

Portfolio Build Instruction Document

This document is a reference playbook for building, updating, and maintaining Jacob Darling's portfolio site. It captures all long-form content, structural breakdowns, and design rationales. Use this as the source of truth when iterating on the React/Vite + Express project.

Brand Positioning

Identity: Marketing Strategist & Systems Architect

Tagline: "I design a brand's creative vision, then build the intelligent system that brings it to life."

The portfolio must demonstrate:

Strategic leadership (brand, campaigns, storytelling)

Technical execution (automation, CRM, analytics, systems)

Creative credibility (logos, design, branding)

Page Breakdown

1. Homepage

Hero Section

Headline: Jacob Darling — Brand Strategist & Marketing Architect

Subtext: From compelling storytelling to scalable automation, I deliver marketing ecosystems that drive results.

CTA: "View My Work" → Case Studies

Key Metrics

70% → Reduction in support tickets via AI & automation

400+ → CRM workflows built

40% → E-commerce conversion increase

35% → Increase in qualified leads post-SEO

2. About Page

Format: Narrative + Headshot + Pull-quote box.

Content:

> Great marketing ideas often break at the handoff—the critical point where a creative vision meets the complex reality of technical execution. My career has been built to solve this problem.

I'm Jacob Darling, a marketing leader who operates as both a brand strategist and a systems architect. On one side, I direct bold rebrands, craft compelling narratives, and launch creative campaigns. On the other, I design and build the underlying technical infrastructure—the CRM logic, automation workflows, and web architecture—that makes those campaigns scalable, measurable, and sustainable.

This hybrid approach allows me to create deeply integrated solutions that don't just look good, but function brilliantly. Whether I'm relaunching a national brand or building a custom GPT-powered tool, I thrive on turning abstract goals into powerful, revenue-focused marketing engines.

3. Case Studies Page

Format: Card grid (cover, title, subtitle, bullets, CTA). Each card links to detail page.

Case Study 1: Graston Technique®

Teaser Bullets:

400+ CRM workflows built

AI-powered support reduced tickets by 70%

Checkout innovation boosted conversions 40%

Instructor dashboard enabled real-time training data

Detail Page Narrative:

Challenge: Fragmented systems, manual processes, lack of visibility.

Solution: New digital ecosystem (WordPress, LearnDash, FluentCRM), custom dashboards, AI assistant, CRM automations, e-commerce innovation.

Impact: Reduced bottlenecks, streamlined ops, increased conversions, restored authority.

Case Study 2: Pike Medical Consultants

Teaser Bullets:

Built/refined websites (PrimaryCare Indy, UrgentCare Indy)

Google Ads campaigns driving patient traffic

Seasonal email campaigns (flu shots, allergy season)

Logo, banners, signage for brand consistency

Detail Page Narrative:

Challenge: Modest digital footprint, weak brand cohesion, need for consistent patient acquisition.

Solution: Websites optimized for conversion, AdWords targeting urgent & primary care, email campaigns for seasonal education, branding assets.

Impact: Boosted web traffic, improved patient acquisition efficiency, higher engagement, stronger brand trust.

4. Creative Design Showcase (Logo/Brand Identity)

Format: Gallery grid with logos, project names, hover rationales.

Be Free Home & Life

Turquoise + gold palette conveys trust & optimism.

Modular "BF" lockup symbolizes structure + freedom.

Works across digital & print.

Circle City Kicks

Sneakers on power lines + Indy skyline = streetwear credibility.

Bold condensed typography → energy & strength.

Circular badge ideal for stickers, apparel, and socials.

Black Letter Legal

Serif-inspired logo evokes authority & professionalism.

Black/white palette → credibility + trust.

High legibility across decks, site, cards.

Gomez Craft Barbecue

Rustic typography & textures → authenticity.

Smokehouse cues fit competitive BBQ market.

Flexible mark for menus, signage, apparel.

5. Skills Page

Format: Accordion sections for readability, followed by categorized lists.

Accordions:

Performance & Optimization → Cloudflare, WP Rocket, LiteSpeed Cache, Apache/PHP tuning, Core Web Vitals.

Security & Infrastructure → WAF, Bot Management, DNSSEC, API key hardening.

Analytics & Conversion Tracking → GTM, GA4, custom event scripting.

DevOps/Admin → Server monitoring, PHP upgrades, debugging, scalability.

Tech Lists:

CDN/Security: Cloudflare, Netdata

Analytics: GTM, GA4, Umami

Ads: Google Ads, PixelYourSite Pro, OptinMonster

Hosting: Liquid Web, GoDaddy, Apache, PHP-FPM

WordPress: WP-CLI, MU Plugins, Cron, Heartbeat API

Plugins: FluentCRM, Gravity Forms, WPForms, LearnDash, Divi, Autoptimize

Languages: PHP, JavaScript, jQuery, SQL, CSS, HTML

6. Contact Page

Intro text above form:

I'm always interested in new challenges and opportunities. Whether you have a project in mind or just want to connect, I'd love to hear from you.

Ensure clean padding, focus states, and error styling.

Design Principles

Consistency across all cards, buttons, and sections.

Responsive grid/flex layouts.

Semantic headings + alt text.

Accessible form inputs with clear validation.

Clean whitespace + bold typography for credibility.

Optional Enhancements (Future)

Smooth scroll animations for metrics, case study cards.

Testimonial slider (quotes from clients/employers).

Blog section for thought leadership.

Dark mode toggle.

This document is the master playbook for portfolio evolution.

The shorter prompt version should be used in Replit AI for direct implementation. This longer doc serves as your content + strategy library.

I've created your Portfolio Build Instruction Document — a full reference playbook that holds all content, case study narratives, design rationales, and future enhancement ideas. This is now your master doc to keep everything consistent as you iterate.

Would you like me to also prepare a condensed version (like a one-page checklist) that you can give to designers/devs at a glance, or do you prefer keeping it detailed only?