

OCTOBER 2019



Services & Rates

Web Design
Writing and Editing
Web Content Management
Social Media Management
Graphic Design
Arts Management Consulting
Poetry Editing and Consulting

WEB DESIGN

WHY SHOULD I BUILD A WEBSITE?

A website is your home on the internet. The place where you gather your digital presence for others to visit.

Whether you are active on social media, have portfolios filled with art or writing, have a message you want to spread, or have a business full of goods or services you want to share, your website tells your story. Why you matter in the piece of the Internet that you claim as your own.

Your website tells a story about an artist, a writer, an entrepreneur or a philanthropist and what drives your passion for the work you do. You can share a laugh, brighten up someone's day, or even change a life through a screen.

When you are out in the real world and they ask what you do, you can tell them "I am me, who does this, and this is my website where you can see what I've done."

SERVICES

- Goal and Scope Definition
- Choosing a Hosting Platform
- Domain Name Purchasing and Configuration
- Domain E-mail Set-up through G-Mail
- Web Services/Tools Integration Set-up or Configuration
- Customization of CMS Templates
- Visual and Multimedia Elements
- SEO Strategy and Implementation
- Sitemap Planning
- Responsive and Mobile-Friendly Design
- Content Review & Development
- Analytics Tracking and Reporting
- Wireframe and Layout Design
- Custom Coding
- Testing
- Maintenance
- Weebly Web Design & Hosting

With almost a decade of experience with building sites on commercial CMS platforms such as Weebly, Wix, Squarespace, and WordPress, I can build your a website that reflects your passion. I have also worked with enterprise CMS platforms such as Kentico, Drupal, and Adobe Experience Manager.

Our relationship doesn't end after design. If you don't have time or aren't comfortable with updating the content on your site, I can be your web manager. Keeping your site up-to-date with engaging content keeps visitors coming to your site AND keeps them there longer. Don't lose time updating your site when you are busy making sure your passion is running. I can be the extra hand you need.

I specialize in building websites on the Weebly platform, one of today's top CMS website hosting and builder platforms, with state of the art drag-and-drop technology that makes it easy for clients to manage their websites after they have been designed. I have teamed up with Weebly to offer my clients premium web hosting that fits their needs.

Web design projects start at \$1000 unless the scope of the project requires certain services. Hosting through a third party vendor requires separate registration and payment.

WRITING & EDITING

CAN I HAVE A WORD?

The power of language and persuasive writing is a core part of spreading ideas. Some people have the words and can talk about any topic for days. Others need a little help in putting out or refining a message.

SERVICES

- Copy writing
- Article Writing
- Blog Writing
- Business Writing
- Social Media Content
- Resume Writing
- SEO and Web Content
- Press Releases
- Opinion Editorial
- Book Reviews
- Training Manuals
- Q&A Interviews
- Biographies
- Desktop Publishing
- Copy editing
- Line editing
- Fact checking
- Proofreading
- Researching
- Custom projects

As a writer, I have a background in journalism, blogging, business writing, writing training materials, and writing for the web. I offer writing and editing services for businesses, non-profit organizations, websites, and individuals.

From articles to SEO writing, I can help you or your business/organization create engaging content that informs your target audience in your offerings or knowledge.

Have content already, but not sure if it's ready to go or optimized to be found on the web?

I offer editing services as well.

Whether it's for print or the web, I can help you find the right words for your content.

Writing projects are charged at a per word rate.

Editing projects are charged at a per hour rate.

WEB CONTENT MANAGEMENT

HOW DO I MANAGE MY WEBSITE?

Behind every website that has an amazing front page photo or share buttons so you can share an inspiring or funny article is a back end that needs to be managed.

From the photos and videos that live on your site to the users who need special permission to access certain areas, all of the tasks behind the scenes requires someone to manage, edit, and maintain. There are many titles for this role, but my favorite is web content manager.

SERVICES

- Website Migration
- Content Audits
- Web Document Inventory
- Search Engine Optimization (SEO)
- CMS Training and User Guide Creation
- Building Content Assets and Templates
- Creating and Editing HTML and CSS Pages
- Content Editing
- Uploading Content into CMS and Media Libraries
- User Permissions Set-up
- Content Strategy
- Troubleshooting and QA Testing
- Content Updates
- Site Updates and Maintenance

As a web content manager, I have managed multimedia content, edited code and templates, conducted content audits, troubleshoot issues, and have been a part of website migrations. I have worked with companies such as Aon, Hyatt, American Medical Association, and once upon a time I was a content manager for an location-based shopping app called Retale, where I worked with brands such as Hy-Vee, Raley's, and Smart and Final.

I have experience with custom built CMS platforms as well as enterprise CMS platforms such as Kentico, Drupal (7 & 8), and Adobe Experience Manager (6.3). As a web designer, I also have experience with commercial CMS platforms such as WordPress, Squarespace, Wix, and Weebly.

If you are someone who needs someone to manage your website and its content, needs to migrate your website from one platform to another, or wants to optimize your site for SEO, a web content manager or specialist can help make an overwhelming task into a manageable project.

I am available for long-term or project-based work.

Web content management is charged at a per hour rate.

SOCIAL MEDIA MANAGEMENT

HOW DO I MANAGE MY SOCIAL MEDIA?

Most people are on something. Whether it's Facebook, Instagram, Twitter or one of the many platforms out there, people are on social media platforms to keep in touch with people they know, to network, and to learn more about the world through the comfort of their screen.

It's not just a post about your cat anymore. You have live streaming available for 24 hours, video clips that can make 30 seconds seem like a movie. There are hashtags, pins, likes, and reactions. You can do it from a mobile device, from your desktop, or even a smartwatch. Social media is everywhere.

Behind every post is a system that helps you reach a local or worldwide audience. You can schedule posts, track a post's metrics, and see if people are engaging with your post. You can pay for ads so more people can see you post, just like you would with an ad in the newspaper. You can distribute the same content in five different ways, decide if you should post about the new product you created on Tuesday at 10 AM or Thursday at noon.

There is a whole world behind a post and sometimes not enough time to manage it all.

This is where I come in.

SERVICES

- Strategy
- Content Creation
- Campaign Management
- Facebook Ads
- Content Curation
- Community Outreach
- Instagram Ads
- Content Distribution
- Audience Engagement
- Brand Advocacy
- Analytics Tracking and Reporting

As a writer and artist, I have been promoting myself on social media for years. I have managed or helped out singers, book presses, other writers, or someone starting their own business figure out where they should be on social media, what kind of content they should have, and when should they post.

I have certifications in social media marketing and advertising to keep up with the latest in social media.

As a board member of the Chicago Writers Association, I am in charge of their social media and have added to their platform for the past two years. From paid ads to community outreach, I am constantly working with the board to expand their reach on social media.

If you are someone who knows they should be on social media but doesn't know where to start or someone who wants to improve what they are doing, reach out. We can make a connection and possibly a post about it.

Social media management is charged at a per hour rate.

GRAPHIC DESIGN

WHAT'S MY LOOK?

Everyone has a look. Think of the woman who always wears sunglasses or the man who totes his infamous leather jacket. We all have a personal style that says, **This is me.**

You can have that in print or on the web.

SERVICES

- Flyers
- Brochures
- Event Programs
- Postcards
- Social Media ads, banners, and graphics
- Book Covers
- Posters
- Invitations
- Visual Identity (Branding)
- Visual Resume and Cover Letters
- Logos
- Web Design
- Images for websites and blogs
- Book layouts
- Business cards
- Printing of certain assets

I offer services in graphic design, ready to design your next logo or business card.

My specialty is creating visual resumes and cover letters, ones that pop out to recruiters and hiring managers. I also create graphics for social media, organizations, and more.

Get the look you want on paper or the web. Say "This is me" to the world with a logo or postcard.

Printing is available for the following:

- Flyers
- Postcards
- Invitations
- Business Cards
- Posters
- Visual Resume and Cover Letters

Pricing for printing services is through a third party vendor and will be added to your cost for your project.

Graphic Design is charged at a per hour rate.

ARTS MANAGEMENT CONSULTING

HOW DO I TURN MY ART INTO BUSINESS?

Behind every piece of writing, drawing, song, or dance is something more than the art itself. Ways to gain exposure, to get paid for creation, to make a living from your art. You may have an idea that blends creation with community or awareness. You may want to help others bloom into an artists like yourself.

Behind the art, there is a business side to manage.

SERVICES

- Non-Profit Start-up Planning and Development
- Organizational Development
- Donor Research & Planning
- Fundraising and Marketing
- Strategic Planning
- Program Planning
- Visual Identity (Branding) Planning
- Community and Partnership Development
- Individual Artist Management

As an artist, I always knew that some breaks were the luck of the draw. One day, I would love someone to come up to me and tell me that they want me to publish a book and they will take care of everything. That all I have to do is write and everything else will follow.

Then I woke up from that dream and saw other people getting the opportunities with only half the work put in or so I thought. When I decided to start publishing my writing, I spent hours, weeks, learning what goes into publishing your work on different levels. I love writing, but I've also learned that I like knowing the in-and-outs of my craft on a business or at least exposure level as well.

This has followed me through both of my undergraduate degrees and postgraduate, not only for myself, but for other arts disciplines as well. One day, after trying to start a multi-media arts business, I decided to take it a step further and go study arts management.

As an arts manager, I can advise you in how to begin to do more than just create art. From non-profit organization start-up to creating a larger arts community for your discipline to managing your life as an artist and getting your work out there and valued, I provide the guidance you need in a world that can often be confusing to navigate through. Some artists love knowing the business end of their arts while others just want to create.

For those who just want to create or want to learn how to balance both sides, I am here as a consultant so you can concentrate on the art you love while learning how to build a stronger identity as an artist.

Arts management consulting is charged at a per hour rate.

POETRY EDITING AND CONSULTING

WHAT'S IN A POEM?

Sometimes we need a second set of eyes to look over our writing. We can be too close to our words and unable to see the other possibilities within it. Some writers have a community to turn to while others are looking for someone who can be those set of eyes. Someone to talk to about the craft or someone who may have tips on writing, publishing, and promoting your work.

SERVICES

- Editing Individual Poems
- Manuscript Feedback
- Manuscript Editing (Chapbook and Full-Length)
- Publishing Advisement
- Craft Discussions

As a poet for the past 20 years, I have studied the craft academically, through writing workshops, and self-study. I have been published in a few publications including Tupelo Quarterly, Rust + Moth, and Yes, Poetry. I used to run my own online literary magazine called Typoetic.us, and have helped other writers with their manuscripts. I am currently a poetry reader for Muzzle Magazine and have a weekly feature on the Instagram account, Can We Discuss Poetry, where I pick poems from books I am reading to share with the greater community.

Every year, I evolve as a poet and a writer who strives to help the community.

My driving force in helping others comes from the pursuit of making a name for myself in poetry. As someone who has hopes of creating a legacy through community and organization one day, I provide services for emerging poets that include manuscript critique and editing, one-on-one sessions with those who are interested in discussing craft, learning editing techniques, receiving critique on individual works, and learning about how to publish their work on multiple platforms.

Poetry editing and consulting is charged at a per hour rate.

GENERAL RATES AND PRICE LIST

RATES

- Per word: \$0.12
- Per hour: \$60
- Per project: \$300 - \$1500, depending on type of project.

PRICE LIST FOR SPECIFIC SERVICES

- Visual Resume and Cover Letter: \$125
- Word Resume and Cover Letter: \$75
- Web Design: starting at \$1000 - \$1500, depending on the scope of the project

RATES BY TYPE

PER HOUR

- Editing
- Web Content Management
- Social Media Management
- Graphic Design
- Arts Management Consulting
- Poetry Editing and Consulting

PER PROJECT

- Web Design

PER WORD

- Writing

One hour minimum for consulting sessions. Two hour minimum for other hourly projects.

Daily, Weekly, and Monthly retainer rates available at a per hour rate.

Project rates are available for certain per hour services, depending on the scope of the project.

Additional fees may be charged based on the scope of the project.

50% deposit for small businesses and organizations, 25% deposit for individuals.

10% will be added for any rush projects.

Fees are subject to change every six months, so please check back for current rates.

Payment plans are available for projects over \$1000.

Rates are negotiable.