

Ivy Booth Marketing



[www.IvyBoothMarketing.co.uk](http://www.IvyBoothMarketing.co.uk)

# CREATIVE PORTFOLIO



# HELLO! MY NAME IS LAURA



## ABOUT ME

I personally handle every aspect of your project, infusing it with my creativity, passion, and a personal touch that larger competitors simply can't match. I specialise in Digital marketing and communications. Content Creation is my passion alongside building bold brand identities.

I have worked with Corporate partners, Charities, Local Authority, Small Start-Ups and Private Clients.

I am fully insured and am in my final year of University where i have been studying for a BA Honours in Business Management (Marketing)

# WORKING EXPERIENCE



2015

## SOCIAL MEDIA MANAGER

Running social media accounts for two small self employed businesses, a cleaning service and a Handyman.

2021

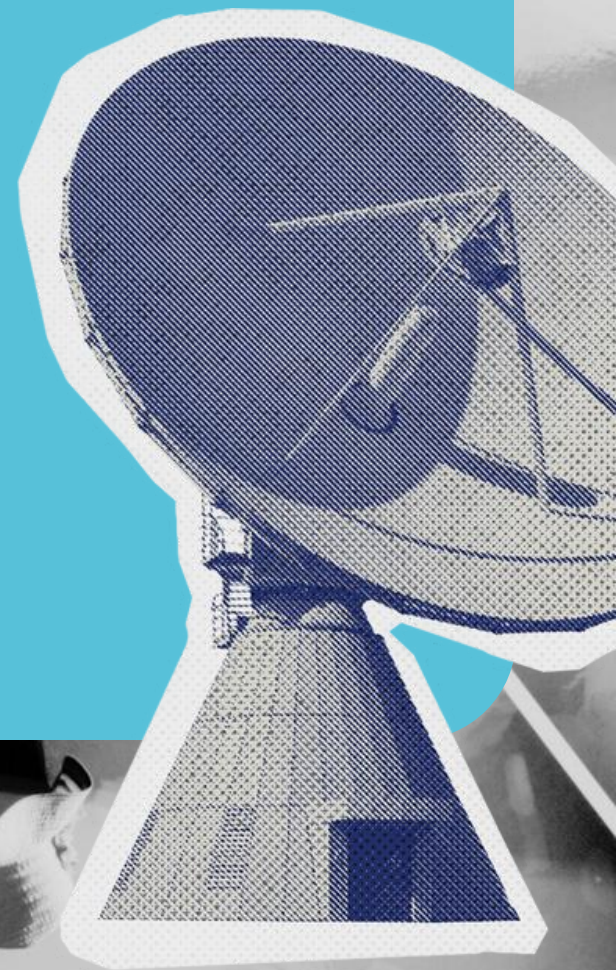
## MARKETING OFFICER

Marketing officer for a Government Funded Project in Somerset. Running social media accounts, content creation, project implementation, and print advertising.

2024

## DIGITAL MARKETER

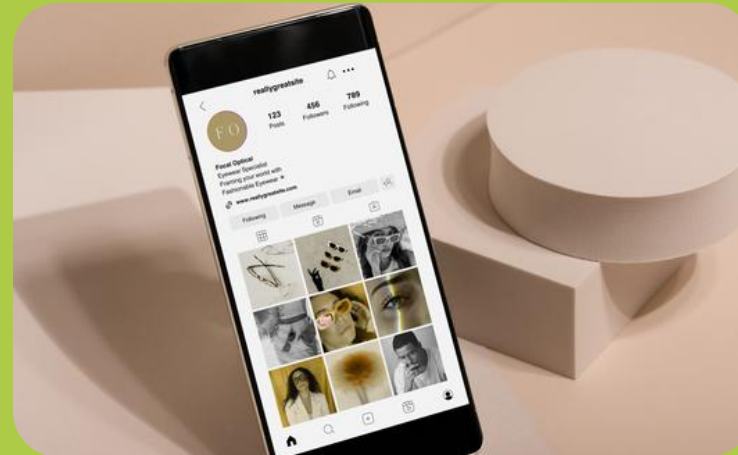
Owner of Ivy Booth Marketing, a freelance Digital Marketing Service.



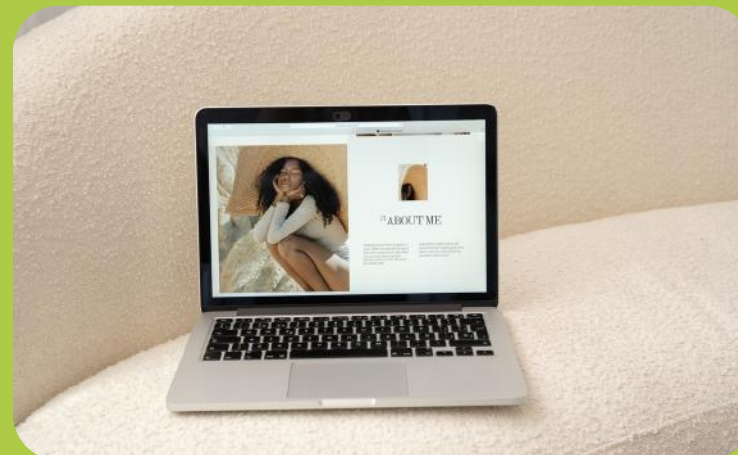
# SKILL & EXPERTISE



BRANDING

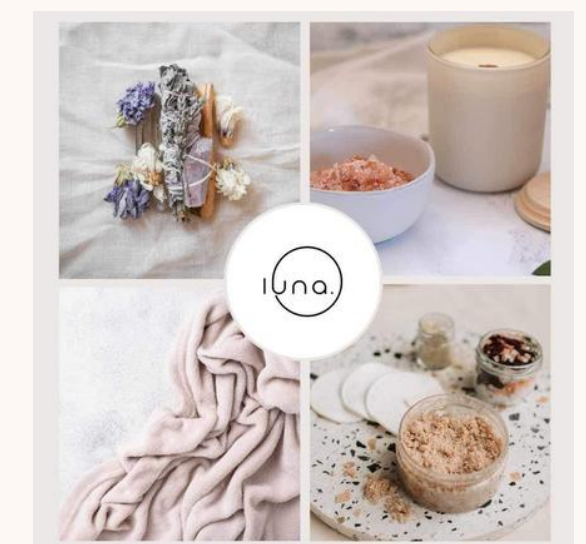
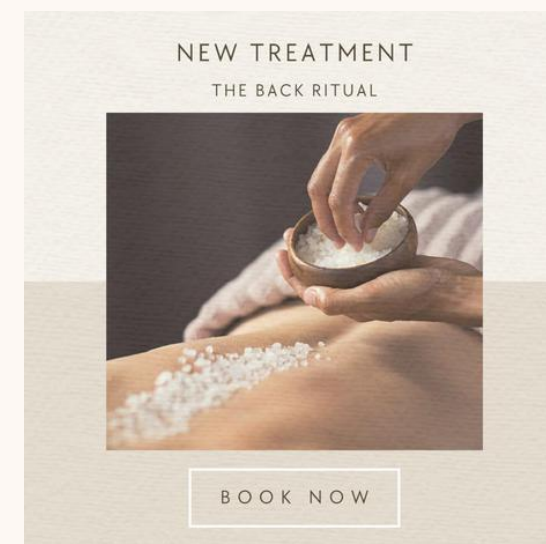
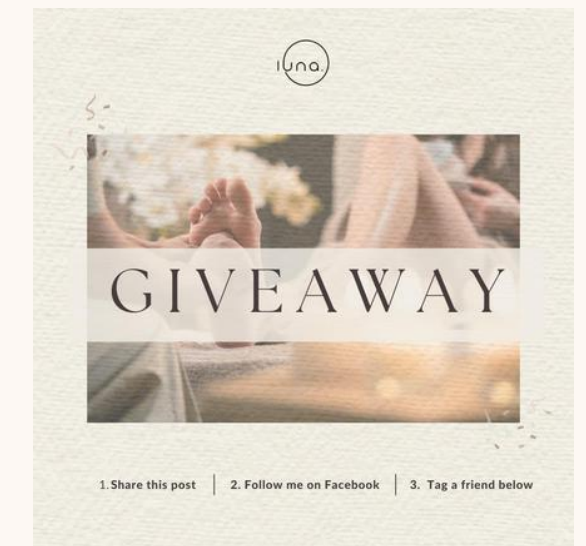
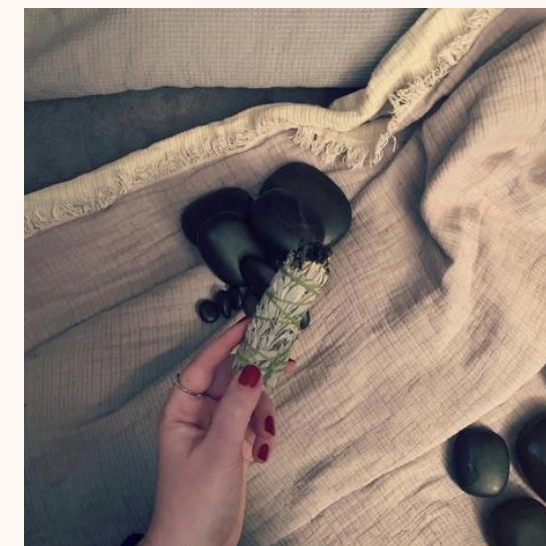


SOCIAL MEDIA  
CONTENT



DIGITAL  
ASSETS

# PREVIOUS PROJECTS



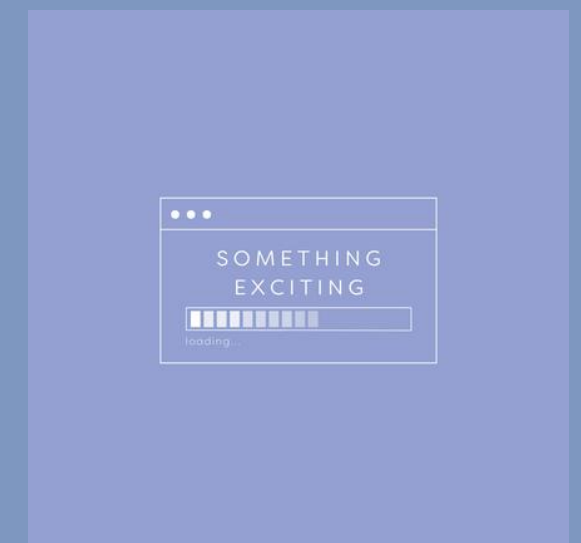
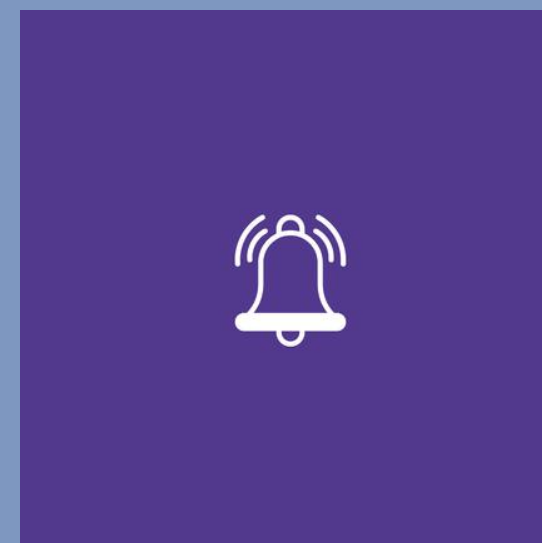
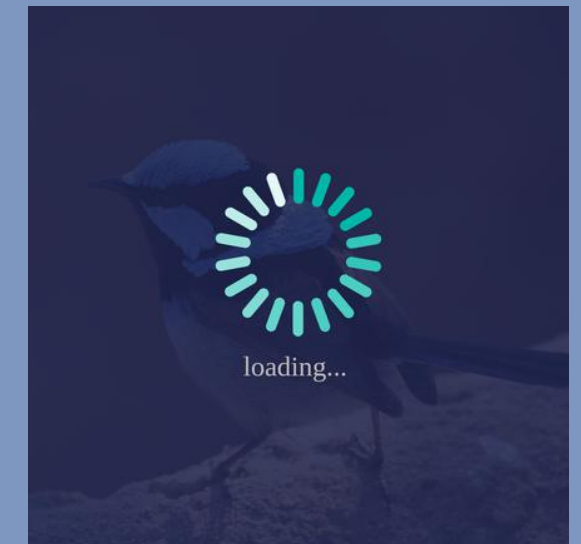
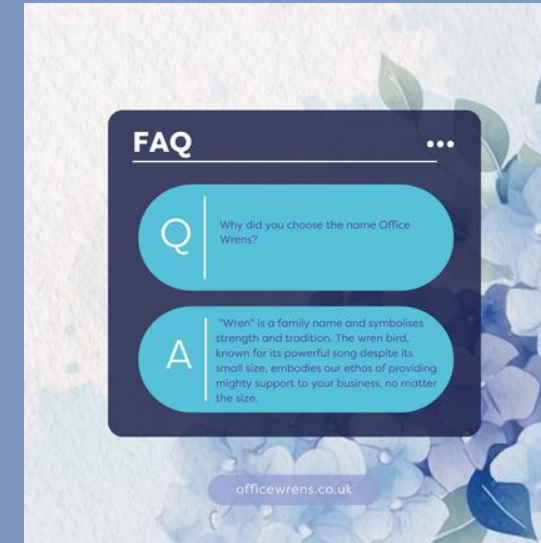
## SOCIAL MEDIA FOR LUNA HOLISTIC THERAPIES

Luna Holistic Therapies came to me as a start up, the only brand asset they had was a Logo and a vision. We provided weekly graphics and digital assets.

# PREVIOUS PROJECTS

## LYNDSEY LEE OFFICE WRENS

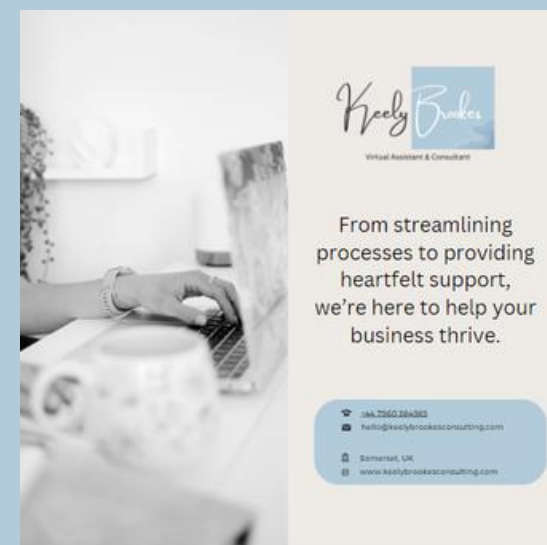
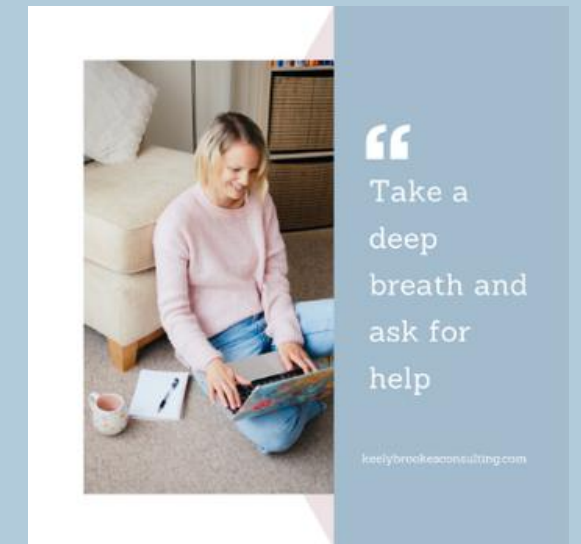
Lyndsey hired me to Launch her rebrand which she had ready to go. She had a new website, Name and Logo but had no idea where to start. I crafted a carefully thought-out Launch plan and Lyndsey implemented it perfectly.



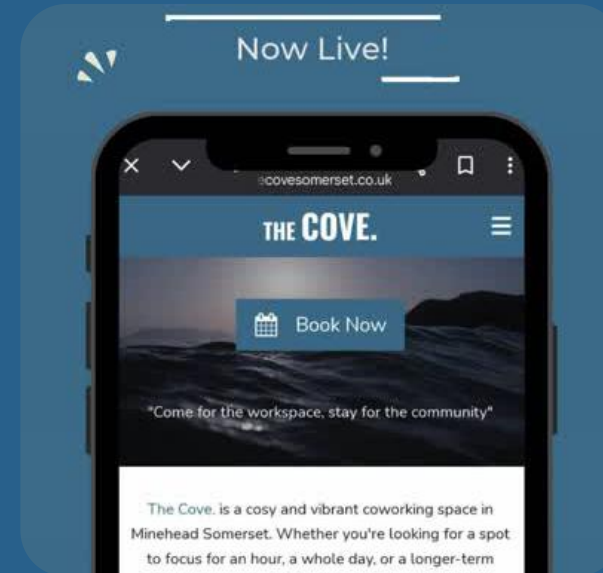
# PREVIOUS PROJECTS

## RE BRAND FOR KEELY BROOKES CONSULTING

Keely came to me for a total re brand after running a successful Virtual assistant and consultancy service for 18 months. The brief was cool neutral tones with a pop of more colour. Taking advantage of her love of the outdoors and worldwide travel. The Re brand involved a new logo, website re design and social media assets. I also built her website [www.keelybrooksconsulting.com](http://www.keelybrooksconsulting.com)



# PREVIOUS PROJECTS



## BRAND IDENTITY FOR THE COVE.

The Cove. is a start up in the initial Concept phase. I was tasked with name creation, logo design and branding identity. The Cove. will be a community focused co-working space based in a sea side location. I needed to be professional yet approachable drawing on its coastal roots. I also built the website [www.thecovesomerset.co.uk](http://www.thecovesomerset.co.uk)



# PREVIOUS PROJECTS



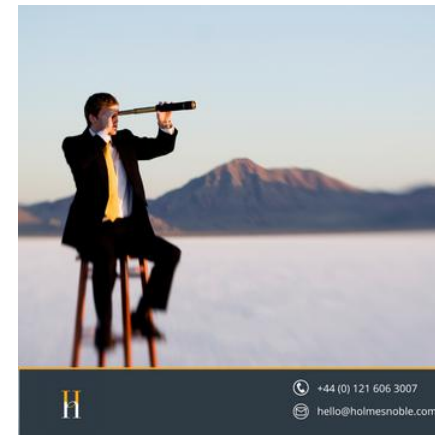
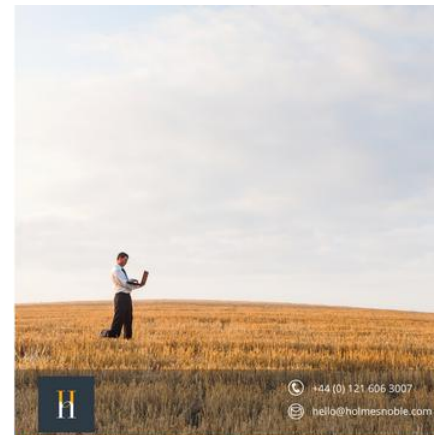
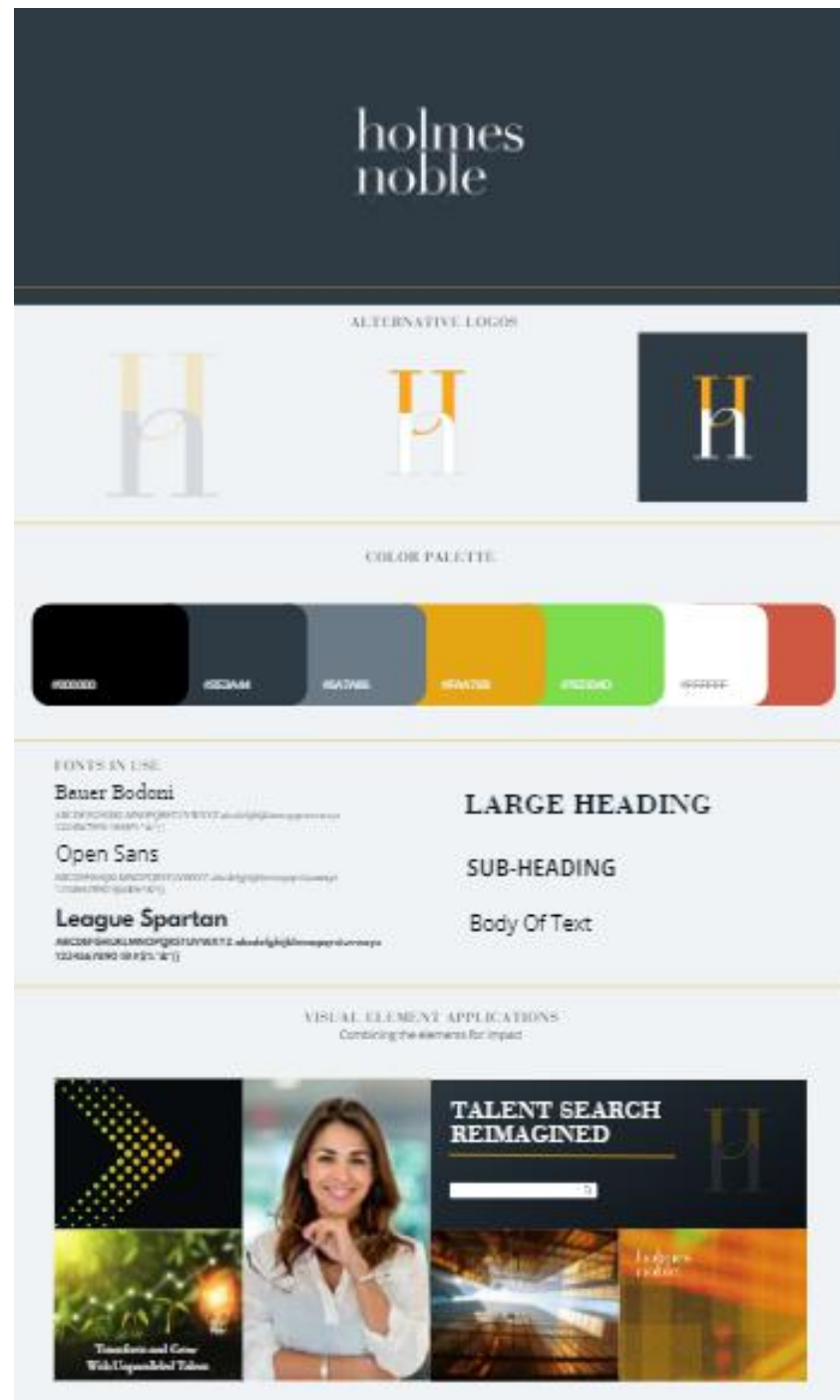
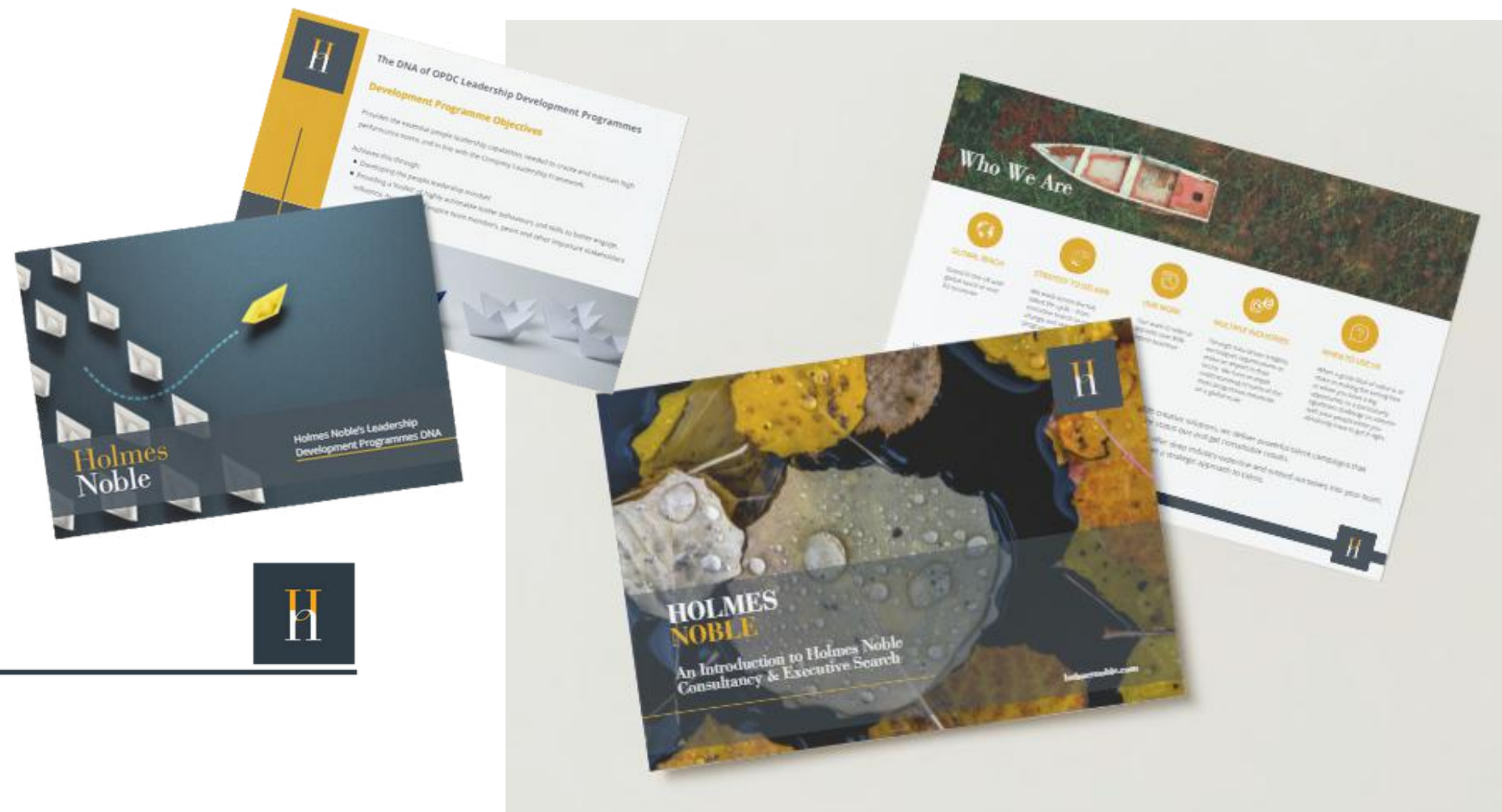
Book a class



## SPOTLIGHT DANCE ACADEMY

I was recommended to Spotlight Dance Academy to create new Brand Identity. They needed a modern and bold Logo which would work well printed on their merchandise and make a statement on their new website.

# CASE STUDY



## HOLMES NOBLE MARKETING ASSETS

I was assigned the task of refreshing Holmes Nobles Marketing Suite, this included the creation of numerous brochures, letter heads, documents, presentations and email headers. I also created imagery for campaigns, events and weekly LinkedIn content. This began with a slight rebrand by adding a rich navy colour to replace their black and yellow.

# PREVIOUS PROJECTS



## LOGO DESIGN FOR RESTORING YOU

Kerry came to me after qualifying as a counsellor, She needed a name and a logo. The brief was peachy tones, calm, circular and a sketch of a tangled mind being restored. We collaborated well and fulfilled her brief.



# CLIENT TESTIMONIALS



"I worked with Ivy Booth Marketing to design a logo for my new business. Laura was very patient and gave me lots of ideas & various designs. I'd highly recommend her. A professional service with a personal touch! Thank you"

Kerry Robinson



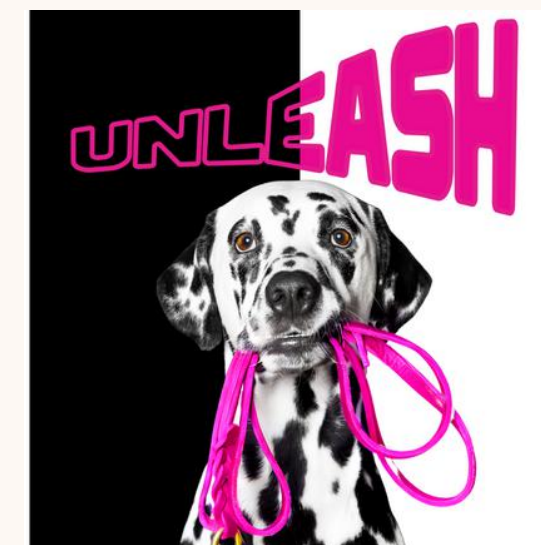
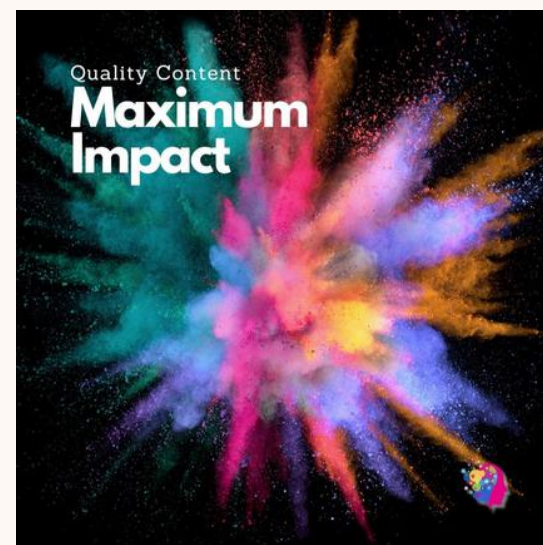
"The entire experience was seamless and enjoyable, thanks to her professionalism and talent. I highly recommend Laura to anyone in need of a skilled Graphic Designer"

Keely Brookes

# MY FEED



@ IVY\_BOOTH\_CREATIVE HUB



**LET'S CREATE  
SOMETHING GREAT  
TOGETHER!**

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