

The background of the image is a blurred photograph of a workspace. It features a laptop on the right, a desk with some papers and a pen on the left, and a small potted plant in the background. Overlaid on this is a large, semi-transparent purple circle. The title 'creative PORTFOLIO' is centered within this circle. 'creative' is in a white, lowercase, cursive script, while 'PORTFOLIO' is in a bold, white, uppercase, sans-serif font with a black outline.

creative **PORTFOLIO**

By Brigid Brew

LIST OF CONTENTS

The following pages offer a glimpse into my work experience, and an overview of some projects I've worked on recently.

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introducing **MYSELF**

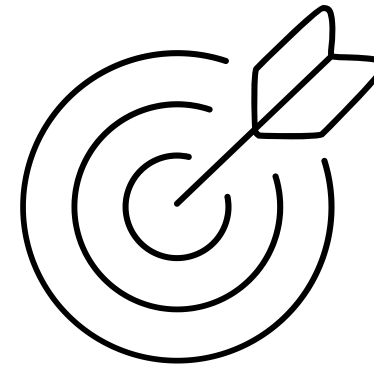
I have a passion for helping businesses with their marketing. I enjoy engaging in intentional work, while being part of a purposeful and empowered team. I find I do my best work when I can be creative and work towards a specific purpose.



Brigid Brew
Marketing Strategist

personal **SKILLS**

Over my career, I've acquired a diverse set of skills that have formed me into a dynamic employee and team member.



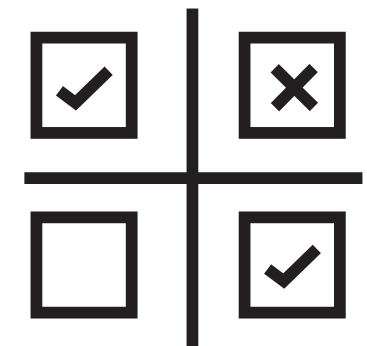
Marketing Strategy



Creativity



Leadership



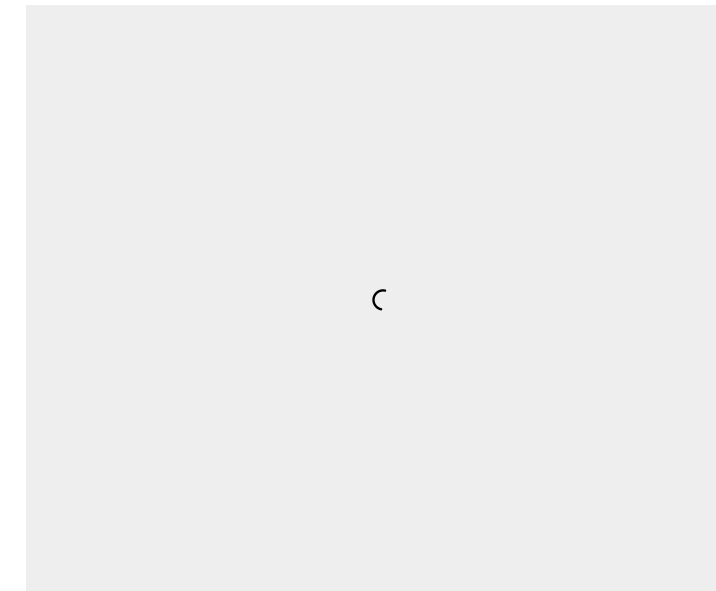
Problem Solving

work EXPERIENCE

Here are some samples from my work doing marketing strategy, community event planning, and content writing. I've also included a sponsorship partnership I worked on.



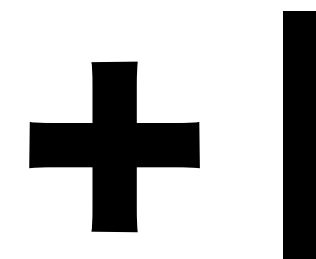
Event Planning



Content Writing



Marketing Strategy



Notable Project

project **PORTFOLIO**

01

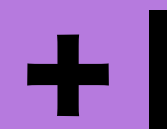
Edward Jones 2024 Walk To End Alzheimer's:
Event Planning and Communications

02

FSH: Marketing Strategy and Branding

03

District Coffee: Content
Writing for Website



GREAT Theatre Sponsorship

EDWARD JONES 2024 WALK TO END ALZHEIMER'S

I organized, planned, and rallied together 30 associates to participate in the 2024 Walk to End Alzheimer's. This was held at Lake George in St. Cloud, MN. Attendance from Edward Jones associates in 2023 was only 2 people.

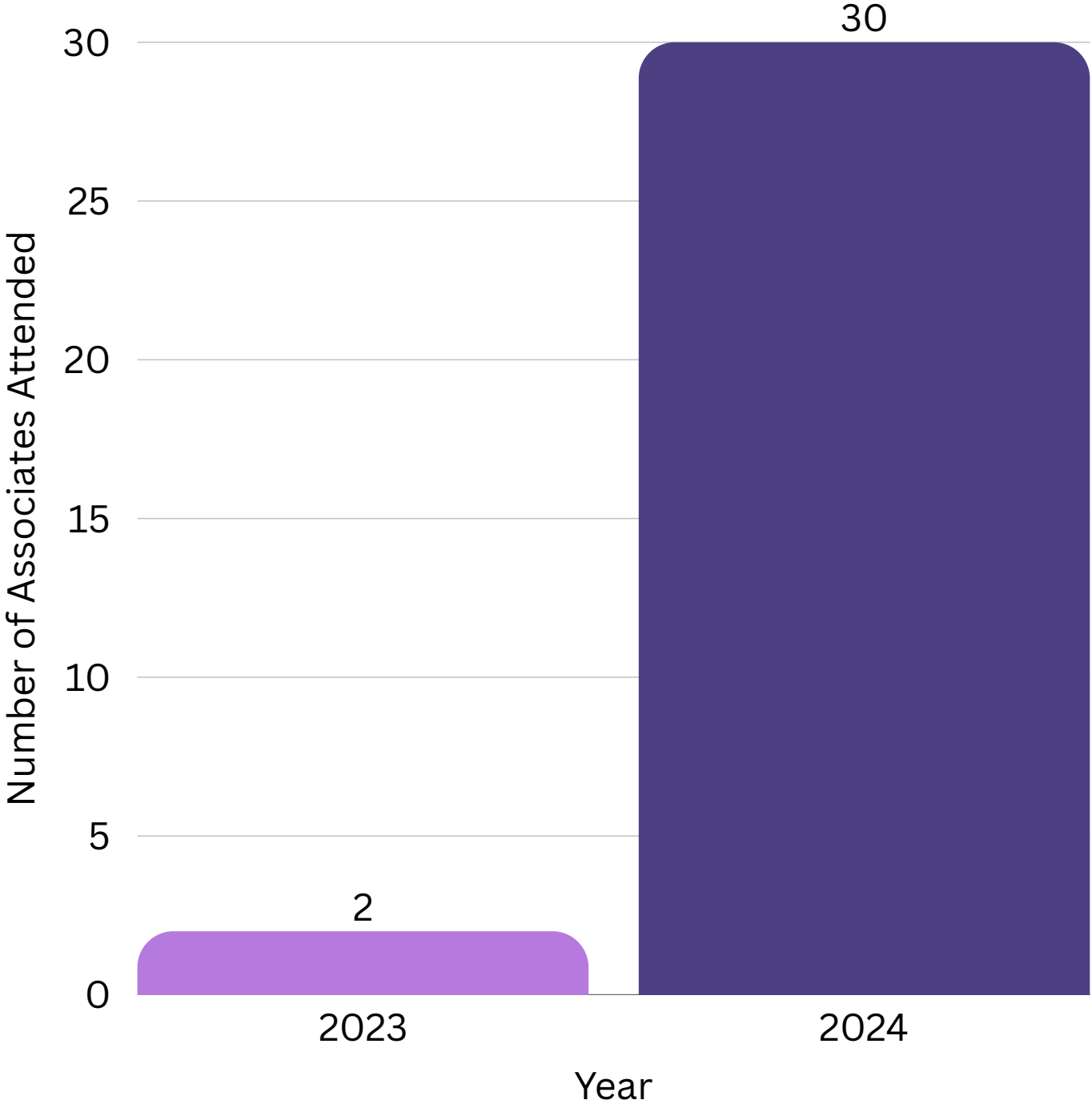
My main duties were event planning and internal promotion. This involved sending out email communication, organizing meetings, conducting research, putting together a planning team for booth decor, set up and event logistics.



EDWARD JONES 2024 WALK TO END ALZHEIMER'S

30 ASSOCIATES
PARTICIPATED

1400% INCREASE IN
ATTENDANCE 2024



ATTENDANCE BY YEAR

2023 associate attendance was 2 people
2024 associate attendance was 30 people

EMAIL COMMUNICATION FOR WALK TO END ALZHEIMER’S

Here is a sample of the email communication I created for various Edward Jones branches. My goal was to rally enough people to have a visible presence and show support for those affected by Alzheimer's. The text on the right is the same text featured below.



Hi Everyone,

With the 2024 Walk To End Alzheimer's only a few weeks away, here's the update.

The event is scheduled for:

- Day: Saturday, September 21st
- Time: 9:00 AM - 12:00 PM
- Location: Lake George Municipal Complex 1101 7th Street S. St. Cloud, MN 56301

If you have not yet registered for the walk, please do so! Below is the link and attached are instructions on how to register.

To register for the event:
Register: [Edward Jones Associate: 2024 Walk to End Alzheimer's - St. Cloud, MN: Register | Walk to End Alzheimer's](#)
Instructions to register attached



Hi Everyone,

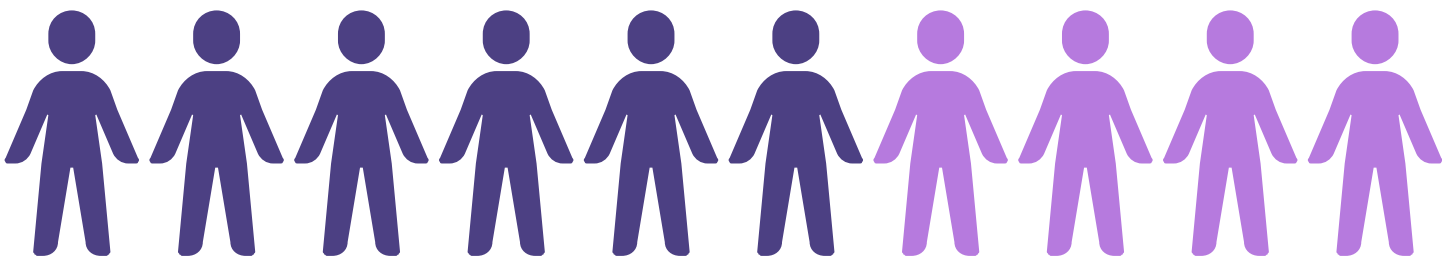
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FHS BRANDING KIT

Friesen Holistic Services is an adult autism advocacy company based out of Otsego, MN. The owner requested a logo with a bird and a design that suggested growth and independence. Based off of this, I created the logo seen below, along with other branded materials including: business cards, brochure, and website.

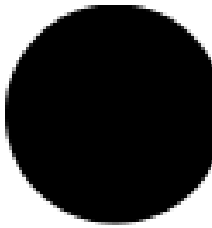
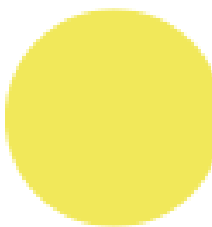
BUSINESS CARD DESIGN



LOGO + BRAND COLORS



LOVELO
Montserrat

-  #ffffff
-  #000000
-  #f1e85a
-  #204754
-  #619c78

FSH: BROCHURE DESIGN

FRONT DESIGN

OUR MISSION

We promote healthy daily living/ well-being skill sets for individuals with Autism. We also support individuals to meet their independent living life goals.

ABOUT US

Friesen Holistic Services LLC was founded by Kelly Friesen, a Registered Nurse and Mother of an adult Son with Aspergers or Autism. After experiencing long waiting lists and limited services, she knew there needed to be another option to help her Son reach his goals. This is why Friesen Holistic Services LLC was created.

Adults with Autism have the benefit of independent living while getting the support they need to meet their goals. Our Nurse Advocate Services are also an option for those who are not in need of our Complete Care Package or independent living services.

CONTACT US

763.232.8700

kelly.friesen@fhshome.com

@friesenholisticservicesllc

fhshome.com

SCAN ME



OUR MODEL

We provide a Nursing framework with emphasis on whole person-centered care, while promoting individual responsibility & personal growth.



FRIESEN HOLISTIC SERVICES LLC

-Shaping Success

Nurse Advocate & Living Services for Individuals with Autism

BACK DESIGN

OUR SERVICES

NURSE ADVOCATE

Includes in person support and/or remote support based upon the client's needs including, but not limited to: appointments, resource navigation, & assistance with Individualized Education Plans (IEPs).

COMPLETE CARE PACKAGE

Independent Living Services: Personal Assistance, Treatment & Training, Environmental Provisions & Nurse Advocate Services.

NURSE ADVOCATE

- Assess strengths & opportunities for support
- Integrate health care practices into daily living skills
- Individualized Education Plan (IEP) advocacy & support
- Accompany clients to medical appointments
- Assist with county and state resource navigation

PERSONAL ASSISTANCE

- Health, hygiene, & personal well-being
- Promote Self-Advocacy & personal responsibility
- Grocery shopping & nutritional meal planning
- Household Management

TREATMENT AND TRAINING

- Education on personal medications & set-up
- Navigate the Community safely
- Problem solving & conflict resolution
- Support employment goals

ENVIRONMENTAL PROVISIONS

- Create cues & schedules to promote independence
- Teach characteristics of being a good neighbor
- Engage in social activities & hobbies
- Encourage volunteering/giving back to the Community

Call for pricing

763.232.8700





FHS WEBSITE CONTENT + DESIGN



I created website copy and design. On this page are some snapshots of the work completed. My goal was to have consistent brand messaging and visuals, while also being true to the mission of the business.



Personal Assistance

Teaching Self-Care & Household Maintenance

[Learn More](#)



Treatment and Training

Improving Life Skills, Self-Advocacy Teaching & Problem Solving

[Learn More](#)



Nurse Advocate Services

IEP Support, Support with Medical Appointments, Resource Navigation

[Learn More](#)



Holistic Services

Community Engagement, Neurodiversity Support & Planning for the future.

[Learn More](#)

The Process

I am dedicated to shaping my client's success by mentoring and supporting real life skills in the home and the community.

- 1 It starts with behavior shaping. I take an overwhelming task (such as making a healthy meal) & break it down into manageable steps.
- 2 I meet my clients where they are at, based on the Nursing Assessment. I gently guide, reinforce and shape behaviors to move towards mastering each step.
- 3 Positive reinforcement is used to encourage all progress, no matter how small. I build onto the new skills & encourage growth towards the next step.
- 4 This process helps shape desired behaviors until eventually the target goal is reached. The client's confidence in their achievements fosters momentum for the next challenge!

Professional knowledge, patience & practice is used to help clients maximize their potential and achieve their desired goals.



Treatment & Training



What is Offered

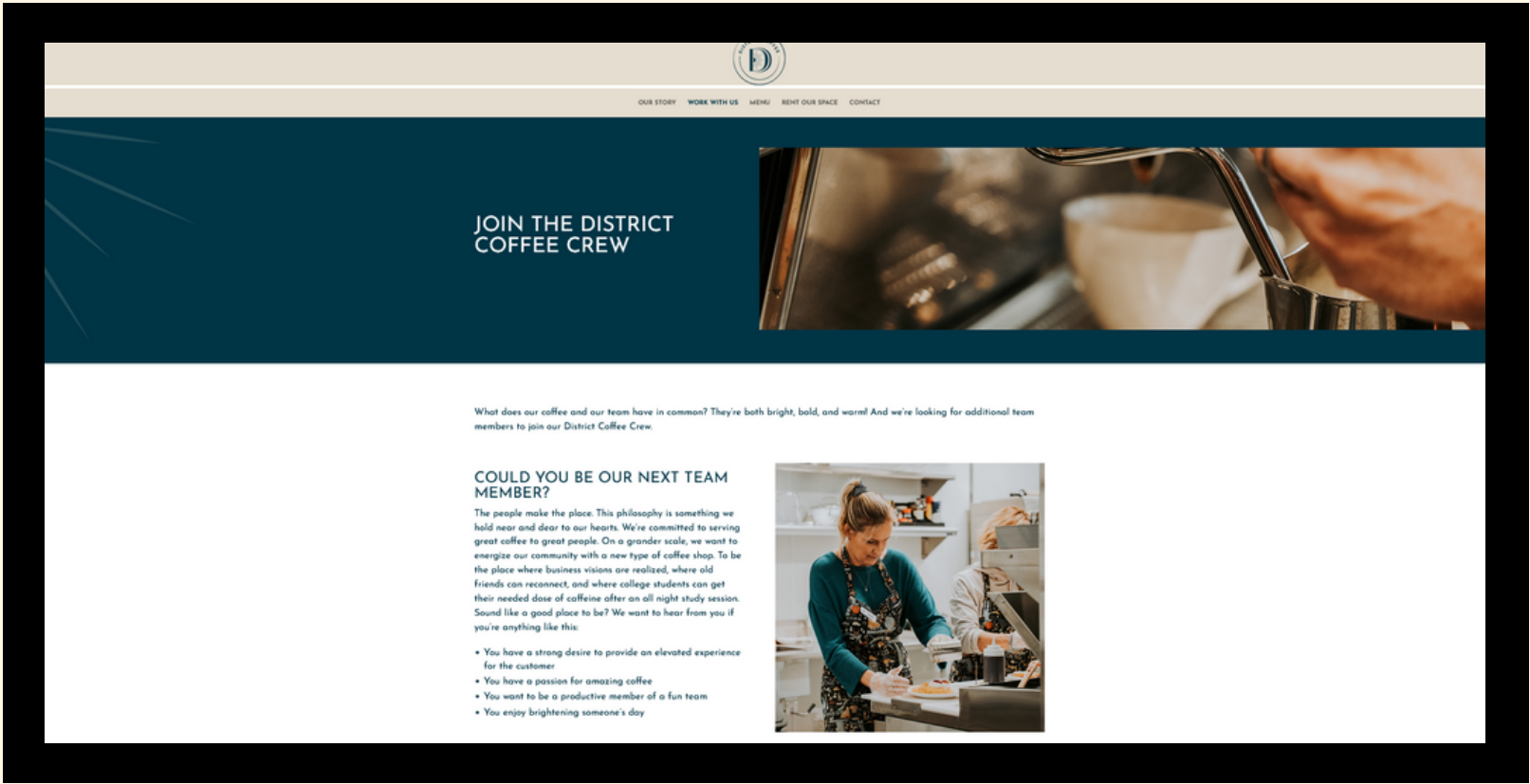
- Education & Training on personal medications & set up
- Problem solving & conflict resolution
- Promote self-advocacy while respecting others.
- Navigating the community in a safe manner
- Support employment goals
- Create a Nursing Plan of Care to promote personal well-being and to support the Community Support Plan (CSP)

FHS TESTIMONIAL

LOGO DESIGN

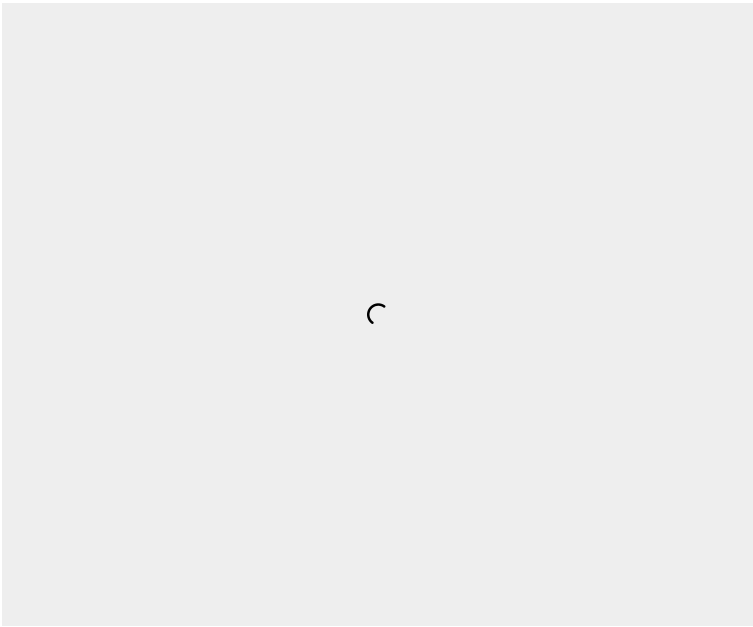


"Brigid's creativity and skills have been invaluable. I had a vision in my head and she helped me put it into a tangible form for the world to see! There is NO WAY I would ever have anything even close to it without her help."

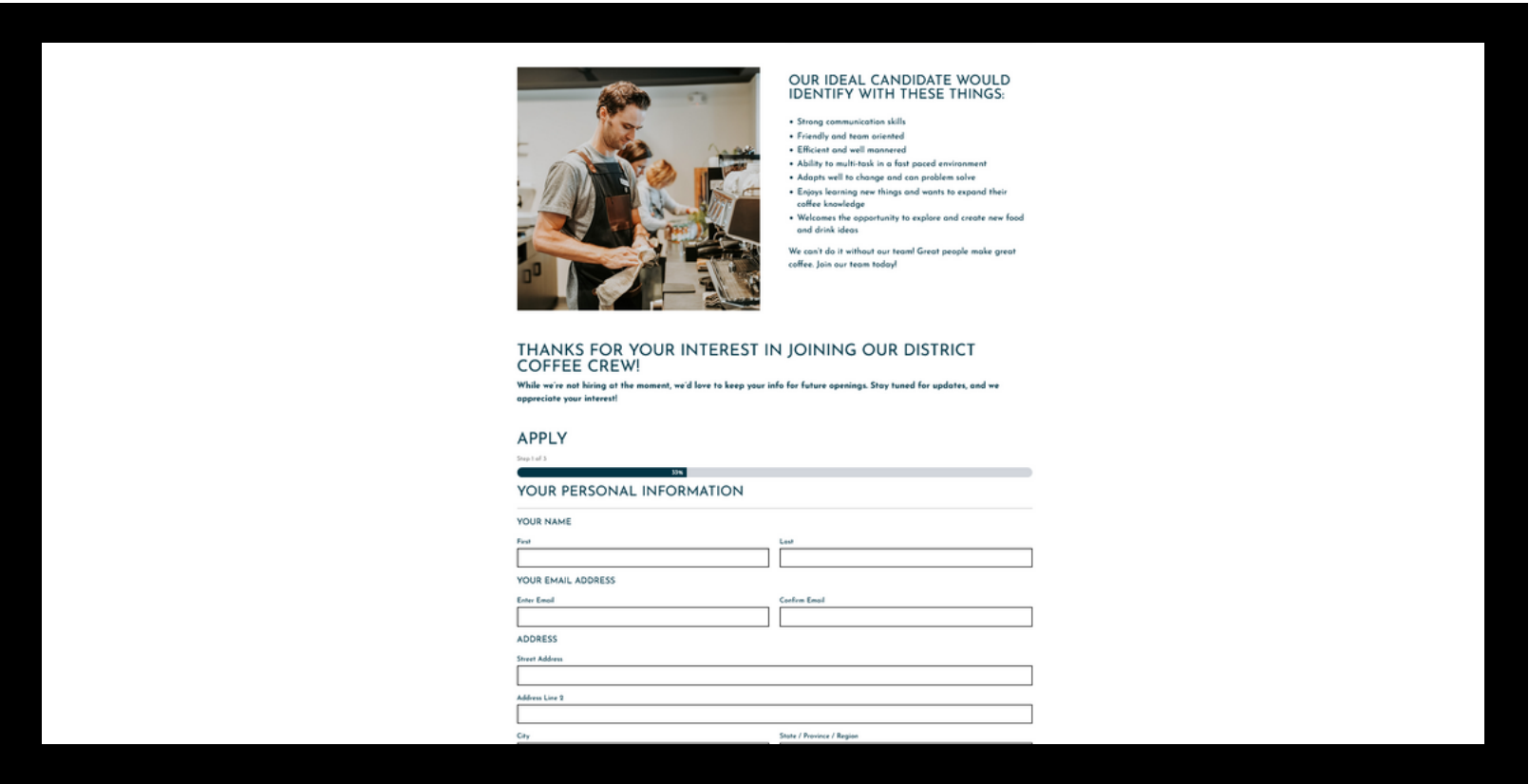


CONTENT WRITING

I wrote all the content for the Work With Us page found on District Coffee's website. See next page for readable full text.



<https://www.districtcoffeemn.com/work-with-us/>



WORK WITH US

What does our coffee and our team have in common? They're both bright, bold, and warm! And we're looking for additional team members to join our District Coffee Crew.

Could You Be Our Next Team Member?

The people make the place. This philosophy is something we hold near and dear to our hearts. We're committed to serving great coffee to great people. On a grander scale, we want to energize our community with a new type of coffee shop. To be the place where business visions are realized, where old friends can reconnect, and where college students can get their needed dose of caffeine after an all night study session. Sound like a good place to be? We want to hear from you if you're anything like this:

- You have a strong desire to provide an elevated experience for the customer
- You have a passion for amazing coffee
- You want to be a productive member of a fun team
- You enjoy brightening someone's day

Our Ideal Candidate Would Identify With These Things:

- Strong communication skills
- Friendly and team oriented
- Efficient and well mannered
- Ability to multi-task in a fast paced environment
- Adapts well to change and can problem solve
- Enjoys learning new things and wants to expand their coffee knowledge
- Welcomes the opportunity to explore and create new food and drink ideas

We can't do it without our team! Great people make great coffee. Join our team today!





notable PROJECT

As part of an initiative to have a visible presence in the community while doing good, I forged a partnership with GREAT Theatre and Edward Jones. Through networking and frequent communication, 12 Edward Jones branches agreed to participate in the sponsorship opportunity. This led to successfully acquiring \$2500 in sponsorship funding.



SPOTLIGHT SPONSORS:



12 BRANCHES
PARTICIPATED

\$2,500 IN
SPONSORSHIP

LET'S CONNECT

320.248.2348

brigidbrew@gmail.com

LinkedIn: Brigid Brew



Thank you for taking the time to look at my portfolio. I would love to meet with you to continue the conversation.