

JENNIFER SUGARMAN
STUDIO INC.

VIRTUAL DESIGN, UGC & SOCIAL COMMUNICATION SERVICES



CULTURE *to* CONTENT
small business support through
creativity & connectivity



Location Vancouver, Canada / Remote
Call & Text 604 885 8016
Email sugarmanjn@gmail.com
Web jennifersugarman.ca



Services

Restaurants / Events / Wellness / Lifestyle / Fashion / Film / Construction

As a premier brand designer and virtual assistant specializing in graphic design, social media management, communication and UGC content creation with a passion for the food, beverage & live music industry, wellness, natural non-toxic self-care products and outdoor adventures in BC.



Branding & Design

- branding creation: logo, font, colours
- branding revamp: streamline existing branding, colours, verbiage
- logo icon creation for socials
- highlight icon creation
- graphic content design
- brochures
- business cards
- posters
- menus
- sandwich boards



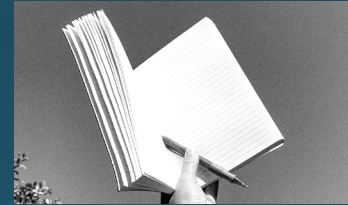
Social Media & Communications

- set up & streamline of all platforms: instagram, facebook, pinterest, google
- social media management
- communication
- meta business suite
- ad account set up
- bio site links



UGC & Photoshoots

- creative direction
- styling
- coordinating
- iphone photography
- iphone video with gimble
- connect with pro photographers
- local travel

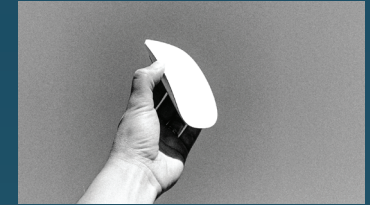


Virtual Assistant

- emails
- calendar organizing
- backend filing

Events & Catering

- event planning, execution & catering with [Osito Events](#)



Software & Kit

- adobe illustrator, photoshop, indesign & lightroom
- wix website builder
- squarespace website builder
- google suite
- apple
- canva
- unfold
- splice
- scrl & more

- iphone 15 pro max
- canon eos 600D
- tripods

Brands I've Worked With



NORDSTROM



VA Bundles

BRANDING

The Logo

Just the logo, let's go-go

logo only in 4 formats

- main logo
- icon
- text only
- crest

Branding Basics

The tools to get you started

- original logo creation
- logo in 4 formats (main logo, icon, text only, crest)
- colourways with code reference
- typography

Branding Streamlining

Streamline existing branding, colours, verbiage for a cohesive look

- update existing logo
- logo in 4 formats (main logo, icon, text only, crest)
- colourways with code reference
- updated typography with download links
- logo icon creation for socials
- highlight icons creation for IG, Linktree or Bio Site
- add on: copywriting overhaul bio

Branding Package

The full meal deal for start ups

- original logo creation
- logo in 4 formats (main logo, icon, text only, crest)
- colourways with code reference
- typography with download links
- highlight icon creation
- marketing materials
- graphic templates for socials
- business cards
- signage
- and more based on requirements

SOCIALS

Communications Set Up

- shared Google Drive set up
- password & task tracker
- set up & streamline of required platforms:
ex: Meta Business Suite, Instagram, Facebook, Pinterest, Google, Yelp
- ad account set up
- bio site set up for click links
- upload of highlight icons

Social-Lite

- 2 posts per week
- 1 reel per week
- 2 stories per week
- story tags reposts
- set up auto replies
- reply to dm's within 48 hours

The Networker

- 2 posts per week
- 2 reels per week
- 3 stories per week
- story tags reposts
- set up auto replies
- reply to dm's within 24 hours

Digital Media Manager

- 3 posts per week
- 2 reels per week
- 3 stories per week
- story tags reposts
- set up auto replies
- reply to dm's within 12 hours
- reply to google reviews

VA

Mini Help

- 3 hours per week
virtual assistant / designer

Lite Help

- 5 hours per week
virtual assistant / designer

Helping Hands

- 8 hours per week
virtual assistant / designer

Send Help

- 10 hours per week
virtual assistant / designer