

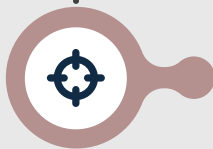
PROJECT PORTFOLIO

Client: Business & Career Coach
Project: Rebranding
Role: Creative Project Manager (virtual)

01

Start of project

Goal:
Rebranding including new website, brand visuals, logo
Project dates:
September - December 2022



02

Timeline

September 2022:
• Project plan established
October 2022:
• Domain & Hosting
• Brand design
November 2022:
• Webdesign
December
• Marketing templates
January 2023:
• launch website & socials according to new brand kit

03

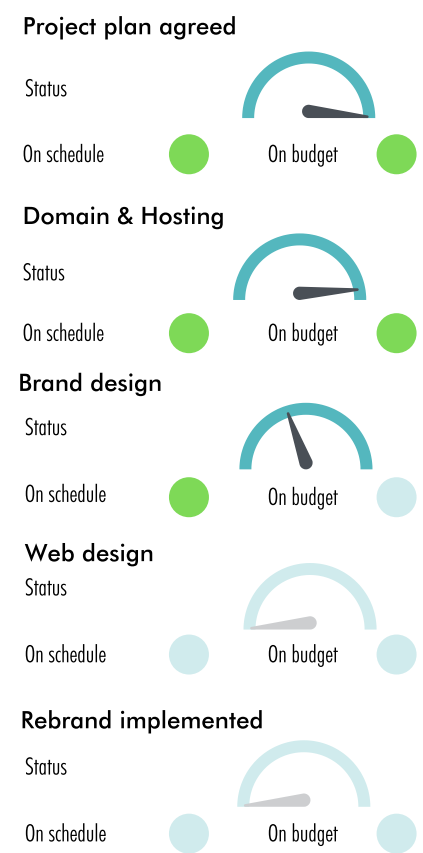
Individuals involved

Business owner
Brand designer
Web designer



04

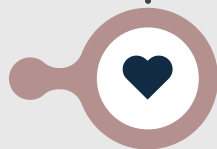
KPIs



05

My added value

Having experience in web design and coming from a tech background as well as being very familiar with the client's journey allowed me to be an advocate for my client around all tech related queries.



06

Tools used

- Notion for project management
- Email for communication
- G-suite

07

Client review

As this project is still ongoing, there is no final client review yet.

