player but a reliable employee in every aspect."*

— Business Reference

## **Professional Certifications & Assessments**

### **Indeed Skills Assessments**

Data Analysis - ProficientSocial Media - ProficientBusiness Math - ProficientTeamwork - ExpertMarketing - FamiliarWritten Communication - Familiar

## **Recent Projects & Achievements**

### **Tuohy Bailey & Moore LLP**

Led comprehensive rebranding initiative including visual identity development, brand playbook creation, and complete website redesign with improved UX.

### **Russell Painting Company**

Modernized website functionality through user research, wireframing, and responsive design implementation with SEO optimization.

### **Behr Pet Essentials**

Developed integrated marketing strategy including social media management, email campaigns, and paid advertising across multiple platforms.