

TANIA S WOODS

# PORTFOLIO



## ABOUT ME

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At the core, I'm a storyteller.

I am passionate about creating and sharing written and visual media to build authentic and compelling content that relates with diverse audiences. I especially have a passion for inspiring and empowering women.

I am an excellent communicator, and have experience using digital & social media to enhance marketing communications.

I lead the creative process and direction for Inkfully as well as projects at Look'N4 Marketing.

## WHAT I'M GOOD AT

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BRAND IDENTITY

CONTENT CURATION

CONTENT MARKETING

STORYTELLING

SOCIAL MEDIA

EVENT COORDINATION

GRAPHIC DESIGN &  
HANDLETTERING

CUSTOMER  
EXPERIENCE

MOTIVATIONAL & PUBLIC  
SPEAKING



BRIEF

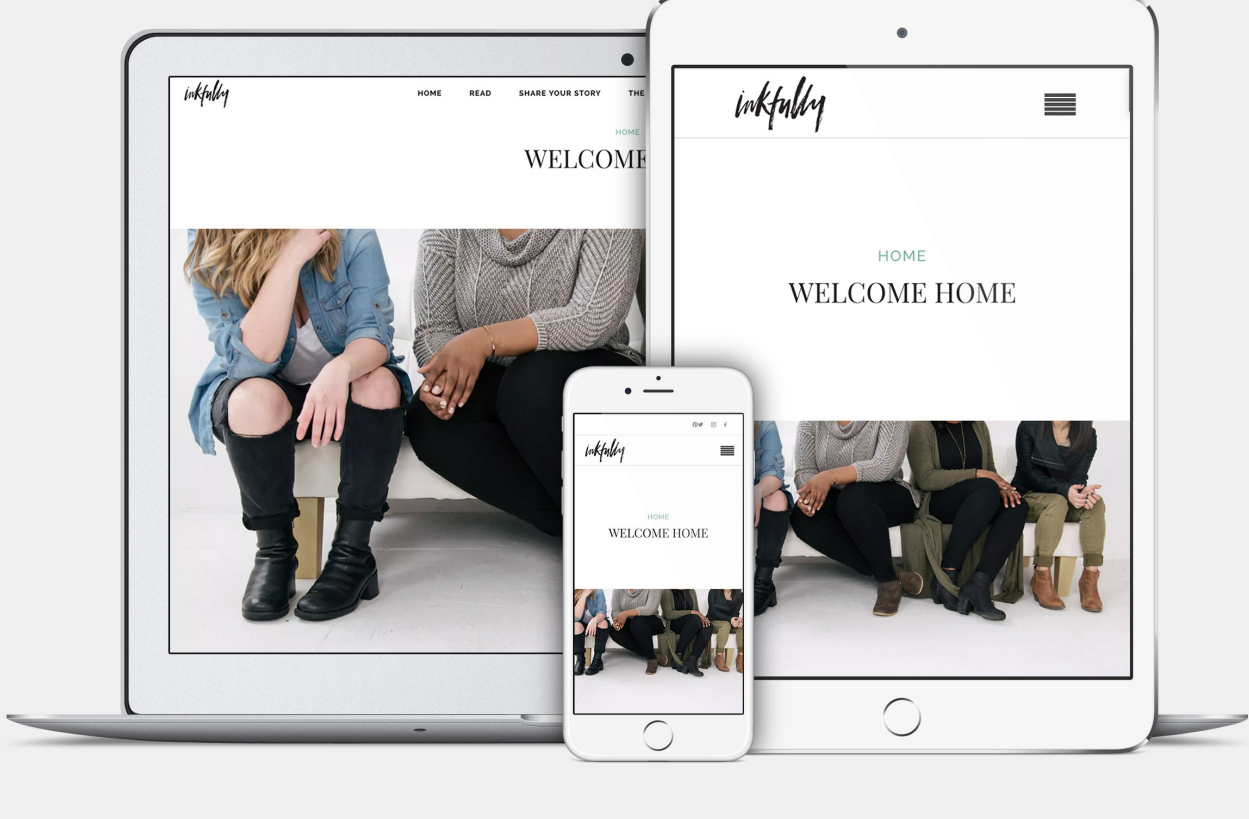
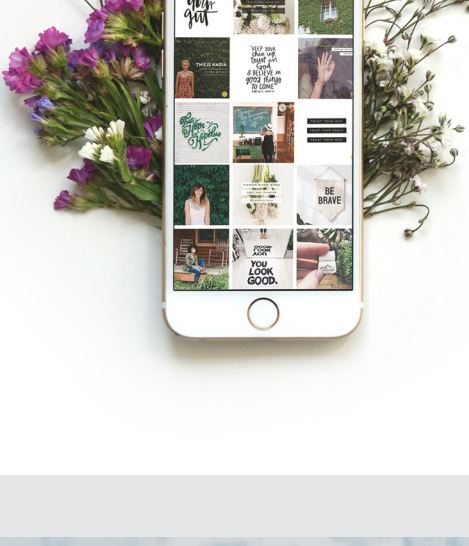
INKFULLY is an online storytelling community for women. We hope to inspire, encourage, and empower women through sharing our personal narratives and introspections.

We are a collective of diverse voices: Different women, different seasons, different cultures who are making space to hear one another out, and be a safe place to wrestle with the beauties and the blows of life.

COOL STUFF I'M DOING...

- BRAND IDENTITY
- BRAND VIDEOS
- SOCIAL MEDIA
- GRAPHIC DESIGN
- HANDLETTERING
- STORYTELLING
- WEBSITE (Wordpress)
- BRANDED APPAREL
- WRITING & EDITING

inkfully



WELCOME HOME, SIS! COME ON IN & STAY FOR A WHILE.



inkfully

- HOME
- READ
- SHARE YOUR STORY
- THE COMMUNITY
- OUR STORY
- CONTACT

SEARCH HERE



"I sat with a therapist and desperately wanted to allow myself to feel.

Feel every raw feeling I have that seems to invade and hijack my thoughts in the wee hours of the night. I wanted to tell her that I felt like my heart was bleeding. I wanted to tell her that I felt crushed under the weight of parenting my children, serving my husband, managing my home, and still trying to find time for myself. ...I wanted to, but I couldn't.

So, I sat there giving all the right answers, at all the right times. Because in my head, I know what to say, and how to say it. Yet, in the core of my being, I'm struggling. Could she see through my act? Maybe. But I sure made it hard.

See, as badly as I desire to be open and vulnerable there is such a strong temptation to stick my pain neatly into a box, and tie a pretty bow around it.

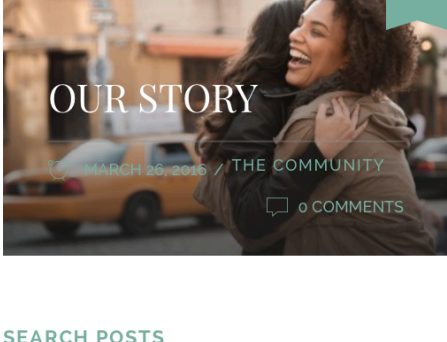
But the struggle is not that way. It's a process. An enduring saga that balances between frustration, grief, and grace.

So often we pressure ourselves into arriving on the other side of the struggle; not wanting to accept or to reveal that we are still standing in the middle of it.

Can you relate to this?: How many times have you been having one of those days/weeks/months, yet you clean up nice and put a grin on that says "Everything is fine." Everything in you may be hurting, but instead of exposing yourself, you slap on a "I'm too blessed to be stressed" band-aid, and keep it moving.

Perhaps we gather people don't really want to know, or they wouldn't understand. Perhaps we fear being left there in the cold, naked, and

PROMOTED POST



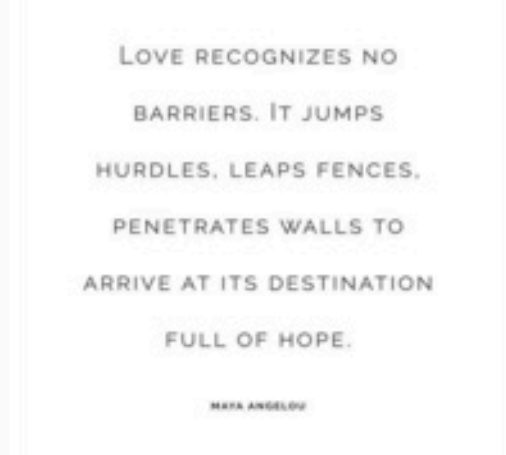
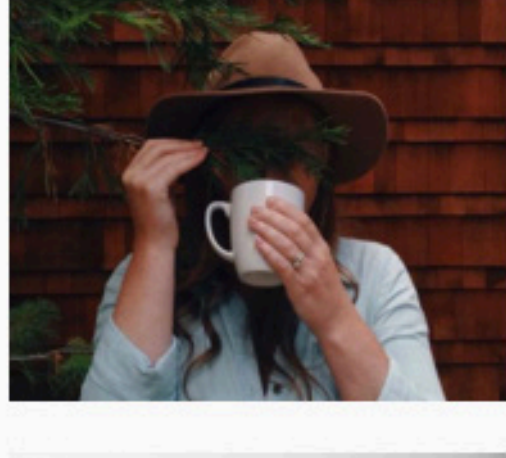
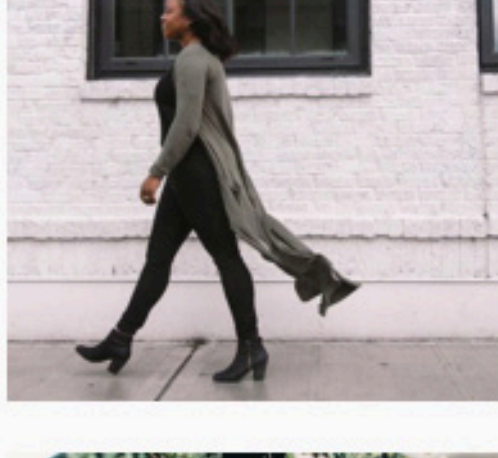
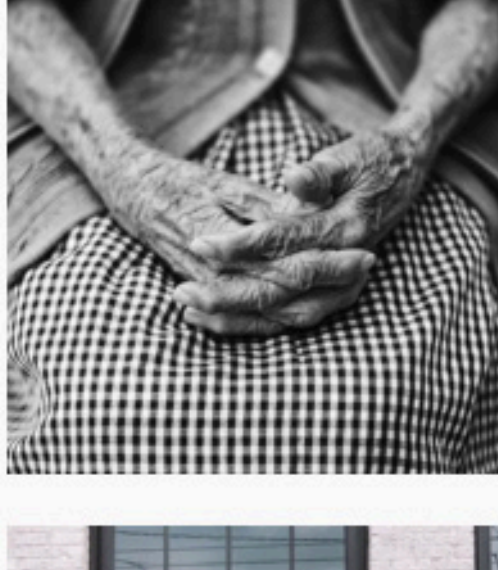
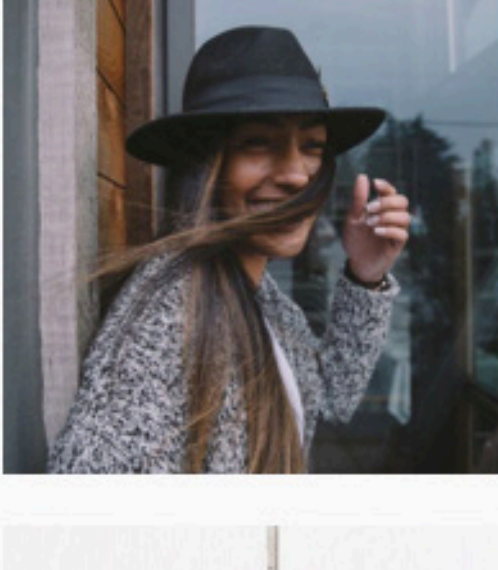
SEARCH POSTS



POST TAGS

- ADOPTION
- ADVICE
- AUTHENTICITY
- AUTISM
- BELOVED
- CHRISTIAN
- CULTURE
- CURRENT EVENTS
- DANCE
- DATING
- FAILURE
- FAITH
- FRIENDSHIP
- GOD
- HUMOR
- IDENTITY
- IMPERFECTION
- INSECURITY
- JESUS
- JUDAS
- LIFE
- LIFESTYLE
- LOVE
- MARRIAGE
- MOTHERHOOD

NOTE TO SOUL:  
YOU ARE NOT  
A FAILURE.



WATCH VIDEO



BRIEF

At Look'N4 Marketing we believe that you only have one chance to make a first impression. Our first project was to craft our own brand identity, logo, website, and social media channels - Because if we want others to believe we have the chops to make them stand out from the crowd, we had better be doing it ourselves!

Here's a little summary of what we developed to represent our brand and market to our awesome customers.

COOL STUFF I DID...

BRAND IDENTITY	T-SHIRT DESIGN	COPYWRITING
LOGO & SUBMARK	STATIONARY DESIGN	CREATIVE DIRECTION for WEB DESIGN



Our Company

WHAT ARE YOU LOOKING FOR?

3



Look'N4 Marketing LLC is a full-service, online marketing agency. Our art of integrating engaging content with expert marketing strategy and communications helps individuals and businesses drive more value for their brand. Our in-house team and hand-picked Creative Network is specialized in making lasting impressions for your business. We are brand visionaries, website developers, logo designers, social media gurus, visual storytellers, epic filmmakers...What are you looking for? That's the question.



Our Core Philosophy

THE BASIS OF EVERYTHING WE DO!

4



VALUE CENTERED

We work from the premise that value dictates everything else, so we pride ourselves on focusing on the needs of ideal buyers and delivering value to them in creative and relevant ways.



EPIC CONTENT

It's not easy to get people to stop scrolling and engage with your brand. We increase your stopping power through eye-catching content, irresistible offers, and memorable messaging!



INTEGRATED MARKETING

We take a holistic marketing approach and integrate digital media, authentic storytelling, targeted advertising, and share-worthy content to the end of building better brands.





PROJECT

COFFEE BLOSSOM HONEY

[VISIT WEBSITE](#)

BRIEF

Onyx Coffee is a specialty coffee importer providing quality coffee beans to various coffee shops throughout the United States. The company supplies their grade-A product, farmed in Guatemala, to gross revenues over \$4MM/year. Onyx Coffee recently expanded their product line to include Coffee Blossom Honey, and it's gaining a lot of attention!

They asked Look'N4 Marketing to develop a Product Catalog to leave with their buyers following business development activities. I'm currently leading the catalog layout direction and storytelling for this project. We plan to release the final catalog in August 2018.

COOL STUFF I'M DOING...

STORYTELLING

COPYWRITING

CREATIVE DIRECTION  
for LAYOUT DESIGN



Blooming Honey Magnet  
\$1.99



CBH Kickstand Box  
\$23.00



The Signature Series  
\$19.00



12oz Jar | El Apario  
from \$16.00



Half Gallon | El Apario  
\$49.00



Unisex Blossom Logo T  
\$25.00



7 Panel Strapback  
\$25.00





PROJECT

MILL CREEK COOP PRESCHOOL (MCCP)

BRIEF

As Marketing Coordinator at Mill Creek Coop Preschool (MCCP) I have the pleasure of creating various marketing collateral for the school. This includes print and digital media that led to an increase in engagement and participation at school events and outings.

Fun Fact: My daughter attends the school. It's been so awesome to use my talents to serve our community in this way!

COOL STUFF I'M DOING...

- GRAPHIC DESIGN
- MARKETING  
COORDINATION
- SOCIAL MEDIA

