

**work**

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Andrew Keohane

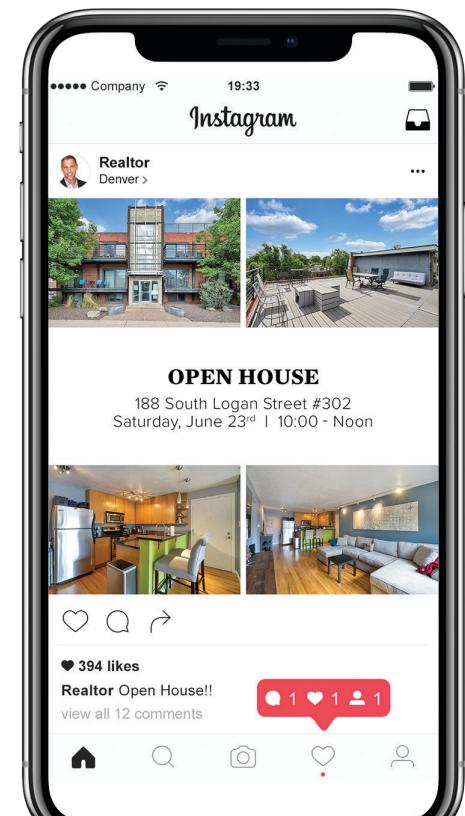
# social

## Graphic Design Perry & Co.

I developed several templates for social media posts.

I would provide for sale, open house, under contract and sold posts immediately, so that the agent can share them as soon as they are ready.

The posts were made on the Agents personal pages, or though the on-line advertising platform Adwerx.



# email

## Graphic Design Perry & Co.

I developed several templates for email marketing. These were sent to a Luxury Denver Broker email list I created through Constant Contact, or through our email marketing partner, eflyermarketing.

The image shows two email templates side-by-side on a computer screen. Both emails are from Perry & Co. and feature luxury real estate listings.

**Email Template 1 (Left):**

- Subject:** Your email subject here
- Header:** YOU'RE INVITED!  
**EXCLUSIVE BROKER OPEN**
- Text:** Come walk through Squibb Estates' latest exceptional home. The expansive, open floor plan complements the flawless transition to easy outdoor living. Expect the unexpected with fun, yet tasteful materials, a versatile layout and thoughtful design. Listed at \$3,500,000.
- Event Details:** 20 S. ELM ST.  
WED. SEP. 26<sup>TH</sup>  
12:00 - 2:00 PM
- Listed By:**
  - Lindsay Filsinger  
303.807.5961  
lifilsinger@msn.com
  - Corrie Lee  
303.817.9266  
clee@perryandco.com
- Perry & Co. Logo:** Leading LUXURY ESTATE COMPANIES OF THE WORLD

**Email Template 2 (Right):**

- Header:** Your email subject here
- Text:** THROW OUT YOUR ALARM CLOCK  
**START YOUR DAY IN STYLE & COMFORT**
- Image:** A large image of a modern bathroom featuring a freestanding bathtub, a large walk-in shower with a glass door, and a vanity area with a sink and a large window overlooking a landscape.
- Text:** NEW PRICE  
1220 SOUTH GILPIN STREET | \$1,795,000
- Description:** This gorgeous master suite will have you leaping out of bed. Not a morning person? Starting your day with a jog around Wash Park before stepping into the life-changing steam shower will make you one.
- Text:** Enjoy west-facing views from your balcony while sipping on a morning beverage from the master suite's coffee bar.
- Contact:** Barb Perry  
303.881.8781  
bperry@perryandco.com
- Perry & Co. Logo:** Leading LUXURY ESTATE COMPANIES OF THE WORLD

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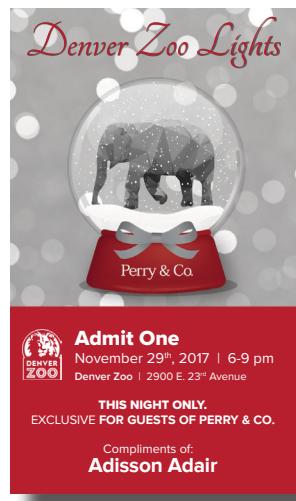
# integrated campaign

## Graphic Design Perry & Co.

Perry & Co. rents the Zoo for a private night of client appreciation during Zoo Lights.

I designed postcard invitations, email follow-ups, name tags and tickets. The event provides a wonderful opportunity to connect with clients in a relaxed, family-first atmosphere.

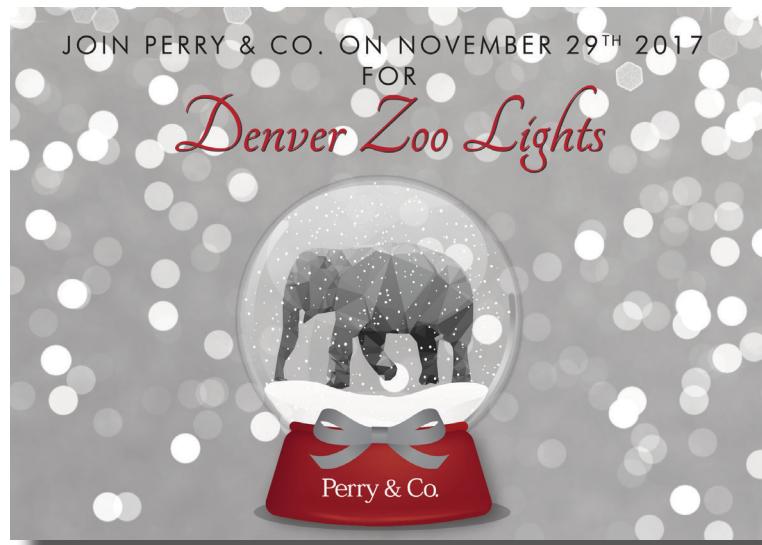
### Tickets



### Email



### Postcard



### Perry & Co.

Please be my guest for a private night at Zoo Lights 2017, exclusive to guests of Perry & Co.  
*Wednesday, November 29<sup>th</sup>*  
*6:00 - 9:00 pm*  
ENJOY A SPECIAL EVENING WITH ALL THE LIGHTS, ANIMALS, AND CAROUSEL RIDES. WE WILL ALSO HAVE REFRESHMENTS IN THE GATES CENTER AND A VISIT FROM SANTA!  
RSVP to me by November 18<sup>th</sup> to receive your complimentary tickets.  
I'm looking forward to seeing you!  
Ruchika Agrawal  
ragrawal@perryandco.com  
720.318.7812

101 S. Madison St., Denver, CO 80209  
P: 303.399.7777 | F: 303.399.7783 | Toll Free: 877.218.2777  
perryandco.com

Luxury Portfolio International

# integrated campaign

## Graphic Design

Perry & Co.

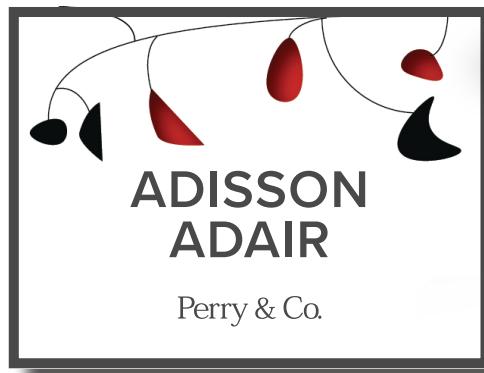
The Perry & Co. summer Client Appreciation Party is a wonderful tradition for their clients. The company rents out the entire Botanic Gardens for a night, and provides music, drinks and food.

I designed print invitations, email invitations and name tags.

## Email



## Nametags



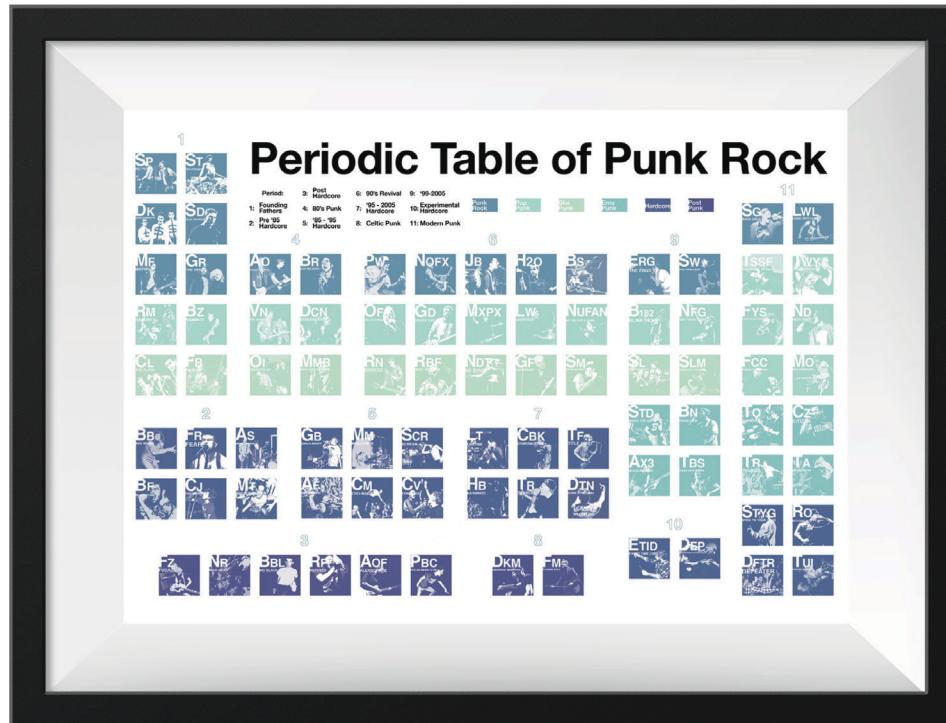
# fun

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## Graphic Design Just For Fun

One of my mentors once told me: "Make work that is based off of you. Your life, interests and knowledge will provide a basis for creating work that is truly unique." Or something like that; I'm paraphrasing.

When I moved into my new place, I decided that the walls were a little too bare for my liking, so I designed a couple posters to hang. I really like how this one turned out.



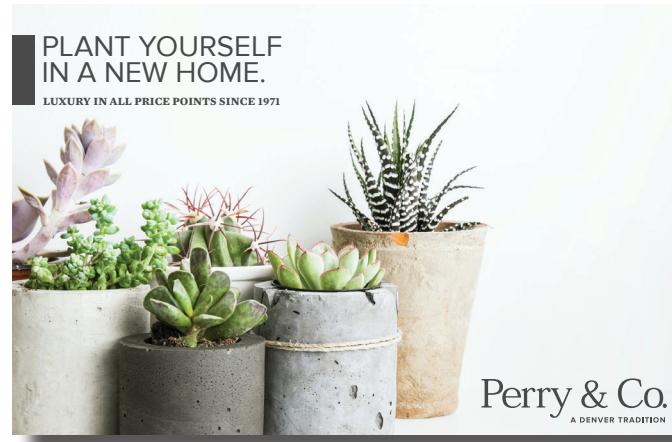
# integrated campaign

## Graphic Design

Perry & Co.

Perry & Co. has been a presenting sponsor of the Denver Botanic Gardens concert series for over a decade. This unique series held in the heart of Denver is a perfect match for the locally-owned firm.

Our campaign for 2018 centered around the idea of "Planting Yourself In a New Home." An ad was placed in the Concert Series program, and followed up with postcards and social media posts.



## Postcard

### WANT TO PLANT MORE THAN FLOWERS THIS SPRING?

Changing seasons can be a good time to make your own change.

Let me share my knowledge of successful listing strategies or clever offer ideas to help get your roots planted.



KATHLEEN  
STAKER

mobile: 303.919.2850  
kstaker@perryandco.com  
perryandco.com

LUXURY PORTFOLIO  
INTERNATIONAL<sup>®</sup>      Leading  
REAL ESTATE COMPANIES  
OF THE WORLD.  
2017 data taken from REColorado, deemed reliable but not guaranteed.  
If your home is listed with another broker this is not intended as a solicitation.

## Social Media



## Print ad

