

PORTFOLIO SAMPLES

www.CandraCook.com

FOREWORD

I've compiled a few quick samples of the design and development work I'm involved with regularly. Some items I may be unable to share due to company confidentiality of my present employer. For additional samples, please feel free to visit my website via www.CandraCook.com. Lastly, if you would like to see any specific items, you may contact me directly, and I can email the requested deliverables.

Email: candracook@gmail.com

Cell phone: [214.417.0503](tel:214.417.0503).

TABLE OF CONTENTS

I. INFOGRAPHICS

Pages 4 – 8

II. CASE STUDIES

Page 9

III. WHITE PAPERS & NEWSLETTERS

Page 10

IV. LANDING PAGES & A/B TESTING

Pages 11 – 14

V. WEB DESIGNS

Pages 15 – 20

VI. CUSTOMER JOURNEY (PRINT/EMAIL RENEWALS)

Pages 21 – 27

VII. PROCESS MANAGEMENT/FLOW CHARTS

Pages 28 – 32

CONCLUSION

Page 33

I. INFOGRAPHICS

As you may know, Infographics tend to get a bit large (vertically) depending on the content. Below I've provided a smaller scaled view of a few recent infographics. To see a larger view, follow the links accompanying each image.

Sample 1: *view full scale*



I. INFOGRAPHICS

Sample 2: *view full scale*



10 Inexpensive Ways to Motivate Without Money

Use these proven ideas to keep co-workers happy and inspired

- I. Earning extra time off

I. INFOGRAPHICS

Sample 3: *view full scale*

The infographic features a magnifying glass focusing on the number '10' against a world map background. The title '10 Most Important Things' is displayed prominently, followed by the subtitle 'we look for when hiring new managers'. A descriptive paragraph explains the survey context. A yellow callout highlights 'Verbal communication skills' as the top priority at 95.0%.

When you're thinking of promoting an employee or hiring someone to his or her critical first management position, what are the most important things you take into consideration? ManageElite asked 589 executives and managers, people who regularly make that decision, that question. Here's how they answered (percentages answering "important" or "very important"):

1 Verbal communication skills
95.0%

I. INFOGRAPHICS

Sample 4: *view full scale*



For the most part, executives and managers are honest people. But all of us find ourselves in the position of telling a “little white lie” from time to time. ManageElite asked 1,133 executives

I. INFOGRAPHICS

Sample 5: *view full scale*



9 Productivity Hacks for Effective & Efficient Meetings

It's a fact...we all hate meetings.
So here are 9 ways to keep your sanity
and make each as efficient and productive
as possible.

Before the Meeting

“Is It Necessary?”

II. CASE STUDIES

Due to company confidentiality, much of the material I've created for Case Studies I'm unable to share. Here is one quick example of a case study created for a division of our company called ManageElite.

Sample 1: *view full scale*

ManageElite Success Story

Sherry Atkinson Director of Human Resources Provides Ongoing Training to More than 300 Managers with ManageElite

The **R.E. Michel Company** is all about striving for excellence. That means hiring and developing a dedicated and knowledgeable workforce.

While product knowledge and great customer relationships are core to what R.E. Michel does on a day-to-day basis, it also realizes having a strong management team to drive the company forward is key to its success.



About R.E. Michel Company

The R.E. Michel Company was founded in Baltimore, Maryland in 1935. Family owned and operated with more than 225 nationwide locations, the R.E. Michel Company is one of our nation's leading wholesale distributors of HVACR equipment, parts and supplies.

💡 The Problem

Sherry Atkinson, Director of Human Resources, is responsible for 1,700 employees and hundreds of managers and supervisors across more than 225 nationwide locations. Developing a training program at a large organization that has a centralized Human Resources department like the R.E. Michel Company is an equally large challenge.

The goal was to train everyone, leave no manager behind.

As Sherry explained, they were looking for a:

*"Comprehensive training tool for all managers and supervisors.
We needed a tool to offer ongoing training but it needed to be easy to access
and to the point."*

In addition, Sherry realized:

"Other tools were too time consuming for managers."

💡 The Solution

Sherry and the R.E. Michel Company needed a training tool that:

III. WHITE PAPERS & NEWSLETTERS

Much like the case studies, I'm not at liberty to showcase some of the content for previous white papers and newsletters created. However, here are two, somewhat recent examples I'm able to provide.

Sample Whitepaper: *view full scale*



THE Selling Advantage

Getting the Most from Trade Shows: Top 5 Tips for Success

Some view attending trade shows as a gamble. But as many poker players will tell you, it's not a gamble if you know you're going to win.

There's no denying that setting up shop at a trade show can be a big investment. But when done correctly, it's worth every penny.

Trade shows are a great way to meet and greet large numbers of prospective customers in a relatively short period of time – more than you could ever hope to reach through traditional prospecting techniques sales calls.

Your company's presence can also help strengthen relationships with existing customers by providing you with another way to interact with them face-to-face.

These best practices will maximize returns you generate from attending a trade show.

Sample Newsletter

IV. LANDING PAGES & A/B TESTING

I've created a variety of landing pages, A/B testing, microsites, etc. Here are a few recent samples.

Sample 1: visit page

The landing page features a header with the logo 'Safety COMPLIANCE ALERT® Resource Center'. Below the logo, a tagline reads 'The fast-read source that keeps thousands of leading safety professionals better informed and more effective' and 'Customer Service 1-800-220-5000'. The main headline is 'Will Safety Compliance Alert help you...'. Three circular icons represent benefits: 'Avoid Fines?' (with a stack of money), 'Prevent Injuries?' (with a traffic cone), and 'Save Lives?' (with a life preserver). A large call-to-action button below the headline says 'See for yourself... then decide.' A video player placeholder is shown with the text 'Watch this quick video to see all the ways we can help you'. To the right, a sidebar encourages starting a 'NO-RISK subscription' with fields for First Name*, Last Name*, Title*, Company*, Email Address*, Address*, City*, Zip*, State*, and a dropdown for 'Please Select'. A red 'Start Now' button is at the bottom of the sidebar. A link to 'PRIVACY POLICY' is also present. The sidebar text explains the 60-day trial period and the cost of \$299. A blue box at the bottom right contains a note about paying nothing until decision time. The page is divided into four numbered sections: 1. Start your no-risk subscription, 2. Get immediate access to our online resource center (www.safetycompliancealert.com), 3. Receive 2 fast-read print newsletters (showing a sample newsletter thumbnail), and 4. Pay absolutely nothing until decision time (showing another sample newsletter thumbnail).

IV. LANDING PAGES & A/B TESTING

Sample 2: visit page

CFO & CONTROLLER Alert™ The fast-read source that keeps thousands of leading finance professionals better informed and more effective.

Customer Service
1-800-220-5000



“ It hits the main points that we’re looking for: news, highlights, and trends in the industry. It gives a nice synopsis. We always take the Boosting Your Cash Flow section into consideration. ”

John Palmer
Controller, Panasonic

THE DECISION

The court refused to dismiss the wrongful termination case. Now Bill's company will have to either defend its actions at trial or settle with the ex-manager. No one was denying on any side that Hugh inflated mileage on his expense reports or that the action was a clear violation of company policy. However Bill's company had another clear policy – this one on disciplinary action for managers.

Hugh had been assured the company always followed a standard procedure when firing a top-level employee. But that didn't happen in his case. Instead, when the company determined the manager had been falsifying expenses, it simply let him go. And that rush move gave the court enough cause to require the case be heard by a jury.

Analysis: Take the time, even in an open-and-shut case

This company likely never thought firing an employee who admitted to padding expenses would come back to bite it.

But in the rush to discipline, this company violated one of its own policies in the process – and saddled itself with a nasty legal headache.

Remind everyone that even when you're dealing with a clear-cut case, it pays to take the time to follow all the proper procedures to resolve the matter.

Cite: Timothy Hartnett v. Papa John's Pizza USA, Inc., No. CIV 10-1105 JB/Cg, U.S. District Court, D. New Mexico, 10/29/12. Dramatized for effect.

**Increase Revenue. Control Expenses.
Stay on top of the ever-changing financial regulations.
All faster than you ever thought possible**

This "Sharpen Your Judgment" scenario was taken from a recent issue of *CFO & Controller Alert*, , a fast-read print newsletter and online resource center.

Our goal is simple. We want to help finance professionals like you achieve your goals. Below you will hear from some of your colleagues and get even more details on how we can help you achieve your goals.

But we want you to see a few issues and visit the online resource center first. Take a look at all the money savers providing a steady stream of new cost cutting strategies, maximize cash flow and manage expenses with our daily stories, and stay on top of your challenging job of navigating through the ever changing world of compliance with our Compliance Checks. Then decide if this is right for you.

Yes, it is entirely risk-free. 

Here's what your colleagues are saying...

"I love the entire Alert. I can find the best practices that have been tried by other CFOs and Controllers in different

"It gives me an alert to what people might be doing and insight into things that are going on in other areas that

"It has very good articles. It provides more information from a different perspective in an easy-to-read, concise

Start your NO-RISK subscription to this quick-read print newsletter and online resource center

First Name*

Last Name*

Title*

Company*

Email Address*

Address*

City*

Zip*

State* Please Select

Start Now

 [PRIVACY POLICY](#)

Your no-risk subscription is for 60 days. With your 2nd print newsletter we will send you an invoice. If you love the benefits you receive, the cost for the full year (23 issues) is \$299.

If for any reason you don't find this valuable, you can cancel by simply marking cancel on the invoice and returning it to us.

All we ask is that you do one or the other. Please let us know either way by paying the \$299 or sending back your cancelled invoice.

IV. LANDING PAGES & A/B TESTING

Sample 3

Logout

ManageElite
Better Training. Better Managers. Better Performance.

Home ManageElite Monthly Report Manage Users Account Contact Us

All Employees

filter by group: All

Employee	Modules Completed	Presentations Completed	Quizzes Passed	Quiz Score	Extra Materials	Last Activity
ccook@pbp.com	5/9	1/9	8/9	2/9	2/9	07/03/12
devans+1@pbp.com	6/9	6/9	8/9	2/9	6/9	07/03/12
devans@pbp.com	3/9	0/9	0/9	8/9	7/9	07/03/12
jwalston+99@pbp.com	0/9	6/9	1/9	7/9	6/9	07/03/12
jwalston+r1@pbp.com	4/9	8/9	4/9	4/9	8/9	07/03/12
jwalston@pbp.com	0/9	7/9	0/9	6/9	5/9	07/03/12
mdougherty+b@pbp.com	4/9	1/9	6/9	8/9	5/9	07/03/12
mdougherty+c@pbp.com	8/9	8/9	8/9	5/9	4/9	07/03/12
mdougherty+d@pbp.com	4/9	8/9	4/9	5/9	3/9	07/03/12
mdougherty+e@pbp.com	0/9	3/9	5/9	6/9	7/9	07/03/12
mdougherty+f@pbp.com	0/9	5/9	8/9	1/9	7/9	07/03/12
mdougherty+g@pbp.com	5/9	5/9	2/9	3/9	3/9	07/03/12
mdougherty+h@pbp.com	5/9	6/9	0/9	7/9	0/9	07/03/12
mdougherty+i@pbp.com	6/9	5/9	0/9	1/9	7/9	07/03/12
mdougherty+j@pbp.com	7/9	4/9	0/9	8/9	4/9	07/03/12

[Back to Top](#) [Home](#) [FAQ](#) [Account](#) [Contact Us](#) [Privacy](#) [Terms of Service](#) [Logout](#)
© Manage Elite Test Server. All Rights Reserved.

IV. LANDING PAGES & A/B TESTING

Sample 4

Logout

ManageElite
Better Training. Better Managers. Better Performance.

Home ManageElite Monthly Report Manage Users Account Contact Us

All Employees

filter by group: All Go Reset

Employee	Modules Completed	Presentations Completed	Quizzes Passed	Quiz Score	Extra Materials	Last Activity
ccook@pbp.com	5/9	1/9	8/9	2/9	2/9	07/03/12
mod1	Yes	Yes	Yes	97%	Yes	07/03/12
mod2	Yes	Yes	Yes	9%	Yes	07/03/12
mod3	Yes	Yes	Yes	55%	Yes	07/03/12
mod4	Yes	Yes	Yes	50%	Yes	07/03/12
mod5	Yes	Yes	Yes	83%	Yes	07/03/12
mod6	Yes	Yes	Yes	68%	Yes	07/03/12
mod7	Yes	Yes	Yes	92%	Yes	07/03/12
mod8	Yes	Yes	Yes	54%	Yes	07/03/12
mod9	Yes	Yes	Yes	97%	Yes	07/03/12
devans+1@pbp.com	6/9	6/9	8/9	2/9	6/9	07/03/12
devans@pbp.com	3/9	0/9	0/9	8/9	7/9	07/03/12
jwalston+99@pbp.com	0/9	6/9	1/9	7/9	6/9	07/03/12
jwalston+r1@pbp.com	4/9	8/9	4/9	4/9	8/9	07/03/12
jwalston@pbp.com	0/9	7/9	0/9	6/9	5/9	07/03/12
mdougherty+b@pbp.com	4/9	1/9	6/9	8/9	5/9	07/03/12

[Back to Top](#) [Home](#) [FAQ](#) [Account](#) [Contact Us](#) [Privacy](#) [Terms of Service](#) [Logout](#)
© Manage Elite Test Server. All Rights Reserved.

V. WEB DESIGNS

Most of the websites I've designed for my current employer require login credentials. Here's a preview of their basic infrastructure, as well as a few other freelance web designs.

Sample 1: www.CFOandControllerAlert.com

The screenshot shows the homepage of the CFO & Controller Alert website. At the top, there's a navigation bar with links to 'Meet The Editors', 'About Us', 'Contact Us', and 'My Account'. A search bar with a magnifying glass icon is also present. Below the header, there's a menu bar with categories: HOME, CASH FLOW, LEGAL, SUCCESS STORIES, MANAGEMENT, and LATEST NEWS. A yellow banner titled 'NEWS YOU CAN ACT ON' features a headline: 'IRS issues final repair regs: 3 ways you can capitalize'. To the right of this, there's a 'Compliance Countdown' section showing 'W-2s to employees January 31, 2014' with a digital clock counting down from 07 months, 08 days, 13 hours, 31 minutes, and 22 seconds. Below these are several columns of news snippets under various headings like 'Other Top Stories', 'Healthcare Update', 'Financial', 'Compliance Check', and 'Money Savers'. Each snippet includes a small icon and a 'See More' button.

CFO & CONTROLLER Alert™

Meet The Editors About Us Contact Us My Account

Search Site... SEARCH

HOME CASH FLOW LEGAL SUCCESS STORIES MANAGEMENT LATEST NEWS

NEWS YOU CAN ACT ON

IRS issues final repair regs: 3 ways you can capitalize

No time to lose! Changes kick in Jan. 1. Well that certainly took long enough! IRS just released its much-awaited final regs on tangible property repairs to replace the temporary regs put in place back in Dec. 2011.

And while the Taxman took its sweet old time, you won't have the same luxury if your company wants to take advantage: The new regs take effect Jan. 1, 2014... [Read More](#)

► Their forecasts are off by a mile: Could you be at risk?
► IRS Issues rules on healthcare reporting reqs
► Every office has one – this one cost firm \$1.2M in fines
► Preview: What T&E will look like in 2014

Other Top Stories

Feds warn Finance of critical year-end error
Before you send out those W-2s this year, you'll want to be certain key info is accurate. Mismatched names and social security numbers (SSNs) got some \$70.3 billion banished ... [Read More](#)

Crunch time: Act fast to hit higher IRS deduction deadline
\$500K limit good until Dec. 31, 2013. We may be teetering on the edge of another fiscal cliff, but you still have a little time left to capitalize on the fallout from the last time we were in this financially perilous position... [Read More](#)

[More Top Stories ▶](#)

Cash Flow [See More](#)

• Lorem ipsum dolor sit amet, consectetur adipisicing elit
• Duis aute irure dolor in reprehenderit in voluptate velit

Success Stories [See More](#)

• Lorem ipsum dolor sit amet, consectetur adipisicing elit
• Duis aute irure dolor in reprehenderit in voluptate velit

Managing People [See More](#)

• Lorem ipsum dolor sit amet, consectetur adipisicing elit
• Duis aute irure dolor in reprehenderit in voluptate velit

Legal [See More](#)

• Lorem ipsum dolor sit amet, consectetur adipisicing elit
• Duis aute irure dolor in reprehenderit in voluptate velit

Banking [See More](#)

• Lorem ipsum dolor sit amet, consectetur adipisicing elit
• Duis aute irure dolor in reprehenderit in voluptate velit

Benefits [See More](#)

• Lorem ipsum dolor sit amet, consectetur adipisicing elit
• Duis aute irure dolor in reprehenderit in voluptate velit

A/P [See More](#)

• Lorem ipsum dolor sit amet, consectetur adipisicing elit
• Duis aute irure dolor in reprehenderit in voluptate velit

A/R [See More](#)

• Lorem ipsum dolor sit amet, consectetur adipisicing elit
• Duis aute irure dolor in reprehenderit in voluptate velit

Payroll [See More](#)

• Lorem ipsum dolor sit amet, consectetur adipisicing elit
• Duis aute irure dolor in reprehenderit in voluptate velit

Lighter Side [See More](#)

• Lorem ipsum dolor sit amet, consectetur adipisicing elit
• Duis aute irure dolor in reprehenderit in voluptate velit

Tech [See More](#)

• Lorem ipsum dolor sit amet, consectetur adipisicing elit
• Duis aute irure dolor in reprehenderit in voluptate velit

Compliance Countdown 31

W-2s to employees January 31, 2014

07 MONTHS 08 DAYS 13 HOURS 31 MINUTES 22 SECONDS

Healthcare Update

The latest developments in the ever-shifting healthcare landscape

► Flu shots: Mandate or just encourage?
► Does your first Obamacare notice contain all the required info?
► Is this part of your wellness plan?

[See More](#)

Financial

Investing.com

Symbol (CFDs)	Last	Chg.	Chg. %
Dow 30	15,691.50	97.52	0.63%
S&P 500	1,763.40	16.24	0.93%
Nasdaq 100	3,356.40	34.99	1.05%
SmallCap 2000	1,095.65	16.56	1.53%
S&P/TSX	13,387.96	93.76	0.71%
Bovespa	52,248.86	-491.93	-0.93%
DAX	9,078.28	-2.75	-0.03%

Live World Indices are powered by [Investing.com](#)

Compliance Check

Use this update to stay on top of financial regulations from the state and IRS.

► Does your first Obamacare notice contain all the required info?
► Work it out: Keeping your on-site gym tax-free to employees
► Employee awards: What's deductible, what's not

[See More](#)

Money Savers

Check here for new strategies focused on creating sustained savings

► No-cost, low-effort ways to lower your company's energy bills this winter
► For instant savings, unplug this machine
► Keeping a lid on credit card fees

[See More](#)

V. WEB DESIGNS

Sample 2: www.EnvironmentalComplianceAlert.com

The screenshot displays the homepage of the Environmental Compliance Alert website. At the top, there's a navigation bar with links to 'Current Issue', 'Meet The Editors', 'About Us', 'Contact Us', and 'My Account'. A search bar is also present. Below the header, a main menu includes 'HOME', 'REGS & ENFORCEMENT', 'FINES', 'LEGAL CASES', 'CUSTOMIZABLE TRAINING', 'INSPECTION & COMPLIANCE', and 'STATE AGENCIES'. A banner image shows a construction worker in safety gear. The 'DAILY UPDATES' section features a headline about the EPA's 2014 agenda. To the right, a 'Popular Articles' sidebar lists several news items with small thumbnail images. The main content area has sections for 'Keeping Up With Regs & Enforcements' (Air, Waste, Water, Greenhouse Gases, Stormwater, Sustainability), 'Legal Cases', and 'Customizable Training Center'. Each section contains placeholder text and a 'See More' button. On the right side, there are additional boxes for 'Fines', 'Current Issue' (with a thumbnail of the magazine cover), 'Inspection Checklist' (PDF link), 'Compliance Assistance', and 'EPA Federal Register' (RSS feed icon).

V. WEB DESIGNS

Sample 3: www.SupervisorsLegalUpdate.com

The screenshot displays the homepage of [Supervisors Legal Update](http://www.SupervisorsLegalUpdate.com). The header features the site's logo and navigation links for Current Issue, Meet The Editors, About Us, Contact Us, and My Account. A search bar is also present.

The main content area includes a banner with a photo of people in a meeting, a "TODAY'S TOP STORY" section, and various news categories like Employment Law, Documentation, Performance Reviews, Discipline, Hiring, Firing, Harassment, Handling People, Discrimination, and Communication & Management Skills. Each category has a brief description and a "See More" link.

On the right side, there are sections for "Popular Articles" (with a sidebar for "Articles"), "Legal Training Center" (with "Customizable Training" and "Test Your Knowledge" sections), and "Where Supervisors Went Wrong". A "Useful Web Tools" section is also visible at the bottom right.

V. WEB DESIGNS

Sample 4: www.SupervisorsSafetyBulletin.com

Supervisors Safety Bulletin

Meet The Editors About Us Contact Us My Account

Search Site... SEARCH

HOME REAL LIFE SCENARIOS TRAINING BY TOPIC TRAINING MATERIALS FINES LATEST ISSUE

TODAY'S TRAINING JUMP STARTER

Drug use numbers highlight unexpected dangers

When people think of drug overdoses, the first thought could be a heroin addict or meth user out of "Breaking Bad." But more and more, deadly drugs aren't bought on the street corner – they're picked up at a pharmacy. [Read More »](#)

► Getting a safety equipment upgrade? Spread the news
► Training tip: Teach them once, test them twice
► Training tip: Teach them once, test them twice
► Where a third of your lost-time injuries are coming from

REAL LIFE SCENARIOS

SAFETY SCENARIOS

Injured worker had experience: But did he get enough training?

New hire wasn't focused on his work, loses 3 fingers Lou Desipio didn't look like a man who was excited for his first day of work. He threw his jacket on a hook and found his new Supervisor, Brad Johnson, in the production area. "Hey, I'm Lou," he said. "HR guy told me I'll be..." [Read More »](#)

Waiting to make repairs costs worker a finger and draws an OSHA inspection

Tommy McKeenan had been having a rough day. The bit on the drill press he had been operating was almost worn out, and it was resulting in a lot of non-conforming parts. "Any chance we could get a new drill bit soon?" he asked his Supervisor Peter Robinson. "Well, we'll probably be getting a new..." [Read More »](#)

[More Stories ▶](#)

SHARPEN YOUR JUDGMENT

Was injury work-related or not? Court weighs in

In this feature we present a fictionalized version of a court case, then ask you to guess the outcome. Did this worker get comp from an injury that occurred in the parking lot before his shift started? "Can he really get workers' comp for this injury?" asked Supervisor Hannah McKee. "I mean, it doesn't seem work-related." [Read More »](#)

Court decides whether policy or safeguard was the best protection

"This is what I don't get," said Safety Director Chris Taylor with a sigh. "Why not just put it in park?" "Joey was always prone to take shortcuts with our rules," Andrew said. "It's not going to be pleasant, but tell me what happened the day he died," Chris said. Automatic protections failed? "Joey stopped..." [Read More »](#)

[More Stories ▶](#)

TRAINING BY TOPIC

Lockout/Tagout

Simple point shows the need for guarding
Tagout violations cited after workplace explosion

[See More](#)

Slips, Trips & Falls

Ice isn't nice for workers: How to handle it
Was injury work-related or not? Court weighs in

[See More](#)

PPE

PPE prank sends worker to the hospital, company to court
OSHA reveals the top safety violation for 2011

[See More](#)

Machine Guarding

Injured worker had experience: But did he get enough training?

[See More](#)

Forklifts

Inspected twice, company faces \$100K in fines

[See More](#)

Electrical

Company was told the electricity had been shut off: But worker's injury showed otherwise

Popular Articles

PPE prank sends worker to the hospital, company to court
Getting a safety equipment upgrade? Spread the news
3 ways to prevent strains and sprains
The best time to make changes to equipment
Worker claims Supervisors' instructions were to blame for injury

Training Materials

Quizzes

Quiz: Confined space entry
Quiz: Workplace stresses

[See More](#)

Checklists

Preparing for an OSHA inspection
What to do after an OSHA inspection

[See More](#)

Toolbox

Hazcom and GHS: Know the signs
What does a safety data sheet (SDS) look like?

[See More](#)

Fines

Marketing copy needed here.

Employer fined after 2 die, 80 injured in explosion
Inspected twice, company faces \$100K in fines
Repeat confined space, fall hazards lead to big fine

[See More](#)

Current Issue

RSS Feed

OSHA renews alliance with Scaffold and Access Industry Association to protect workers from scaffold hazards
Joe Newman Drywall in Phenix City, Ala., cited by US Department of Labor's OSHA for repeat, serious violations: more than \$66,000 in proposed fines

V. WEB DESIGNS

Sample 5: www.CandraCook.com

The screenshot shows the homepage of www.CandraCook.com. The header features the name "CANDRA COOK" and "CREATIVE DESIGN & DEVELOPMENT". The main visual is a split-screen portrait: the left side is a black and white sketch of a woman's face and hair, labeled "designer"; the right side is a color photo of the same woman, labeled "</developer>". Below the portrait, there are three red button links: "About Me", "My Work", and "Let's Chat". The "About Me" section contains a bio about the artist's background and interests. The "My Work" section contains a bio about her artistic approach. The "Let's Chat" section contains a bio about her freelance availability and includes social media links for email and LinkedIn.

CANDRA COOK
CREATIVE DESIGN & DEVELOPMENT

designer

Artist & User Interface Designer with a passion for making things functional and pretty. Expert in all things Adobe (Photoshop, Illustrator, InDesign, etc). Never leaves home without a pencil, a sketch book, and (in most cases) paint and paintbrushes.

</developer>

Front End Developer specializing in writing clean, efficient code, and building quality User Experiences (UX/UI) for Websites. Savvy in HTML5, CSS, WordPress, Javascript, JQuery, PHP with a touch of MySQL.

About Me

I draw, paint, create, design, develop and build websites out of Phoenixville, PA. I work full-time as a web designer and developer in Malvern, PA. I spent ten years working and attending school in Philadelphia, PA. However... I was born and raised in Texas. Having lived on both the east coast and in the south, I've been exposed to some really great experiences, opportunities, and great people. When I'm not designing, I pinterest the day away, pretend to be a top chef, remain consistently inconsistent with crossfit, and attend class for my masters.

My Work

Art has always been my first love. I still consider myself to be an artist. When approaching new projects I take a creative approach before hammering out all the technical details. I've worked on large scale, corporate websites, as well as something as small as an 8x10 graphite drawing. You name it... I've probably worked it. Feel free to browse some of my latest work:

View My Portfolio

Let's Chat

Do you have a small to middle scale project? I'm currently available to undertake freelance work. Or maybe you'd just like to trade pinterest board ideas, talk fashion, music, The Walking Dead, or reality TV shows. Whatever the case, drop me a line. Can't wait to hear from you!

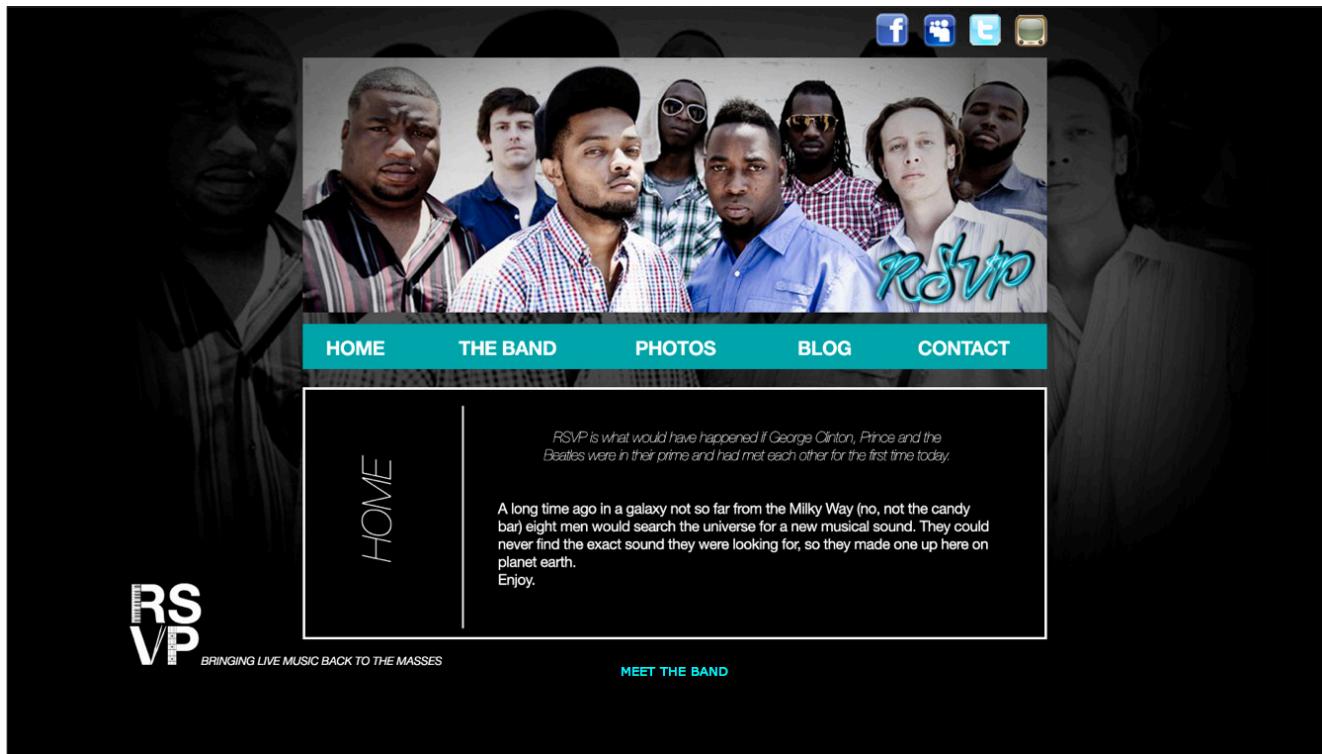
Shoot me an email

Connect on LinkedIn

This site was designed & developed by Candra S. Cook
© Copyright 2014 Candra S. Cook | All Rights Reserved

V. WEB DESIGNS

Sample 6: Musical Portfolio of RSVP Band



VI. CUSTOMER JOURNEY (PRINT/EMAIL RENEWALS)

Given that my current employer is heavily sales and editorial driven, we tend to generate several marketing items to keep our customers up-to-date. The following are a compilation of different aspects of our customer journey initiative consisting of publication renewal notices, surveys and more.

Sample 1

The image shows a screenshot of an email from the Safety Compliance Alert Resource Center. The header features the logo 'Safety COMPLIANCE ALERT Resource Center' and a tagline 'ONE IDEA COULD BE ALL IT TAKES' with a lightbulb icon. Below the header is a graphic showing a laptop displaying the website, surrounded by various icons representing different business functions like finance, HR, and operations. A printed newsletter titled 'Safety' is shown next to the laptop.

Dear Valued Subscriber,

We made you a promise to be the most essential source of information to help you do your job better. Your answers to the enclosed survey will help us improve the print newsletter and the website and hopefully help you and our other subscribers be even more effective.

Please know that I'm very appreciative of your time. We absolutely read each and every response and apply them in the most appropriate way.

Again, thank you very much for your help and for being a loyal subscriber.

[TAKE SURVEY](#)

Sincerely,


Fred Hosier
and The Safety
Compliance Alert Team



You are receiving this email as part of your subscription to *Safety Compliance Alert*, a print newsletter and companion website — bringing you fast-read information how and where you want it.

© 2014 Progressive Business Publications | 800-220-5000

VI. CUSTOMER JOURNEY (PRINT/EMAIL RENEWALS)

Sample 2

Safety
COMPLIANCE ALERT
Resource Center

ONE IDEA COULD BE ALL IT TAKES

We all have a lot on our “To Do” list.

Renew Today and receive these special benefits:

- Lock in at the lowest (your current) renewal price
- Receive an extra issue (24 issues instead of the normal 23)

And let your subscription to *Safety Compliance Alert* continue to provide ideas to help you check off the MOST IMPORTANT things on YOUR “To Do” list.

RENEW TODAY

You are receiving this email as part of your subscription to *Safety Compliance Alert*, a print newsletter and companion website — bringing you fast-read information how and where you want it.

© 2014 Progressive Business Publications | 800-220-5000

VI. CUSTOMER JOURNEY (PRINT/EMAIL RENEWALS)

Sample 3

The screenshot shows the homepage of the Safety Resource Center website. At the top, there's a dark blue header with the "Safety Resource Center" logo on the left and a lightbulb icon with the tagline "ONE IDEA COULD BE ALL IT TAKES" on the right. Below the header, a large yellow section features the headline "Subscribers are making the most of our Online Resource Center this year". It contains four data points with icons: "5,000" with a download icon, "93%" with a laptop icon, "3,000" with a checklist icon, and "4,000" with a clipboard icon. To the right of these stats is a sub-headline "One Idea Could Be All It Takes". Further down, there's a screenshot of a computer screen displaying the website's homepage with various news articles and navigation links. At the bottom of the yellow section, there's a call-to-action button labeled "RENEW TODAY". A small graphic at the very bottom left shows a laptop and two newspapers.

Subscribers are making the most of our Online Resource Center this year

5,000 Subscribers downloaded printable Training Shops over 5,000 times to train workers fast on key topics designed to prevent injuries and avoid fines

93% 93% of surveyed subscribers said they LOVE our content and companion website

3,000 Over 3,000 subscribers used Checklists to keep workers safe from deadly hazards and stay in compliance with OSHA standards

4,000 4,000 subscribers coached their workers to value safety over speed with real-world "What's Working for Other Companies" and "Who Got Fined and Why" features

One Idea Could Be All It Takes

RENEW TODAY

You are receiving this email as part of your subscription to *Safety Compliance Alert*, a print newsletter and companion website — bringing you fast-read information how and where you want it.

© 2014 Progressive Business Publications | 800-220-5000

VI. CUSTOMER JOURNEY (PRINT/EMAIL RENEWALS)

Sample 4

The email features a dark blue header bar with the "Safety COMPLIANCE ALERT Resource Center" logo on the left and a lightbulb icon with the slogan "ONE IDEA COULD BE ALL IT TAKES" on the right.

Worst Gift Ever?

Our gifts to you may not be flashy, but when was the last time you got a **great idea** from a **fruitcake**?

Renew today and receive these special benefits:

- Lock in at the lowest (your current) renewal price
- Receive an extra issue (24 issues instead of the normal 23)

Renew Today and let your subscription to *Safety Compliance Alert* continue to provide the gift of ideas that help you do your job more effectively (and no fruitcake).

RENEW TODAY

You are receiving this email as part of your subscription to *Safety Compliance Alert*, a print newsletter and companion website — bringing you fast-read information how and where you want it.

© 2014 Progressive Business Publications | 800-220-5000

VI. CUSTOMER JOURNEY (PRINT/EMAIL RENEWALS)

Sample 5

Safety
COMPLIANCE ALERT™
Resource Center

YOUR FEEDBACK IS GREATLY APPRECIATED

If you prefer filling out the survey online, visit www.surveymonkey.com/s/SCAsubscriber

Image of Fred and team on Forklift

Dear Valued Subscriber,

We made you a promise to be the most essential source of information to help you do your job better. Your answers to the enclosed survey will help us improve the print newsletter and the website and hopefully help you and our other subscribers be even more effective.

Please know that I'm very appreciative of your time. We absolutely read each and every response and apply them in the most appropriate way.

Again, thank you very much for your help and for being a loyal subscriber.

Sincerely,



Fred Hosier & The Safety Compliance Alert Team

SAFETY COMPLIANCE ALERT SUBSCRIBER SURVEY

1. How often do you read your Safety Compliance Alert newsletter?

- Right away! I can't wait for my new issue to come
- I get around to every issue sooner or later
- Only when a headline catches my interest
- I rarely have time to read the print newsletter

2. How often do you visit the SafetyComplianceAlert.com website?

- Every day
- Whenever I click one of the stories you email me
- About once a week
- About once a month
- You have a website?

3. Which of the following best describes how you visit SafetyComplianceAlert.com?

- I read the article that brought me there and then leave
- I read the article and at least one other thing
- I browse around and check out whatever catches my eye
- I go to the home page and start from there
- I don't visit the website

4. Are you receiving the "e-newsletters" (emails that feature top stories, breaking news, and links to the website)?

- Yes, and I often click the stories in it
- Yes, but I usually ignore it
- No, I don't get those emails*

*If you are not receiving the e-mails and would like to be added, please provide your e-mail address below:

5. Which of the following features are the most useful? (Rank each, with 1 being not useful and 5 being your most useful)

- Featured Story or Latest OSHA News
- Safety Regulations Update
- Safety Training Center (training shops, checklists, powerpoints, quizzes)
- Sharpen Your Judgment (eg, Guess the Outcome)
- Trends to Watch
- The Lighter Side
- What's Working for Other Companies
- Who Got Fined and Why

See Reverse Side

370 Technology Drive • P.O. Box 3019 • Malvern, PA 19355

 ONE IDEA COULD BE ALL IT TAKES

VI. CUSTOMER JOURNEY (PRINT/EMAIL RENEWALS)

Sample 6



370 Technology Drive
P.O. Box 3019 • Malvern, PA 19355

IMPORTANT RENEWAL NOTICE

June 26, 2014

ONE IDEA COULD BE ALL IT TAKES

RENEW TODAY

For the fastest payment option, visit your personalized My Account Page at www.SafetyComplianceAlert.com

Username: _____

Password: _____

OR, return the bottom portion using the prepaid envelope.

We all have a lot on our "To Do" list. Renew today and receive these special benefits:

- Lock in at the lowest (your current) renewal price
- Receive an extra issue (24 issues instead of the normal 23)

Let your subscription to Safety Compliance Alert continue to provide ideas to help check off THE MOST IMPORTANT things on YOUR to do list. Renew Today!

YES! Please renew my yearly subscription for **\$299**

ACCOUNT #: XXXXXXXXX
CUSTOMER NAME
XXX CUSTOMER ADDRESS
CITY, STATE 19355

Check (Payable to Progressive Business Publications)

VISA AMEX MC DISC

Card # 

MM / **YY**

Bill Me Initials: _____

Signature: _____

If for any reason you don't find this subscription valuable, you may cancel at any time and receive a 100% refund on the remaining unused portion.

VI. CUSTOMER JOURNEY (PRINT/EMAIL RENEWALS)

Sample 7

Safety
COMPLIANCE ALERT™
Resource Center

370 Technology Drive
P.O. Box 3019 • Malvern, PA 19355

ONE IDEA COULD BE ALL IT TAKES

IMPORTANT RENEWAL NOTICE June 26, 2014

*****AUTO**3-DIGIT 197

xx-x-x x x xxxx xxxx SCA
CUSTOMER NAME
XXX CUSTOMER ADDRESS
CITY, STATE 19355

RENEW TODAY

For the fastest payment option, visit your personalized My Account Page at www.SafetyComplianceAlert.com

Username: _____

Password: _____

OR, return the bottom portion using the prepaid envelope.

Your answers to the enclosed survey will help us improve the print newsletter and the website

As a thank you, we would like to offer you some additional benefits for filling out the survey and renewing your subscription today:

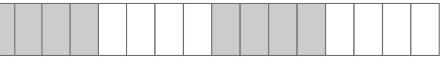
- ✓ Lock in your current and best renewal price for the next year
- ✓ Receive one extra issue on your renewal term (24 issues instead of the normal 23)

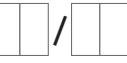


YES! Please renew my yearly subscription for \$299

Check (Payable to Progressive Business Publications)

VISA AMEX MC DISC

Card # 

Expiration 
MM / YY

Bill Me Initials: _____

Signature: _____

If for any reason you don't find this subscription valuable, you may cancel at any time and receive a 100% refund on the remaining unused portion.

ACCOUNT #: XXXXXXXXX
CUSTOMER NAME
XXX CUSTOMER ADDRESS
CITY, STATE 19355

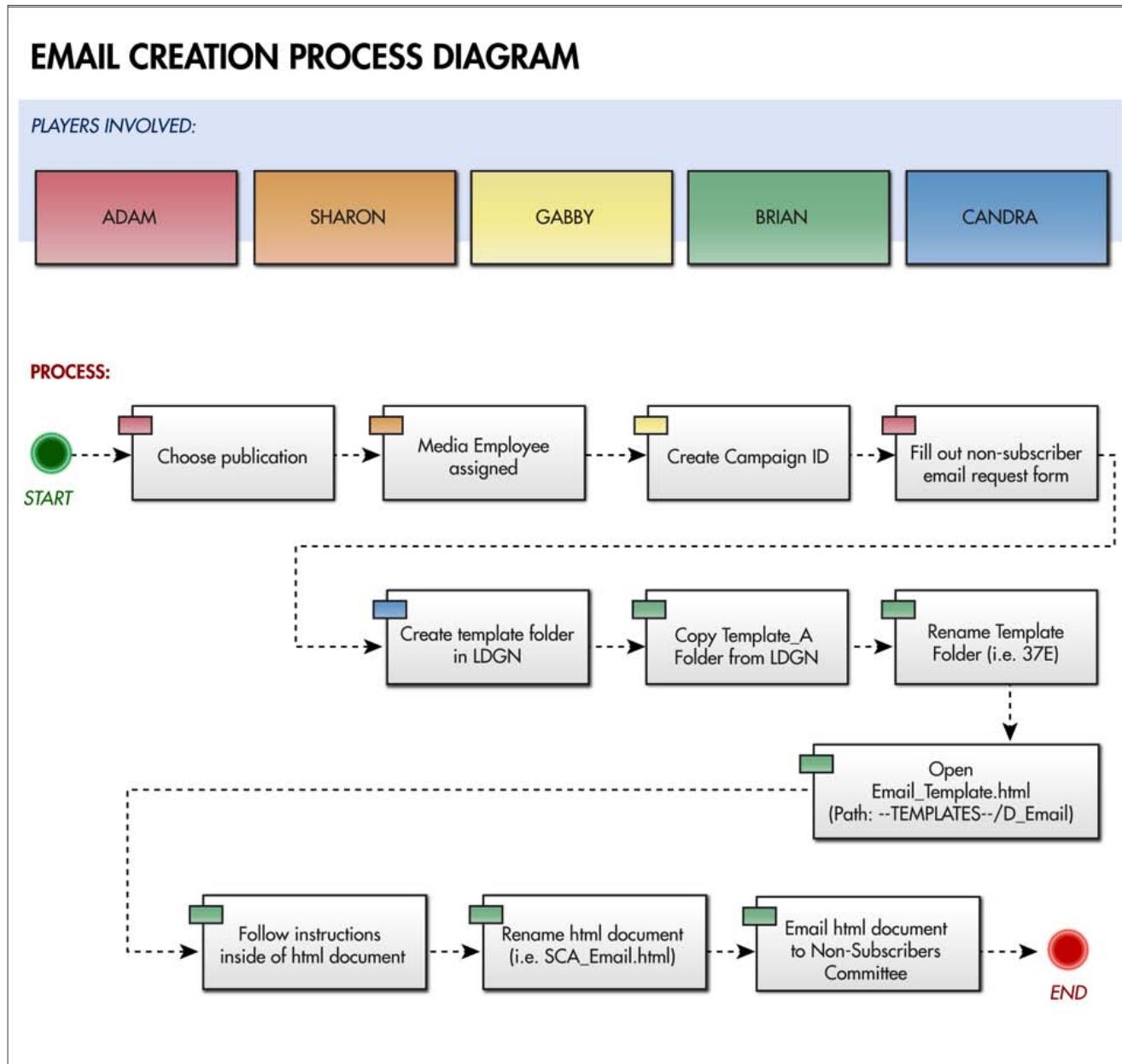


June 26, 2014 Questions? 1-800-220-5000

VII. PROCESS MANAGEMENT & FLOW CHARTS

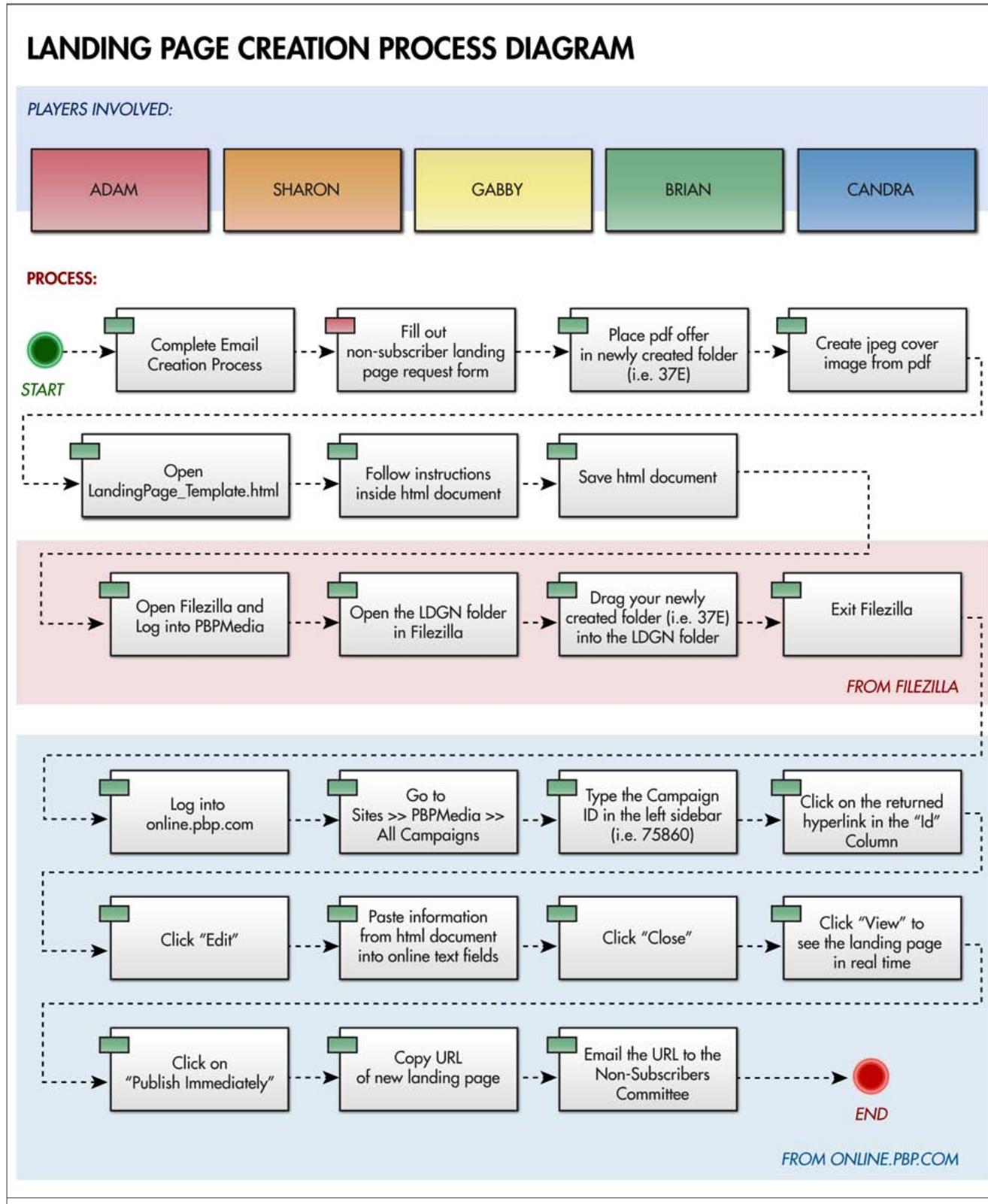
I'm involved in quite a bit, albeit design or development. Oftentimes several shareholders get matrixed into various projects. It can become confusing for new players when having to explain employee-involvement. To prevent confusion, I always create a "play-book" for everyone involved. Each play-book varies from project to project, by my overall goal is to create an ease of production, and an easy-to-follow guide for future projects. Below are a few examples of such.

Sample Process 1



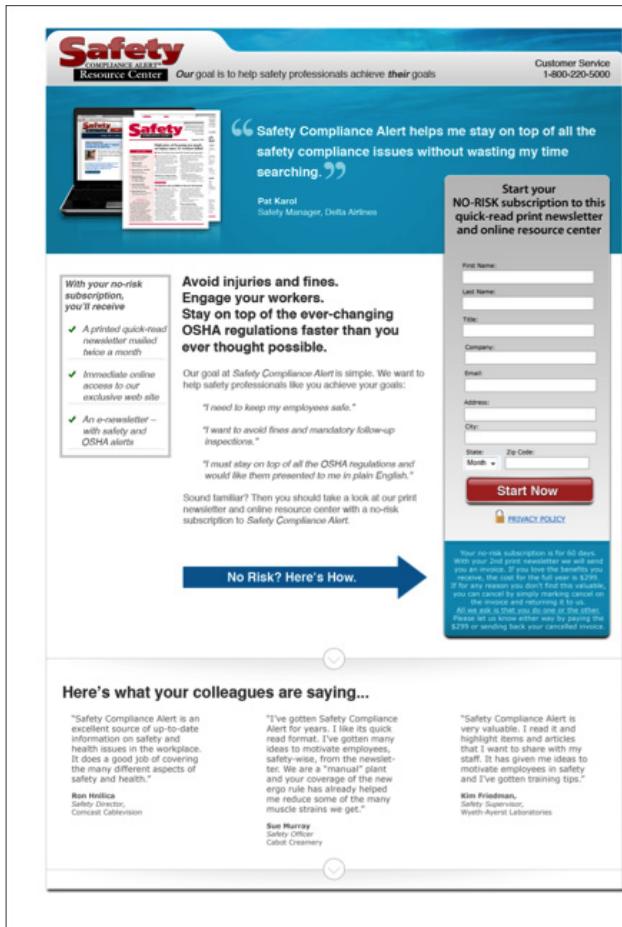
VII. PROCESS MANAGEMENT & FLOW CHARTS

Sample Process 2



VII. PROCESS MANAGEMENT & FLOW CHARTS

Sample Process 3



Non-Subscriber Landing Page

This is a screenshot of the standard Non-Subscriber landing page.

The initial design was created using photoshop and it sits in the "**B_Design_Information**" folder.

For distribution purposes, refer to the "**C_Landing_Page**" folder and make edits to **Landing_Template.html**.

Note: All images used in this design are on the pbpmmedia server. Because of the web architecture of online.pbpm.com, the images will need to be placed in the common folder within LDGN. FTP information for pbpmmedia can be found in the appendix of this document.

VII. PROCESS MANAGEMENT & FLOW CHARTS

Sample Process 4



Non-Subscriber Email

This is a screenshot of the standard Non-Subscriber email.

The initial design was created using photoshop and it sits in the "**B_Design_Information**" folder.

For distribution purposes, refer to the "**D_Email**" folder and make edits to **Email_Template.html**.

Note: All images used in this design are on the pbplInfo server.
FTP information for PBP Info can be found in the appendix of this document.

VII. PROCESS MANAGEMENT & FLOW CHARTS

Sample Process 5

Email Reference Guide

The screenshot shows the homepage of the **A Safety** website. At the top left is the logo with "A Safety" and "COMPLIANCE ALERT". Below it is the "Resource Center" and a tagline "Our goal is to help safety professionals achieve *their* goals". On the right, there's a "Customer Service" section with the phone number 1-800-220-5000. In the center, there's a graphic of a laptop displaying a newspaper-like layout with the word "Safety" on the masthead. To the right of the laptop, there are three quotes: "I need to keep my employees safe and prevent injuries.", "It's time to avoid fines and mandatory follow-up inspections.", and "I just need to know what these OSHA regulations mean in plain English.". Below these quotes is a green button with the text "See how you can achieve these goals now".

A **B** **C** **D** **E**

Quick-Read Format **C₁**

Too much information and not enough time?
Our subscribers rave about our quick-read format and our easy-to-understand OSHA regulations.

Who Got Fine and Why? **C₂**

Looking to avoid fines and prevent injuries?
One company was recently hit with 17 serious violations and \$119,000 in fines! You'll receive real company examples with real answers in our most popular section.

Training Shops **C₃**

Hard to find the time to pull together training materials that will resonate with your employees?
Our "Training Shops" do that work for you with ready-to-use presentations, checklists, and quizzes.

Sharpen Your Judgment **C₄**

How do you get employees to appreciate the importance of safety in the workplace?
We provide case studies with an engaging twist that allow your workers to "Guess the Outcome."

Absolutely a no-risk subscription **D₁**

Yes, this is truly no-risk. You'll receive immediate access to the website and will receive 2 issues of the print newsletter. If you are happy with the value, pay the invoice. If not, mark cancel, and you will owe nothing.

Receive the above benefits in three ways: **D₂**

- ✓ A quick-read print newsletter mailed twice a month
- ✓ Immediate online access to our exclusive web site
- ✓ E-newsletter – with safety and OSHA alerts

What's next? Simple. Click here... **D₃**

Simple. Click here to see how you can start your **no-risk subscription** to our print newsletter and Online Resource Center. See what your colleagues think about us and see how many other companies like yours are already subscribers.

See how you can achieve these goals now **E**

CONCLUSION

I hope this document has provided you with the necessary samples needed for your consideration. Again, if there are other materials you'd like to see specifically, please let me know and I can provide those as well. My contact information can be found below.

Website: www.CandraCook.com

Email: candracook@gmail.com

Cell phone: [214.417.0503](tel:214.417.0503).