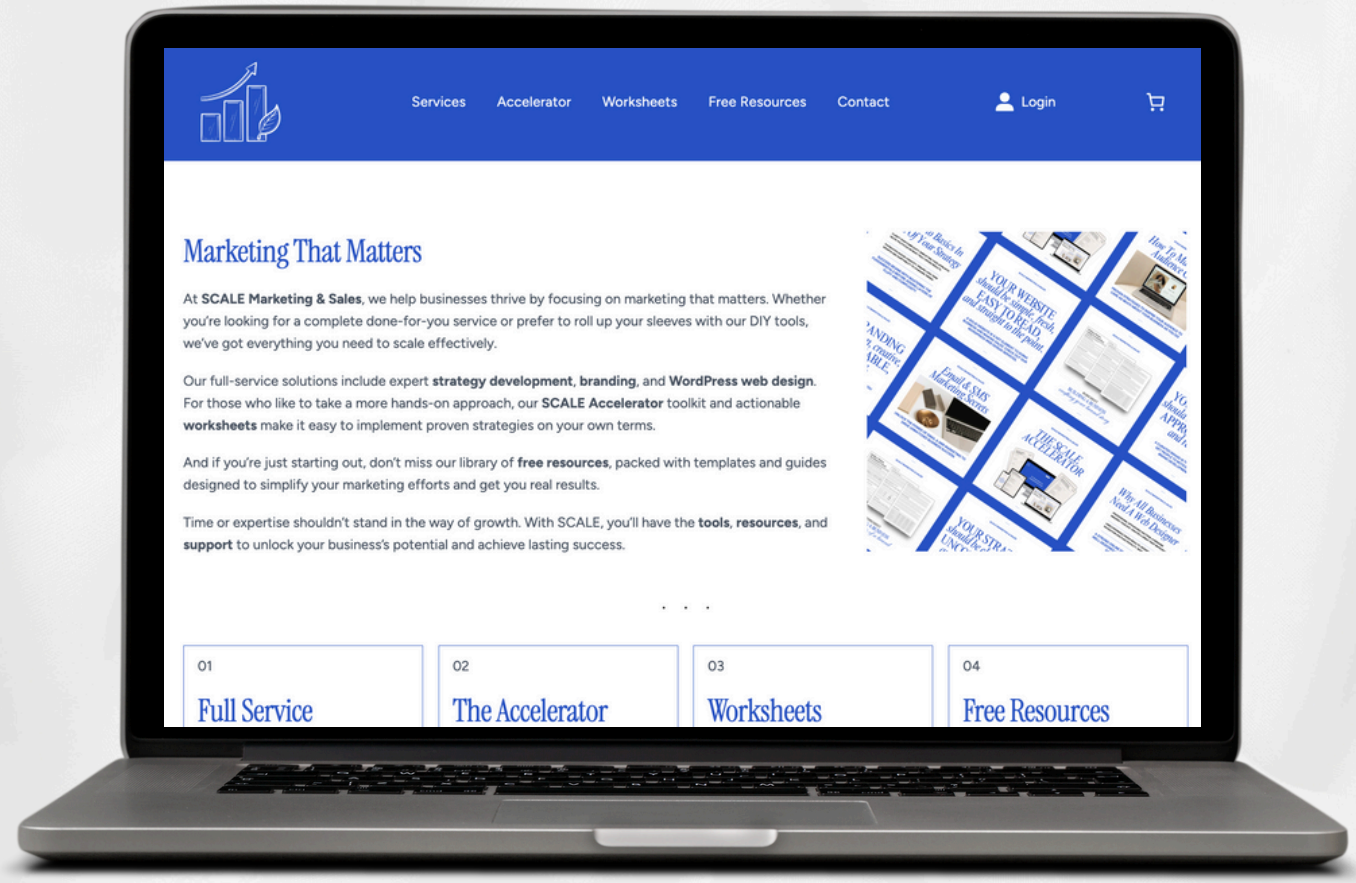
ASHLEY WIXON
MARKETING & DESIGN

Professional PORTFOLIO



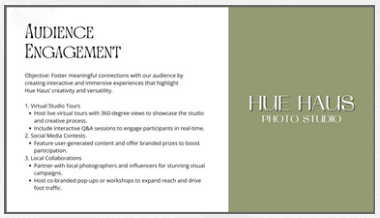
WWW.SCALEMARKETINGANDSALES.COM

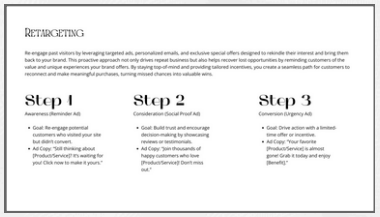
Work Example

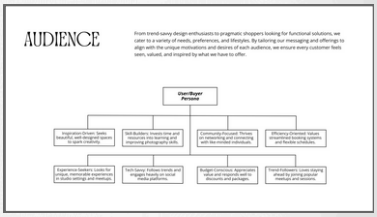
Client: Hue Haus Photography Studio

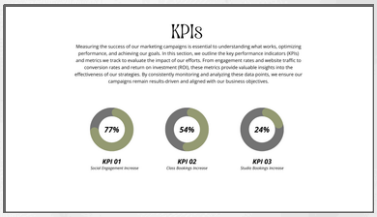
These assets were thoughtfully crafted as part of a comprehensive marketing package, uniquely tailored for a new business seeking support in branding, web design, strategy, graphic design, and beyond.

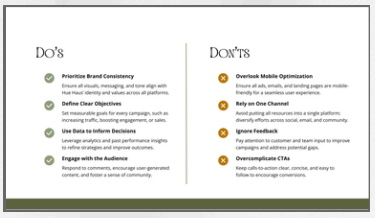
Part 1: Marketing Strategy











Hue Haus Photo Studio's marketing strategy focuses on increasing studio rentals, photography class enrollment, and community engagement through visually captivating content, tailored messaging, and streamlined booking experiences. By leveraging social media, personalized email campaigns, and local collaborations, the strategy fosters brand visibility and meaningful connections with its audience. A comprehensive retention plan ensures lasting loyalty, turning customers into advocates through personalized engagement and exclusive rewards.

Work Example

Client: Hue Haus Photography Studio

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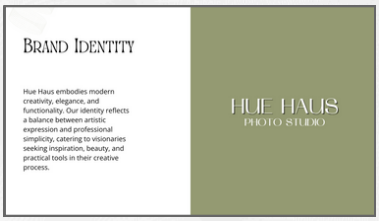
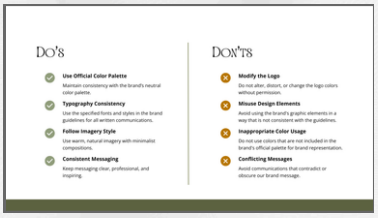
Part 2: Brand Guidelines





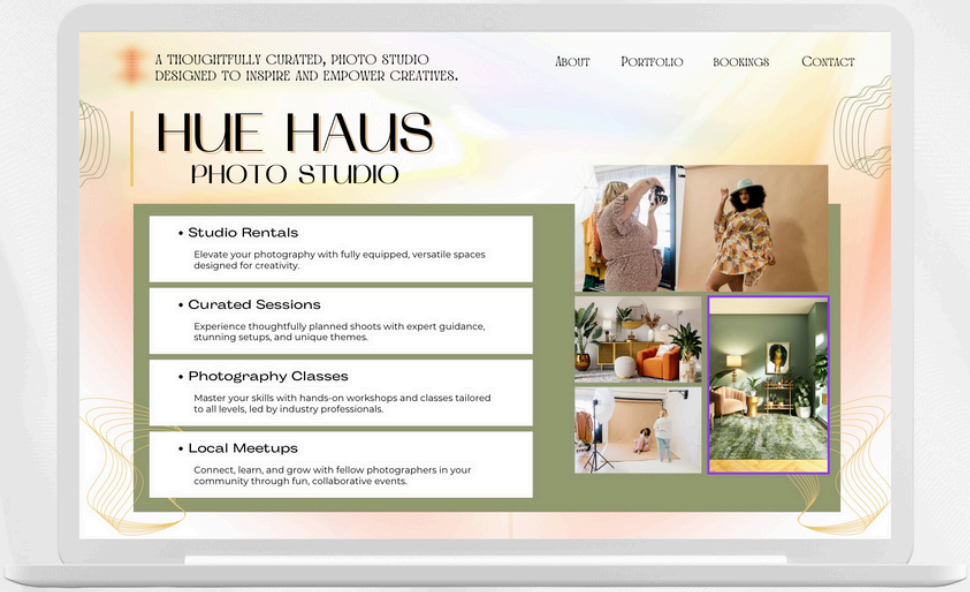
Hue Haus Photo Studio's brand guidelines position it as a creative sanctuary for photographers and creators, combining innovation, elegance, and functionality. The brand identity features a modern logo, a warm and neutral color palette, and minimalist design elements that reflect the artistry of photography. With a professional yet inviting tone, the guidelines emphasize consistency in visuals, messaging, and applications to inspire creativity and foster community.

Work Example

Client: Hue Haus Photography Studio

These assets were thoughtfully crafted as part of a comprehensive marketing package, uniquely tailored for a new business seeking support in branding, web design, strategy, graphic design, and beyond.

Part 3: Website & Graphic Design



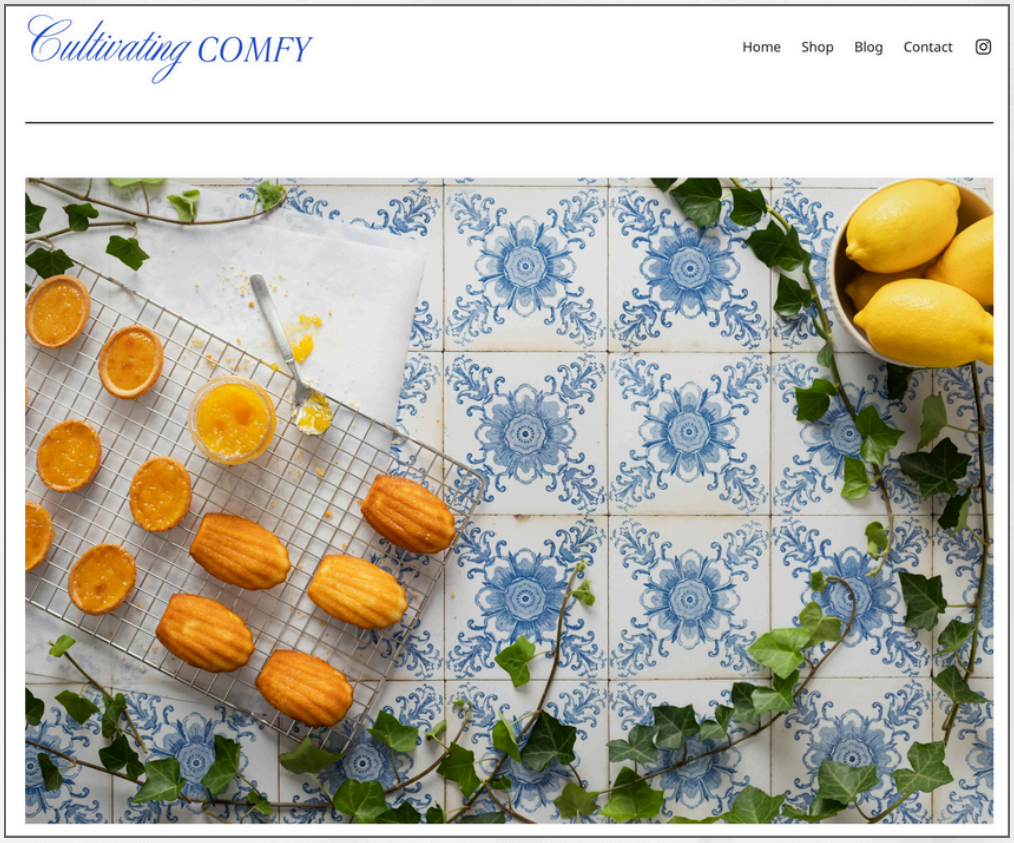
The graphic and web design elements for Hue Haus reflect its modern, creative identity with a clean logo, warm earth-tone palette, and elegant typography. Light-filled imagery and minimalist icons emphasize storytelling and professionalism, while user-friendly web design streamlines booking and enhances engagement. Consistent application across all materials ensures alignment with the brand's strategy and vision.

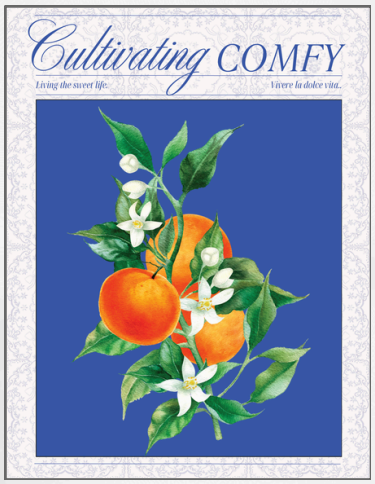
Work Example

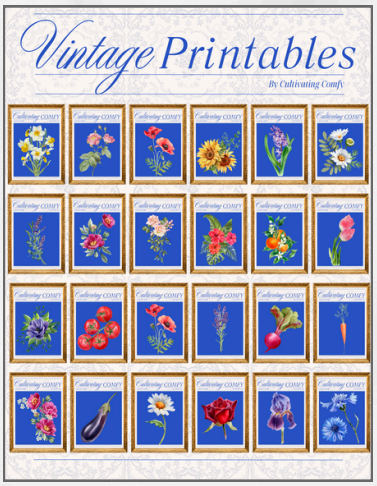
Client: Cultivating Comfy Lifestyle Brand

These assets were designed as part of a bespoke marketing package, crafted exclusively for Cultivating Comfy—a home, garden, and lifestyle brand that celebrates the art of cozy living. From branding and web design to strategy and graphic artistry, every element is intentionally aligned with the brand's essence: inspiring a slower, more intentional lifestyle steeped in the beauty of nature and the comforts of home.

Website Design, Brand Board, Graphic Elements







Work Example

Client: Autopilot CRM

We collaborated with Autopilot CRM to craft a compelling e-book and lead magnet, seamlessly blending copywriting, editing, design, and marketing expertise. This tailored project highlights their subscription-based services, designed to attract and engage their ideal audience while driving conversions.

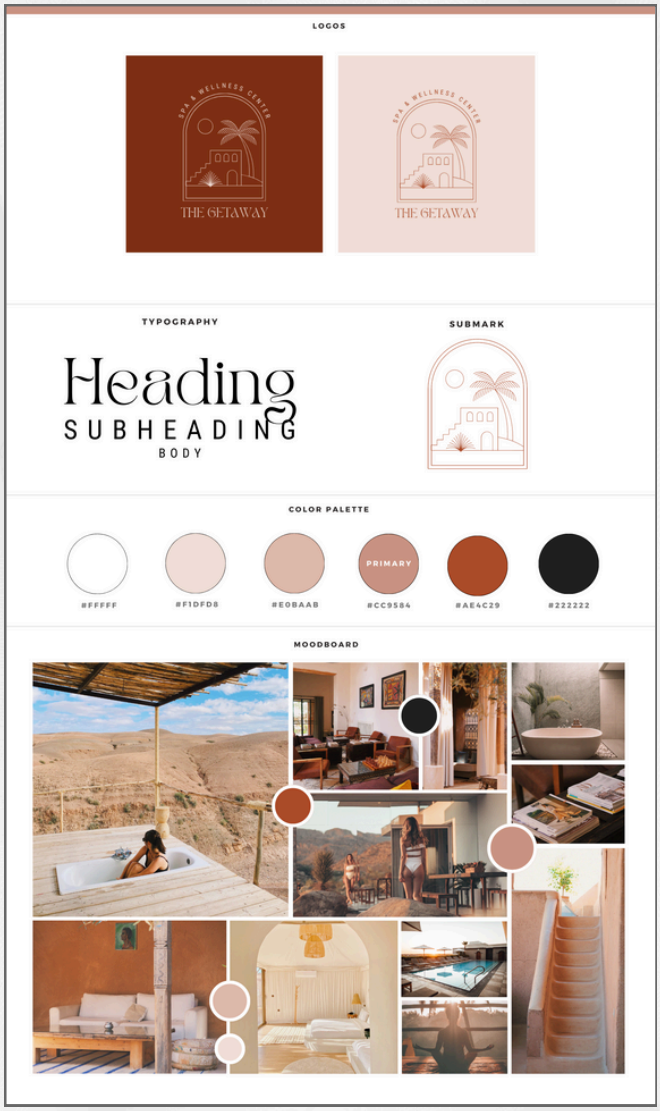
E-Book Design & Lead Magnet Advertising

Work Example

Client: The Getaway Resort & Spa

We curated a sophisticated brand board, clean logo, and custom graphic assets for The Getaway Resort & Spa, capturing its essence as a serene escape for relaxation and rejuvenation. Every design element reflects its luxurious, tranquil ambiance, ensuring a cohesive and memorable brand identity.

Brand Board, Logo, Color Palette, Mood Board, Graphic Assets



Work Example

Client: Lifelong Landscapes

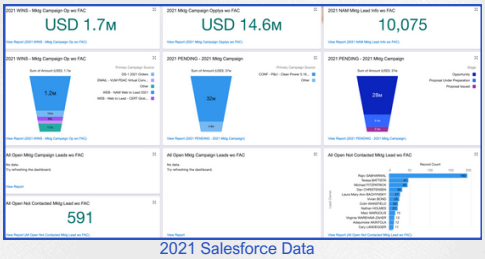
For Lifelong Landscapes, we developed a dynamic brand board and tailored graphic assets that celebrate their passion for sustainable outdoor spaces. The designs highlight their commitment to crafting timeless, eco-friendly landscapes that harmonize beauty with nature.

Brand Board, Logo, Color Palette, Mood Board, Graphic Assets

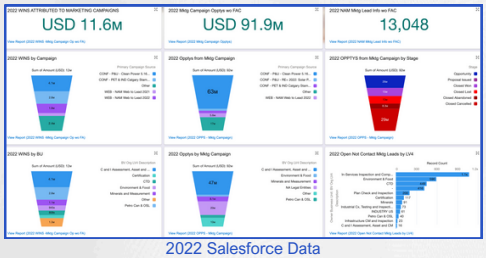
Case Study

Client: Bureau Veritas

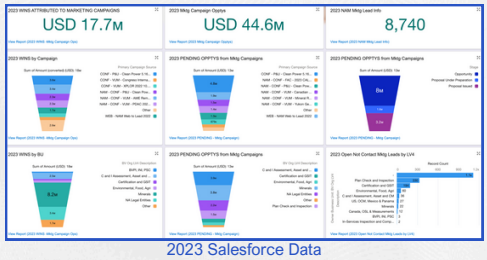
We led a transformative strategy that boosted revenue from $1.7M in 2021 to $11.6M in 2022 and $17.7M in 2023, while generating 13,048 and 8,740 leads, respectively. These results highlight our ability to drive growth through innovative marketing initiatives.



2021 Salesforce Data



2022 Salesforce Data

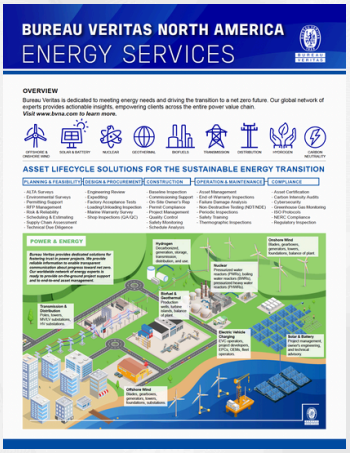


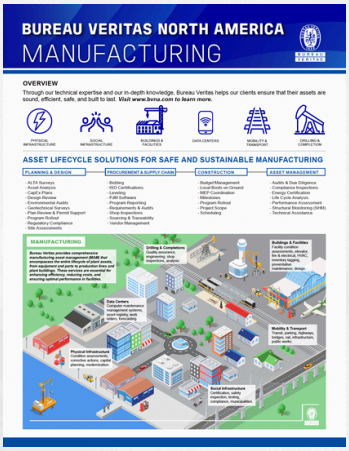
2023 Salesforce Data

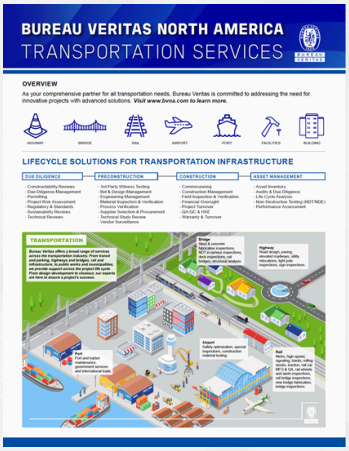
Key Initiatives & Strategies Implemented

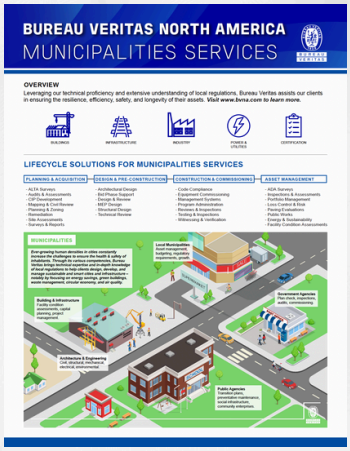
- Website Redesign: Enhanced user experience, streamlined navigation, and aligned the site with updated brand messaging, laying a strong foundation for lead generation and revenue growth.
- Content Update: Developed an SEO-focused content strategy to boost visibility and credibility, significantly increasing lead generation.
- Collateral Creation: Produced high-quality brochures, case studies, and white papers that supported sales in converting leads into long-term clients.
- Tradeshow Support: Expanded trade show presence, generating high-quality leads and boosting brand awareness through engaging booth experiences and targeted materials.
- Graphic Design and Video Creation: Leveraged visual storytelling to drive engagement across digital platforms, enhancing overall campaign effectiveness.
- Email and Social Media Marketing: Deployed targeted email campaigns and a strategic social media presence to nurture leads, boost conversions, and deepen customer loyalty.
- Google & LinkedIn Ads: Used data-driven ad strategies to drive qualified traffic, directly contributing to increased leads and revenue growth.

Collateral & Infographic Design Examples









LET'S WORK TOGETHER!

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