

**IT'S KNUTS** BRAND ENTREPRENEURSHIP

**María Yáñez**

**Creative Director**

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**KNUTS**

# It's Knuts

## ?knots, isn't it nuts?

mision

Expressing It's Knuts art and way of living through modern styles and bag designs made of wool and sustainable materials.

vision

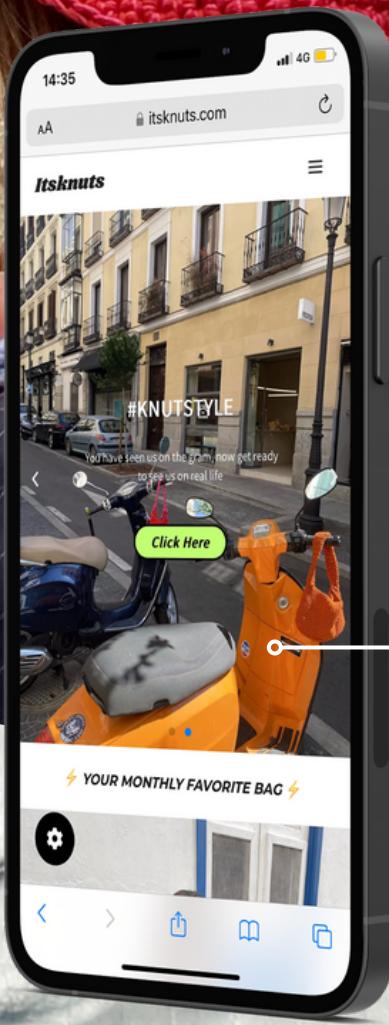
Being a transcendent 360° modern brand sharing an experience with a community of young artists and out of the box thinkers.

values

Creativity, disruptive styling, sustainability, global thinking, community oriented.

Home page

it's knuts



Roll: Website developer and designer

Tools: WordPress

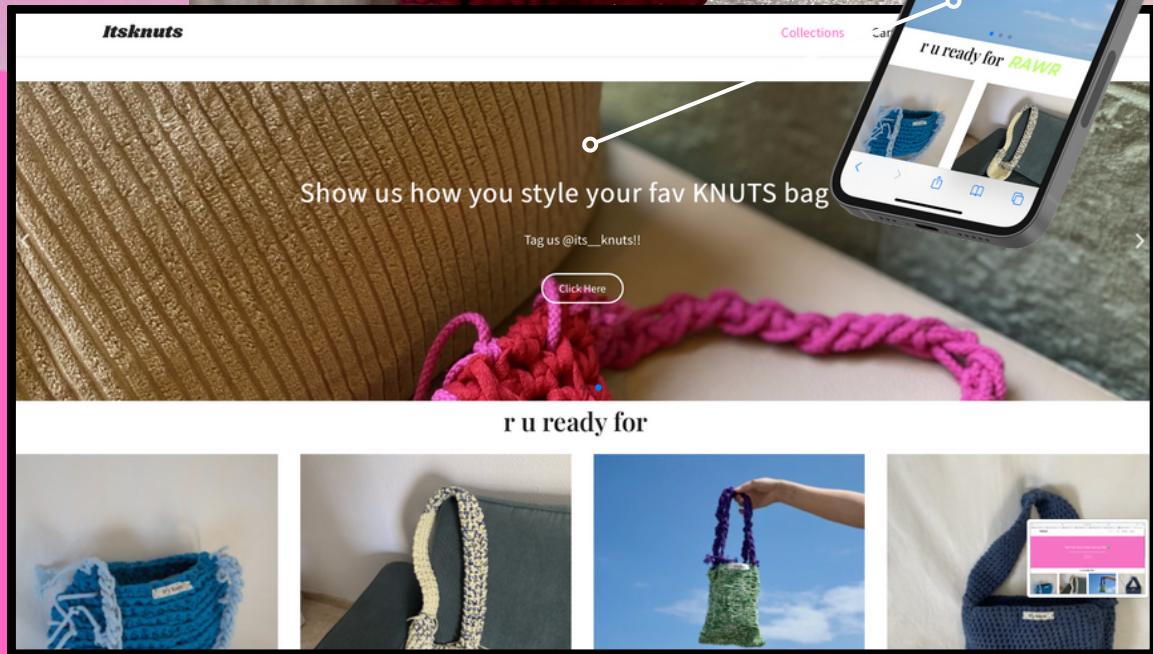
Date: June 2023 - Present

Brand: It's Knuts

Skills: SEO, copywriting, website design, UX

## Collections page

it's knuts



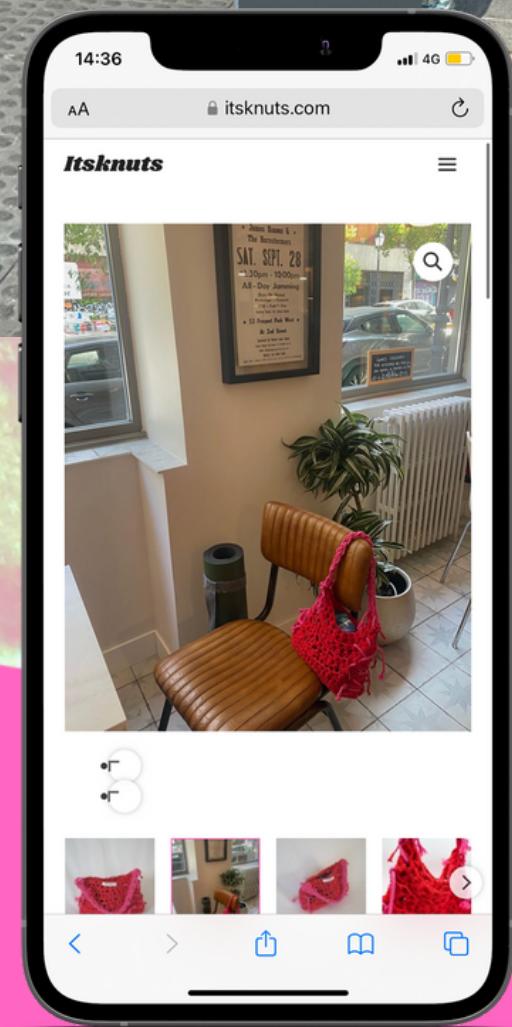
Role: Website developer and designer

Tools: WordPress

Date: June 2023 - Present

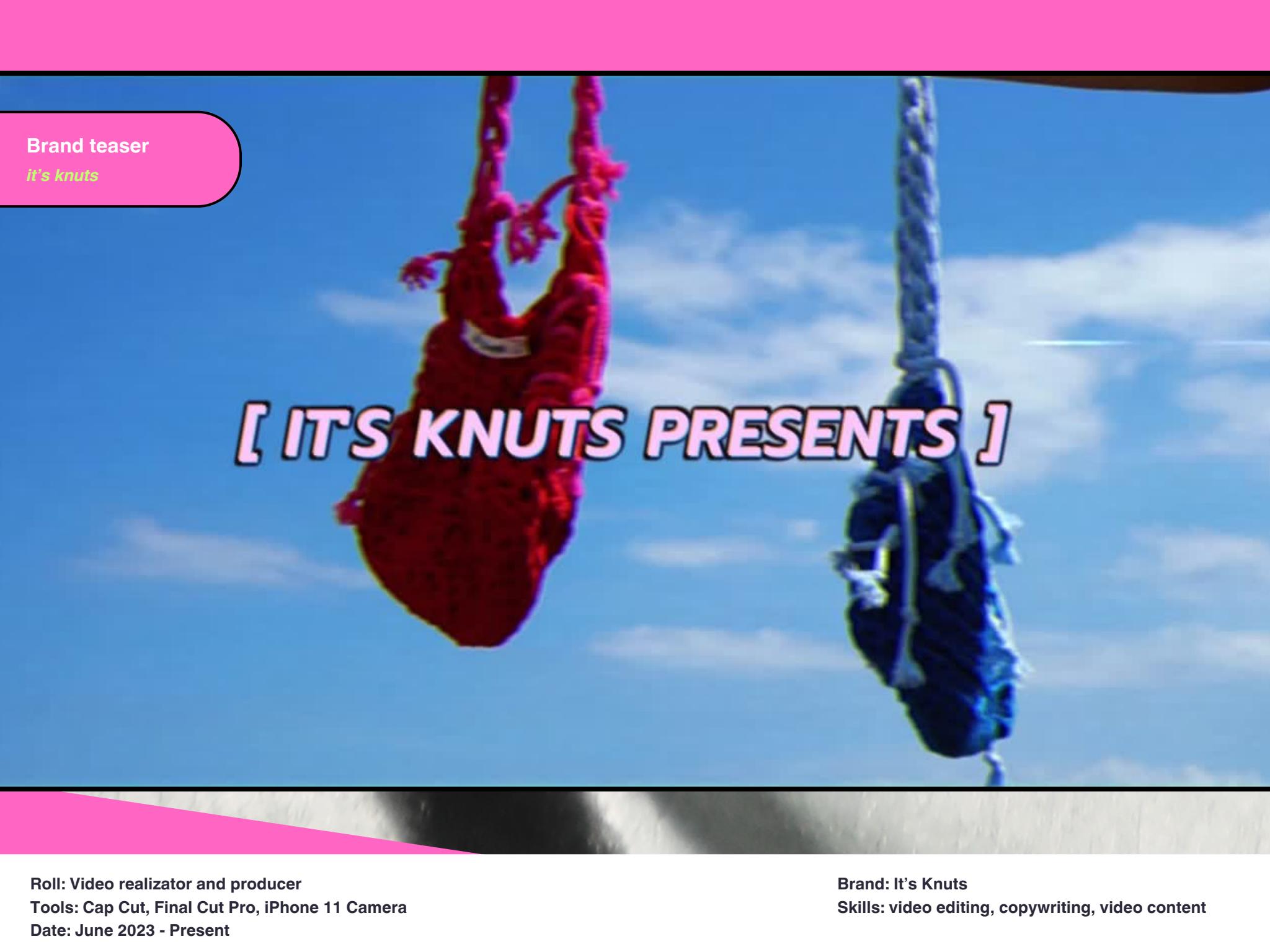
Brand: It's Knuts

Skills: SEO, copywriting, website design,



Brand teaser

*it's knuts*



[ IT'S KNUTS PRESENTS ]

Role: Video realizer and producer

Tools: Cap Cut, Final Cut Pro, iPhone 11 Camera

Date: June 2023 - Present

Brand: It's Knuts

Skills: video editing, copywriting, video content



**Roll:** Brand merchandise designer

**Tools:** Adobe Illustrator

**Date:** August 2023

**Brand:** It's Knuts

**Skills:** Adobe Illustrator, copywriter



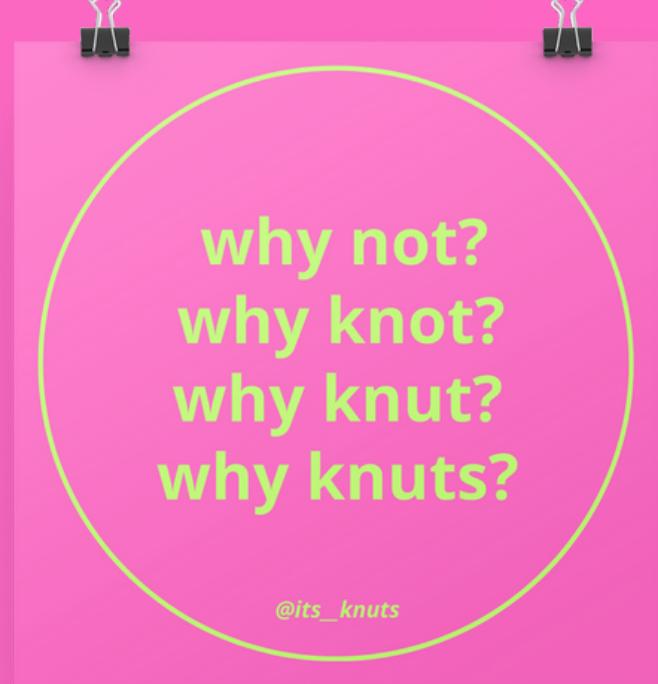
**Role:** Brand merchandise designer

**Tools:** Adobe Illustrator

**Date:** August 2023

**Brand:** It's Knuts

**Skills:** Adobe Illustrator, copywriter

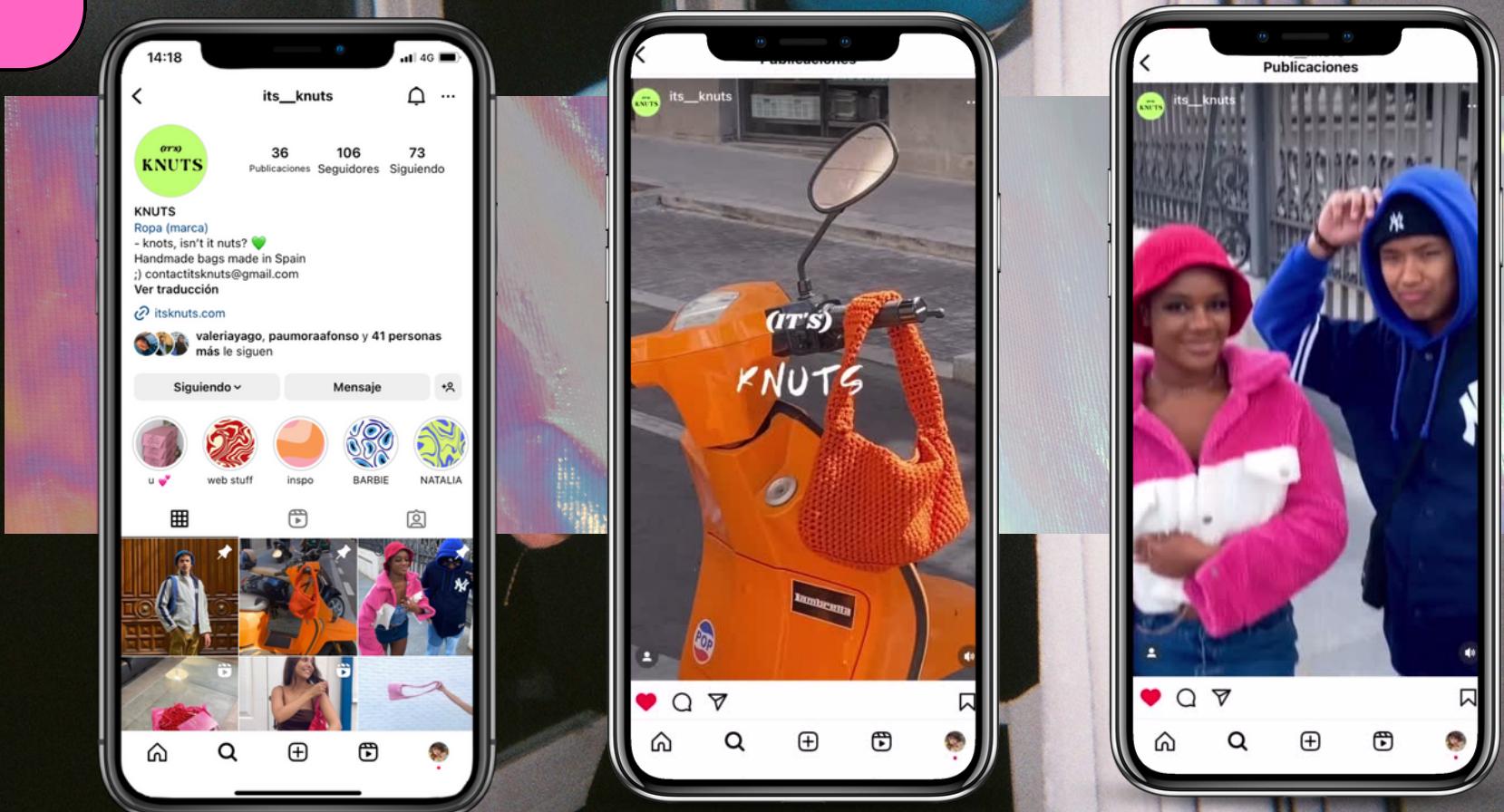


Roll: Brand merchandise designer  
Tools: Adobe Illustrator  
Date: August 2023

Brand: It's Knuts  
Skills: Adobe Illustrator, copywriter

## Social media content

*it's knuts*



Role: Social Media Manager

Tools: Cap Cut, Final Cut Pro, iPhone 11 Camera, Notion

Date: June 2023 - Present

Brand: It's Knuts

Skills: video editing, copywriting, video content, social media

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**KNUTS**

# It's Knuts

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Co-Founder and Creative Director - It's Knuts  
June 2023 - Present

Product: crochet and wool handmade bags  
Shipping: Worldwide