

BRITTANY DANYELLE

INFORMATION DESIGNER + BRANDING CONSULTANT



IDEA



CREATE



BRAND

ABOUT

At Brittany Danyelle, LLC., we want to help make marketing and communications easy and accessible for you as a nonprofit leader or small business owner. With a combined team experience of 20 years in marketing, communications, and design we can help by strategizing or executing on all things communications centered. Whether it's creating Canva design templates for you and your team, posting on your social media accounts, creating blog posts and newsletters, or strategizing marketing campaigns for the year we're here to help.

MISSION

Helping to empower BIPOC-owned/run small businesses and nonprofits with connecting their heart and their message with design and the digital landscape to establish a powerful brand.

SERVICES

COMMUNICATIONS MANAGEMENT

Social Media Management (Facebook, LinkedIn, Twitter, Instagram)

Newsletter Builds/Sends

Website Management (Wordpress or Squarespace - includes blog posting)

DESIGN

E-Books, Flyers, Worksheets

Social Media Graphics

Email Headers & Blog Banner Graphics

Lead Magnets & Slide Decks

Training & Consulting

Need a better understanding of how it all works together? We can train you and your team on how to do the work, build out your comms strategy, or provide consulting services to guide you and your team.



*Portfolio of work included in the following pages & [more here](#)

MEET THE TEAM



BRITTANY DANYELLE
(SHE/HER)

Brittany is the CEO + Founder of Brittany Danyelle, LLC. As the face of the company, she does most of the interacting with clients. She shines in strategizing with clients on building content (design and communications) and creating the content too!

She is a thoughtful marketing leader + creator that is passionate about helping to empower + amplify BIPOC-owned (Black, Indigenous, people of color) small businesses and nonprofits to connect their heart and their message to their brand.



VIVIAN HUANG
(SHE/HER)

Vivian is the Director of Integration on the team. She is a thought partner in building out processes and establishing tools for business operations. With clients, she tracks deliverables and implements social media strategies.

Vivian has an extensive background in marketing and communications with a specific focus in copyediting and writing. She is passionate about serving diverse communities and helping them tell their story. In her spare time, Vivian is a content creator and enjoys sharing her love for food!



CURIOSITYBASED - DESIGN + COMMUNICATIONS

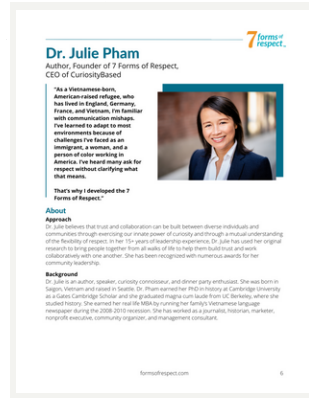
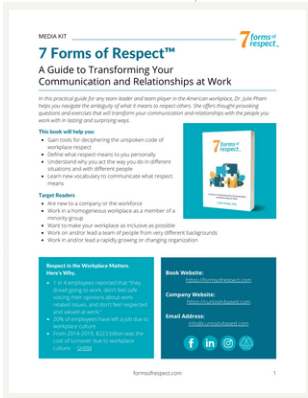
WORKBOOK

We designed 27-page workbooks for CuriosityBased's 7 Forms of Respect™ digital course. We've also created workbooks and takeaway sheets for in-person workshops.



BOOK LAUNCH

Dr. Julie Pham launched her self-published book, 7 Forms of Respect, and that meant a lot of press materials, marketing collateral, and both in-person and virtual events that needed signage.



Media kit - created to assist journalists and encourage media external coverage.

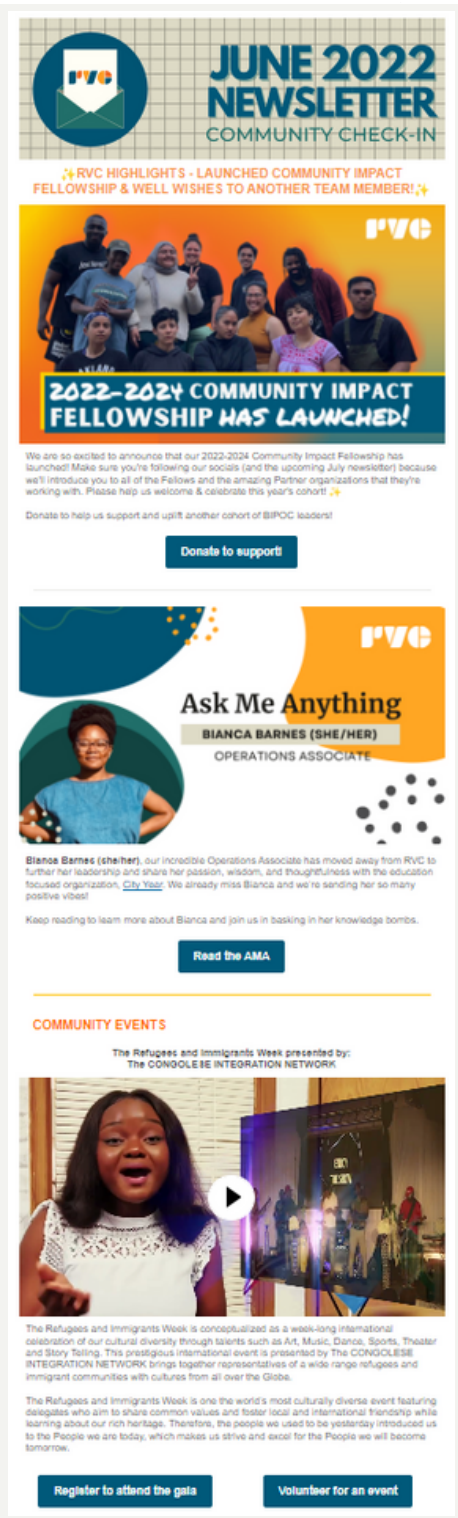


Printable signage with QR codes for in-person events to draw attention of passersby.

Shareable social media graphics and badges to spread the word about the book. The badges were created as easily shareable content for friends and colleagues of Dr. Julie to share on their own platforms. We manage the social media channels for the CB team and create most of the graphics.

RVC (ROOTED IN VIBRANT COMMUNITIES) - COMMUNICATIONS + DESIGN SUPPORT

Newsletter

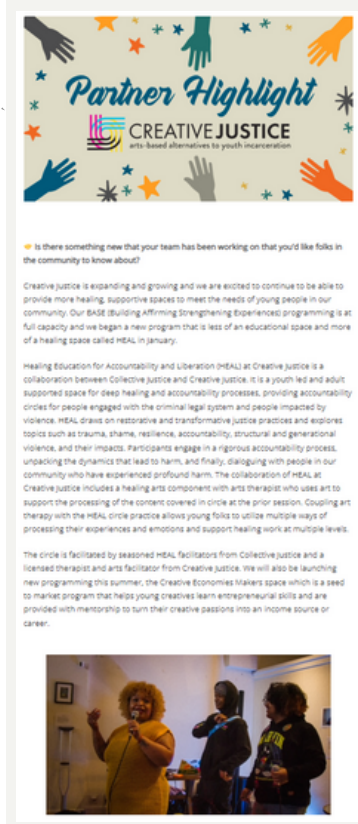


EVENT COMMS SUPPORT + MONTHLY RETAINER WORK

Initially, we were brought in to help RVC with a one off event to work on their communications in email and social media. After a successful event, they asked our team to continue on a retainer and provide continuous communications and design support until they were able to hire a full time marketing person. This turned into a 1 year partnership!~

We helped build out marketing campaigns, drafted up emails, built monthly newsletters, assisted with minor website edits and additions on their Wordpress site, interacted with RVC team members and their community to pull together and publish blog posts, designed email headers, blog banners, and social media graphics, and posted on their social media accounts (LinkedIn, Facebook, Instagram, Twitter)

Blog post



Instagram Post



FACILITATOR, COACH & SPEAKER

WORKSHEETS

This coach came to me with an idea of how the flow of her workshop would go. She knew what she wanted included on her worksheets for the upcoming mastermind workshop she was hosting, but needed consulting help on designing the flow of the worksheets and pulling them together to look aesthetically pleasing and brand consistent.

STABILIZE & HARMONIZE EXAMPLES
 As we run our business, our days and our lives, we will be pushed by pain or pulled by a vision. Each give us a sense of what needs to change to better align with our highest vision. Here are examples of where your energy may be misaligned.

CURRENT SITUATION

PHYSICAL time, money, physical health, work environment	<ul style="list-style-type: none"> Current office set up/ work environment limits me Tired from working on every part of the business except for what I love Not enough "me" time, not other people's needs before my own Diagnosed with migraines, hard to advocate/protect myself Imposter syndrome, hard to advocate what I need and what I have It's always a struggle, gap between what I'm so behind Everyone seems to be doing better, I'm so behind
EMOTIONAL do your emotions support your success?	<ul style="list-style-type: none"> Everything seems important, mind scattered transitioning from operations and marketing to sales and strategy for business Not enough uninterrupted focus time I struggle myself, focused focus time Mind focuses on
MENTAL focused, clear, able to make decisions	<ul style="list-style-type: none"> I'm afraid to Been known for Worried if people So many others
SPIRITUAL your purpose, your why, balancing your the best person for the job, knowing your mission and vision	

STABILIZE & HARMONIZE EXERCISE
 Which is the ONE block (mental, emotional, physical, or spiritual), that if improved, would make the BIGGEST difference in your creativity, confidence, and productivity? (Circle One)

PHYSICAL time, money, physical health, work environment	EMOTIONAL do your emotions support your success?	MENTAL focused, clear, able to make decisions	SPIRITUAL your purpose, your why, balancing your the best person for the job, knowing your mission and vision
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Thinking about the block that you circled above, consider the following prompts:

What is your current situation?
 What's the current situation costing you?
 What do you want instead?
 What's keeping you from having your desired outcome, really?
 Ask self: Is there anything that I am doing that deep down, I know if I stopped doing, that it would move me in the directions of my dreams?

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BECOMING YOUR VISION
 WHAT STAGE ARE YOU AT IN THIS CYCLE?

DREAM BIGGER
IGNITE YOUR PURPOSE

- I know my vision and mission, it scares and excites me and pushes me beyond my comfort zone
- I'm clear on the change I'd like to see in this world and am driven to see it happen
- I know my place in it, the people I'm working with, my ideal audience, and can visualize how it'll happen

SPEAK CLEARER
DELIVER YOUR HEART'S MESSAGE

- I am comfortable and confident talking about my me, my vision and mission
- I speak with ease and gratitude, I feel authentic and comfortable in my own voice
- My voice and energy is grounded, confident and natural. I am myself (speaking to blues, not impress)

LEAD BETTER WITH COURAGE & AUTHENTICITY
ACTIVATE YOUR INNER GENIUS

- I believe I deserve this role/mission. I am my ideal leader, my best boss and advocate myself, who I am what I do and how I help others
- I have an honest, grounded and balanced view of myself, honor my wisdom and inner knowing
- I stand up for what I believe in and take bold action in the direction of my dreams

REFLECTION QUESTIONS

- Which of the areas above do I do well?
- Which of the areas above have room to grow?
- What support do I need?

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HOW I HELP PEOPLE - 3 STAGES

STAGE ONE: STABILIZE & HARMONIZE
 Mindfulness techniques and energy management tools for self-management. Increase self-awareness and ability for self-regulation and efficacy. Resolving current personal and work situations while identifying areas that can be improved.

STAGE TWO: BECOMING YOUR VISION
 Your ideal leader/future version of self - removing obstacles, clarifying what kind of vision you have. Becoming that person, experiencing those wins.

STAGE THREE: MAINTAIN YOUR SOA
 Identify your foundation, make it a habit without trying new learned behaviors and habits to become new. Maintaining and strengthening your New You.

THIS COULD BE YOU!
 I started my own business eight years ago when I was 28. I was small but steady number of clients with more time on my hands and a clear vision. The problem was I didn't know how to scale, and my shyness prevented me from reaching out to new clients. I was skeptical. How was I going to be able to put me at ease in front of new people? I was skeptical. How was I going to be able to put me at ease in front of new people? I was skeptical. How was I going to be able to put me at ease in front of new people?

MAKE THE CHANGE
 Are you ready to make a BIG change? Would you like coaching support in any of the areas covered above? Apply to work with me!

When you work with me, you will:

- FEEL FREE**: I only work with a handful of clients at a time - if you'd like to explore working with me, fill out the bottom sheet below. We will have a no-obligation consultation where you simply tell me a bit more about yourself and the ideas you have for your future.
- FEEL CONFIDENT & WORTHY**: You are 100% dedicated to doing what it takes to become your dream vision and purpose. You must feel this and lead at your level. I will show you your soul's greatest desire and bring resolution to your greatest block. To realize your short-medium term to long term life vision through expert guidance, support and accountability.
- KNOW WHAT TO DO NEXT**: You are invested in your own success.
- BE HELD ACCOUNTABLE**: You recognize that your own growth and clarity will lead to your greatest success.

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Fill out your details to redeem a complimentary discovery session worth \$250 with me. Please write clearly.

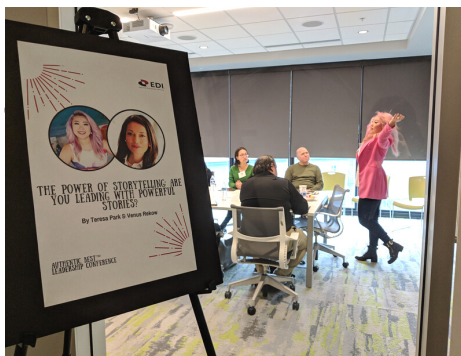
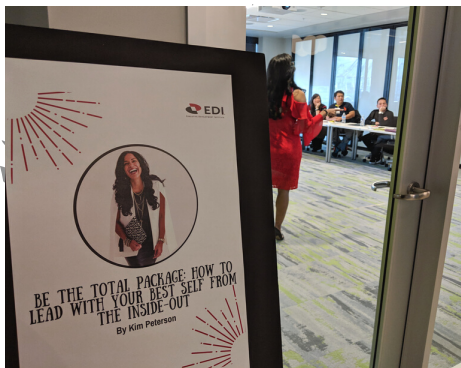
First Name _____
 Email Address _____
 Last Name _____
 Best Time/Day To Contact You _____
 Mobile Number _____
 Topic(s) of Interest _____

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EXECUTIVE DEVELOPMENT INSTITUTE (EDI) - LEADERSHIP CONFERENCE

SOCIAL MEDIA

November 2018 was the first year of the Authentic Best Leadership Conference that EDI was putting on. I was in charge of marketing the event. This included creating shareable content on social media for the EDI Facebook, Instagram, and LinkedIn pages along with the Facebook and LinkedIn Groups and the Facebook event.



AUTHENTIC BEST™ LEADERSHIP CONFERENCE SESSIONS & TRAINERS 

BE THE TOTAL PACKAGE: HOW TO LEAD WITH YOUR BEST SELF FROM THE INSIDE-OUT
By Kim Peterson

People need to buy YOU first before they buy your brand of leadership and vision. So, how do you S.E.L.L. "the brand called you"? How do you (S)peak with confidence and impact, (E)ngage with integrity, professionalism, and alignment, (L)ook the part, and (L)ive your unique genius out loud in a clear, focused, and powerful way? In this workshop you will explore ways to grow deeper roots of self-confidence, elevate your personal effectiveness, and lead with greater courage as you discover ways to develop and harness your authentic personal brand.

Kim is a Keynote Speaker, Trainer, Author, & Personal Brand & Style Coach with almost 30 years of experience in the image industry. She began her business, Uniquely Savvy, while homeless 18 years ago. She helps her clients find their unique genius to distinctively package & position themselves for accelerated success. Now, you can find her on 425 Magazine's 2018 Women to Watch!

THE POWER OF STORYTELLING: ARE YOU LEADING WITH POWERFUL STORIES?
By Teresa Park & Venus Rekow

In this interactive session, you'll be learning to craft stories that inspire others to action and raise awareness of how your inner story impacts your outer story. You will leave the session with a storytelling formula that can be applied to any situation that can be a game changer in how you lead.

Teresa Park is a life & business strategist. It is her life passion and mission to help people harness their greatness and design a life where their superpowers shine every moment of their lives. As a tri-cultural double immigrant, she helps leaders navigate across cultures and languages. She is the creator of *Disela tu vida* (Design Your Life) & Teresa Park Academy.

Venus Rekow is the founder of Neural Shifts, a consulting firm specialized in helping leaders drive culture change through a Diversity & Inclusion lens. Her work draws from Neuroscience & behavioral economics to educate & engage employees in DEI topics. She is a certified executive coach from the Institute for Professional Excellence in Coaching & the NeuroLeadership Institute.

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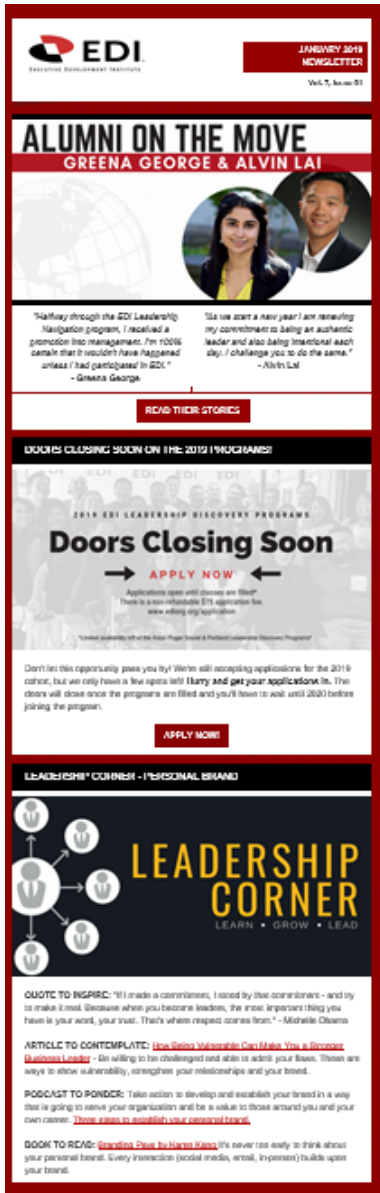
SEATTLE CREDIT UNION  **HSBC** 

ONSITE MARKETING MATERIALS

I designed signage that was printed out to clearly designate rooms for the various workshops and facilitators that were present (images on the left)

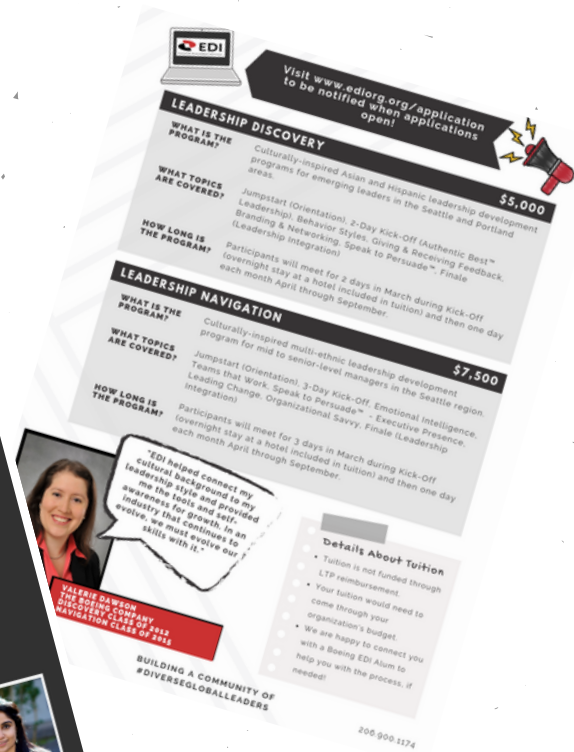
Every attendee was provided with a bio sheet in their welcome packet that introduced them to the facilitators and workshops that they signed up for. (image on the right)

EXECUTIVE DEVELOPMENT INSTITUTE (EDI) - MARKETING COLLATERAL



NEWSLETTER

The EDI newsletter showcases several blog posts and announcements from the organization. I worked on curating the content from assigned contributors, creating the images for the newsletter (which we then repurpose pieces for social media and their blog), post everything online where it needs to go (blog posts, etc) and link accordingly.



MARKETING FLYER

EDI was looking to soften its very corporate and structured brand to appeal to the current generation. I designed the new marketing flyer targeted directly towards their largest client by calling out relevant information for that organization and incorporating quotes and images from recent grads that work for that organization.

API HERITAGE MONTH CELEBRATION

SOCIAL MEDIA

The API Heritage Month Celebration at the Seattle Center needed help with promotional materials for their social media. They had a couple of signature events taking place throughout the day - an API's Can Sing competition and the Alan Sugiyama Hum Bow Eating Contest. Along with designing the graphics I assisted with the social media Facebook page and Facebook event. By creating shareable content and tagging contestants, community leaders, and organizations involved in the event, the organic reach SOARED!



POWERPOINT PRESENTATION

This year was the first year the festival had a professional logo designed. I was tasked with helping bring the entire brand together through social media and onsite signage.

After the festival took place. The committee presents to other community organizations and the Seattle Center about the successes and challenges of their event. I was brought in to help with developing their PowerPoint template and presentation.

