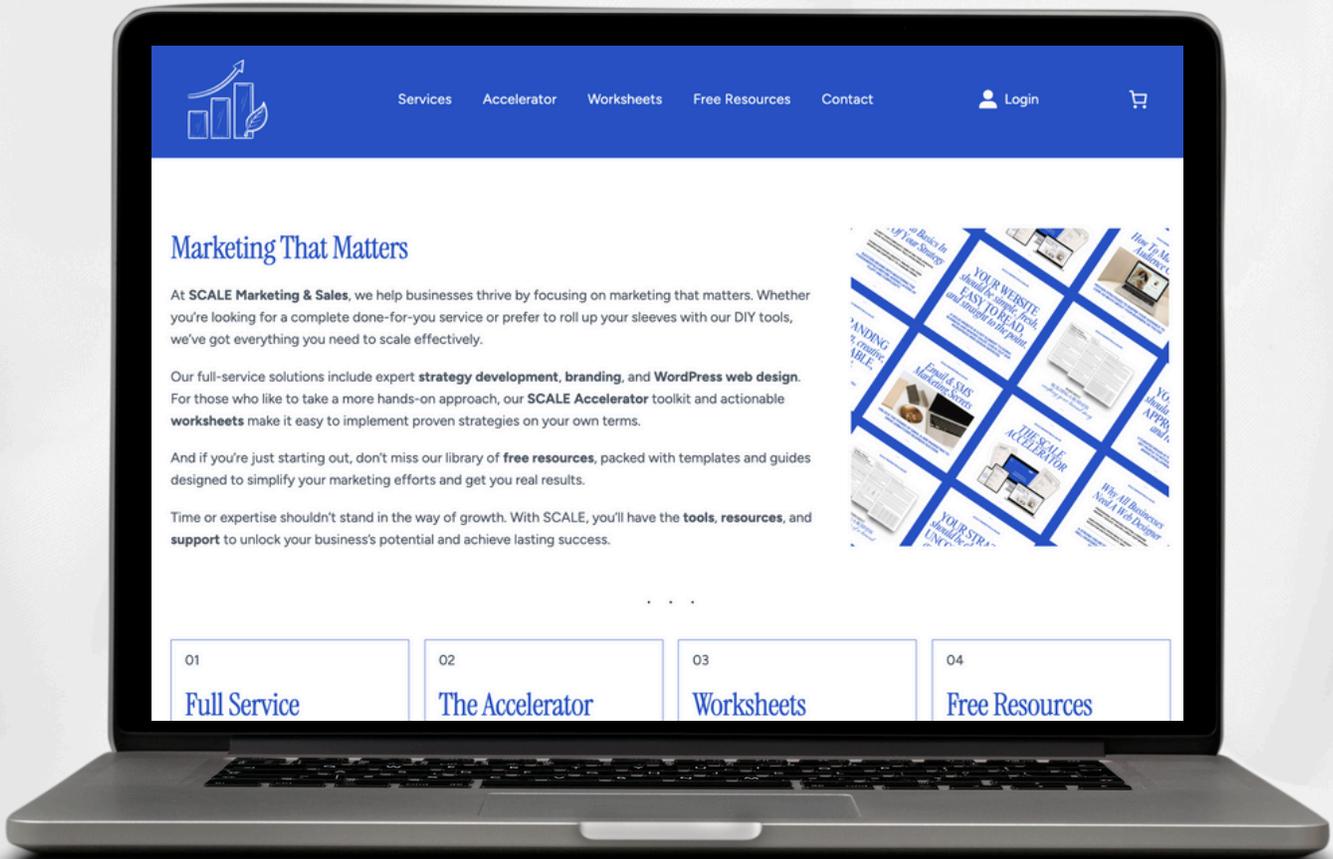


# Professional PORTFOLIO



# Case Study

## Driving Revenue Growth and Brand Positioning at Bureau Veritas

### Challenge

Bureau Veritas, a global leader in testing, inspection, and certification, needed a more data-driven and strategic marketing approach to enhance brand authority and generate high-quality leads. Their existing marketing initiatives lacked targeted execution, and the company needed a more seamless alignment between marketing and sales.

### Solution

- Developed and implemented data-driven marketing strategies to drive revenue growth and improve brand positioning.
- Executed high-impact lead generation campaigns using targeted outreach, improving conversion rates.
- Conducted in-depth market research to analyze industry trends and customer behaviors.
- Redesigned and optimized the company's website to improve SEO, UX, and engagement, leading to increased organic traffic.
- Collaborated with cross-functional teams to align marketing efforts with business goals.
- Established Bureau Veritas as a thought leader through brand positioning strategies, increasing credibility in the industry.

### Results

- Increased lead conversion rates significantly through targeted lead generation campaigns.
- Improved website traffic and engagement, enhancing user experience and organic search performance.
- Strengthened brand authority in key markets, leading to an increase in inbound sales inquiries.
- Achieved a measurable increase in marketing-attributed revenue growth.

### Work Samples



# Case Study

## Crafting a Brand That Tells a Story with Emberbound Candle Co.

### Challenge

As a new brand in the artisanal candle industry, Emberbound needed to establish itself as a premium yet accessible choice. We were asked to develop a visual identity that communicated Emberbound's storytelling essence and cozy ambiance while ensuring consistency across all touchpoints, including packaging and marketing materials.

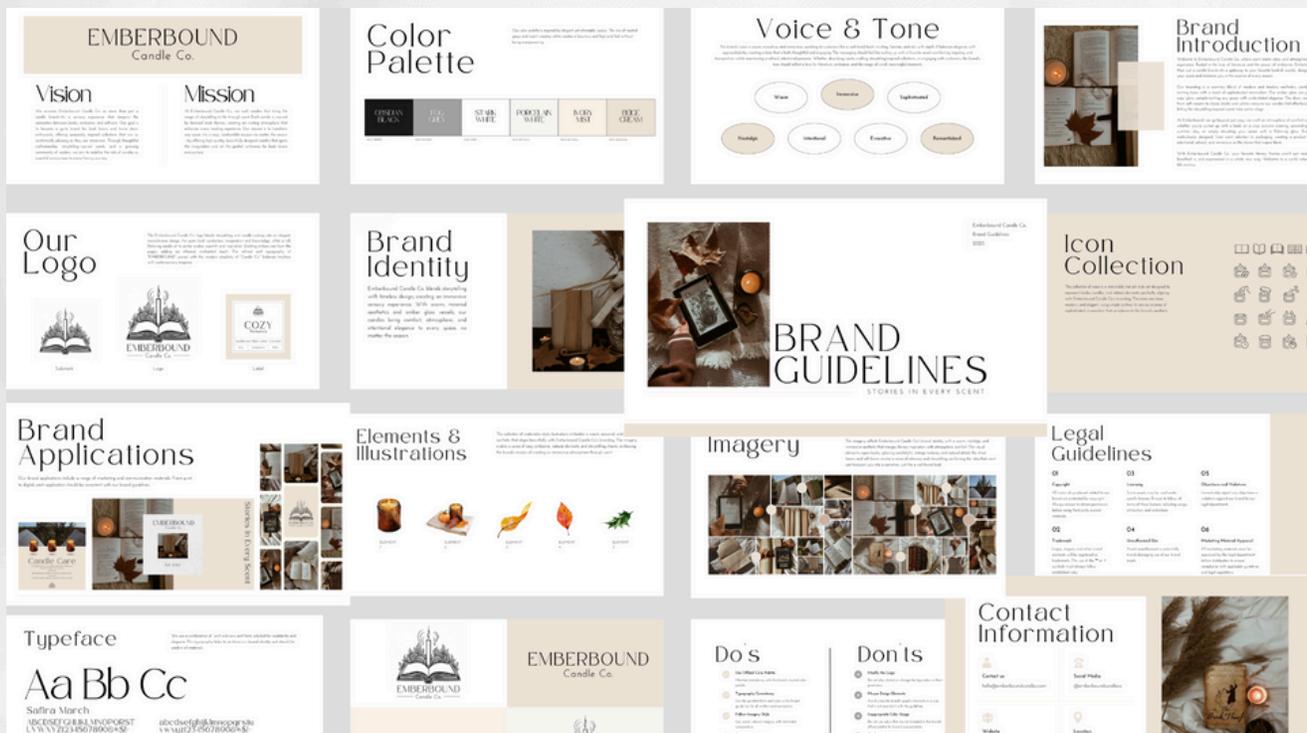
### Solution

- Brand Identity – A signature logo of an open book with a flame, earthy tones, and serif typography to evoke warmth and nostalgia. The brand voice was designed to be immersive and evocative.
- Product & Packaging – Minimal yet elegant labels with embossed typography and soft hues. Each scent was paired with a short narrative to enhance the storytelling experience.
- Marketing & Content – A cohesive Instagram aesthetic featuring cozy, bookish imagery, complemented by high-quality lifestyle photography to reinforce the brand's sensory appeal.

### Results

- Strong Brand Recognition – A distinctive logo and cohesive visual identity set Emberbound apart.
- Seamless Brand Experience – Consistent branding across digital and physical touchpoints reinforced trust.
- Premium Market Positioning – Emberbound successfully blended storytelling with scent, making it a top choice for candle enthusiasts seeking ambiance and narrative.

### Work Samples



# Case Study

## Launching & Elevating Hue Haus Photography Studio's Brand Presence

### Challenge

Hue Haus Photography Studio needed a strong brand identity, compelling marketing strategy, and an engaging digital presence to attract photographers, drive studio rentals, and establish itself. The goal was to create a seamless and visually appealing experience that not only attracted new clients but also fostered long-term customer loyalty.

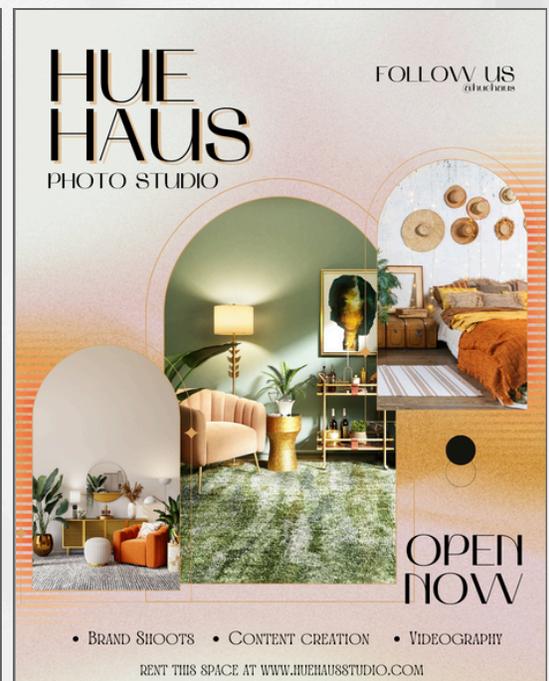
### Solution

- Brand Identity: Developed a cohesive brand with minimalist design elements to reflect creativity and professionalism.
- Website & Design: Designed a sleek, intuitive website that streamlines booking, and showcases offerings.
- Marketing Strategy: Implemented a targeted social media plan, email campaigns, and partnerships to increase visibility.
- Customer Retention: Introduced a rewards program and referral incentives, offering exclusive discounts and perks.

### Results

- Boosted studio rental bookings by optimizing the online presence and simplifying the booking process.
- Increased social media engagement with compelling, visual content that resonated with photographers and creators.
- Demonstrated higher enrollment in photography classes due to targeted marketing efforts and local collaborations.
- Established a strong brand identity that positioned Hue Haus as a premier creative space.

### Work Samples



# Case Study

## Establishing Cultivating Comfy as a Lifestyle Brand

### Challenge

Cultivating Comfy, a home, garden, and lifestyle brand, needed a cohesive brand identity and marketing strategy to establish itself as a trusted source for cozy, intentional living. The goal was to create a strong visual presence, engage a like-minded audience, and develop a content-driven approach that inspires and educates.

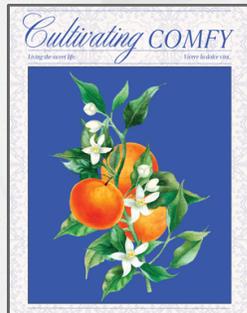
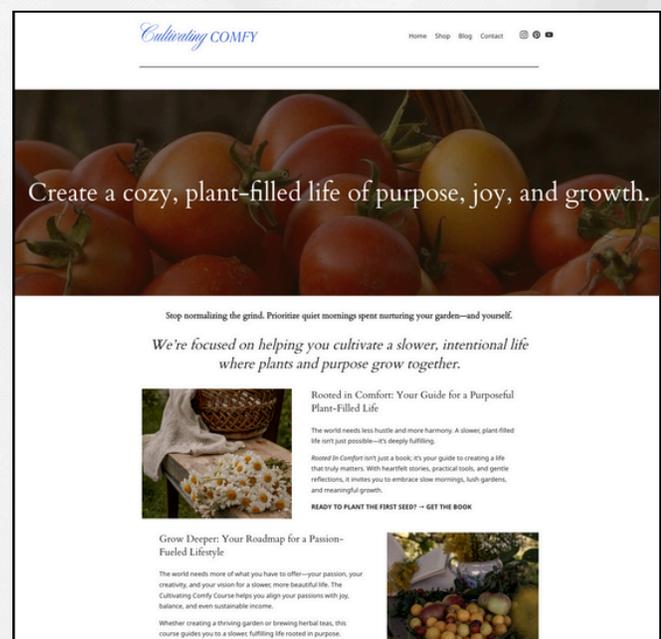
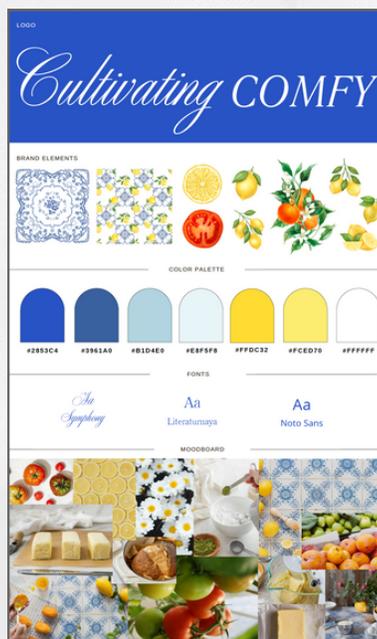
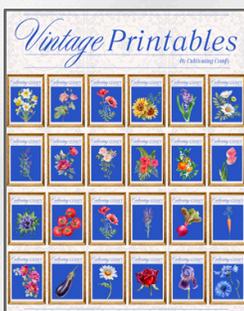
### Solution

- Brand Identity: Designed a warm, nature-inspired aesthetic to reflect the essence of slow, intentional living.
- Website & Design: Developed a visually engaging and user-friendly website featuring curated content and seamless UX.
- Marketing Strategy: Implemented a multi-channel marketing plan, incorporating Pinterest, Instagram, and email marketing.
- Community Engagement: Fostered audience interaction through storytelling, interactive content, and collaborations.

### Results

- Established a clear and recognizable brand identity that resonates with an audience seeking a cozy and inspired lifestyle.
- Increased social media reach and engagement through strategic content planning and growth tactics.
- Strengthened website traffic and audience retention by creating high-value, visually appealing content.
- Built a loyal community of followers who actively engage with the brand's messaging, products, and philosophy.

### Work Samples



# Case Study

## Launching Autopilot CRM with Lead Generation & Webinar Strategy

### Challenge

As a new subscription-based CRM company, Autopilot CRM needed a strong foundation to attract and convert leads. The challenge was to develop engaging educational content, including a high-value lead magnet and webinar series, to establish credibility, nurture prospects, and drive subscriptions.

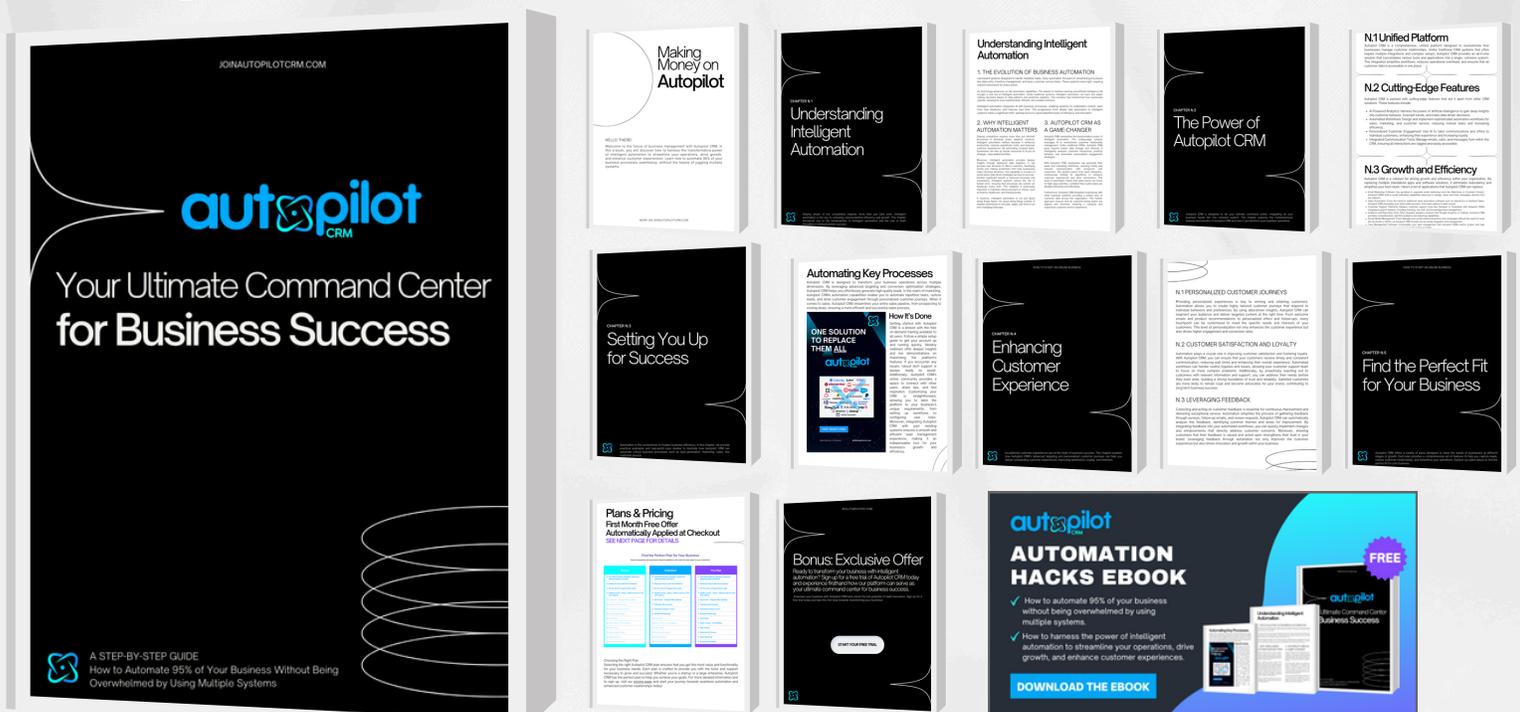
### Solution

- **Lead Magnet Development:** Created a compelling e-book designed to showcase Autopilot CRM's key benefits, helping potential customers understand its value while positioning the brand as an industry authority.
- **Webinar Strategy & Execution:** Designed a structured webinar funnel to educate prospects, and address pain points.
- **Marketing & Content Strategy:** Developed targeted sequences promotions to maximize engagement and sign-ups.
- **Conversion Optimization:** Implemented strategic calls-to-action throughout the webinar and lead magnet to guide leads.

### Results

- Generated high-quality leads by leveraging the e-book as an entry point into the sales pipeline.
- Increased webinar attendance and engagement, leading to direct conversions and higher interest in the CRM's services.
- Established credibility in the market through educational content that positioned it as a go-to solution for businesses.
- Optimized lead nurturing process, turning prospects into paying subscribers through targeted follow-ups and automation.

### Work Samples



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LET'S WORK TOGETHER!

# CONTACT



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