

## Portfolio Site - Work Content Priority Guide

By: Rob McFarland

### Homepage

1. Buzz & Pixels
2. Hero Image
3. About Me: Hello! My name is Rob McFarland & I make content for the internet. Designer, photographer, filmmaker, editor, writer, and beekeeper.
4. Featured Work section
  - a. Buzz
    - i. HoneyLove Co-Founder, Author of Save the Bees with Natural Backyard Hives
    - ii. Homepage image - SaveTheBeesBook.com
      1. Description: I founded a thriving urban beekeeping non-profit in Los Angeles called [HoneyLove.org](http://HoneyLove.org), wrote a book "[Save the Bees with Natural Backyard Hives](#)" (published in 2015 by [Page Street Publishing](#)), produced collaborations for our organization with Google, Ford, Disney, Sony Studios, Fox Studios, United Airlines, Annenberg Foundation, Whole Foods, LUSH Cosmetics, and Jack Daniels Tennessee Honey, and we successfully spearheaded the campaign to legalize backyard beekeeping in Los Angeles! You can read more about HoneyLove on our [press page](#).
  - b. YouTube
    - iii. Fullscreen, CDS, Trans-System - YouTube Channel Art/Rhett & Link (grid under featured video)
      1. Description: I was the 11th employee at [Fullscreen](#), a leading YouTube Network & Agency where I managed top clients including Fremantle Media, Lexus, and Geek & Sundry. From there I served as Marketing Director at [Collective Digital Studio / Studio71](#) where I led the company's rebranding efforts, designed our outbound marketing collateral, and managed all PR efforts including producing the company's largest public events including VidCon, PlayList Live, & CES.
  - c. Silicon Beach
    - iv. CitizenGlobal Client Images (grid)
      1. Description: Start-up co-founder and product creator, I cut my teeth as a designer and produced creative collaborations with top media companies including The Oprah Winfrey Show, HBO, Sesame Street, & Jimmy Kimmel Live.