

AARON P WOODS

PORTFOLIO



ABOUT ME

I'M NOT YOUR AVERAGE ENGINEER... I'm also an experienced creative director, digital marketer and designer, utilizing my expertise in marketing, graphic design, and web development, to produce effective brand communications for individuals and businesses.

I founded Look'N4 Marketing in late 2016 - a full-service, online marketing agency. Our art of integrating engaging content with expert marketing strategy and communications helps individuals and businesses drive more value for their brand. As Marketing Director, I translate client vision, needs, and goals into revolutionary products through epic content, integrated online channels, and strategic value delivery.

WHAT I'M GOOD AT

BRAND IDENTITY	GRAPHIC DESIGN	WEB DEVELOPMENT	SOCIAL MEDIA
STORYTELLING	UI/UX DESIGN	DIGITAL MEDIA	ONLINE ADVERTISING
PRODUCT VISION & STRATEGY	MARKETING MANAGEMENT	CUSTOMER EXPERIENCE	CONTENT MARKETING

BRIEF

At Look'N4 Marketing we believe that you only have one chance to make a first impression. Our first project was to craft our own brand identity, logo, website, and social media channels - Because if we want others to believe we have the chops to make them stand out from the crowd, we had better be doing it ourselves!

Here's a little summary of what we developed to represent our brand and market to our awesome customers.

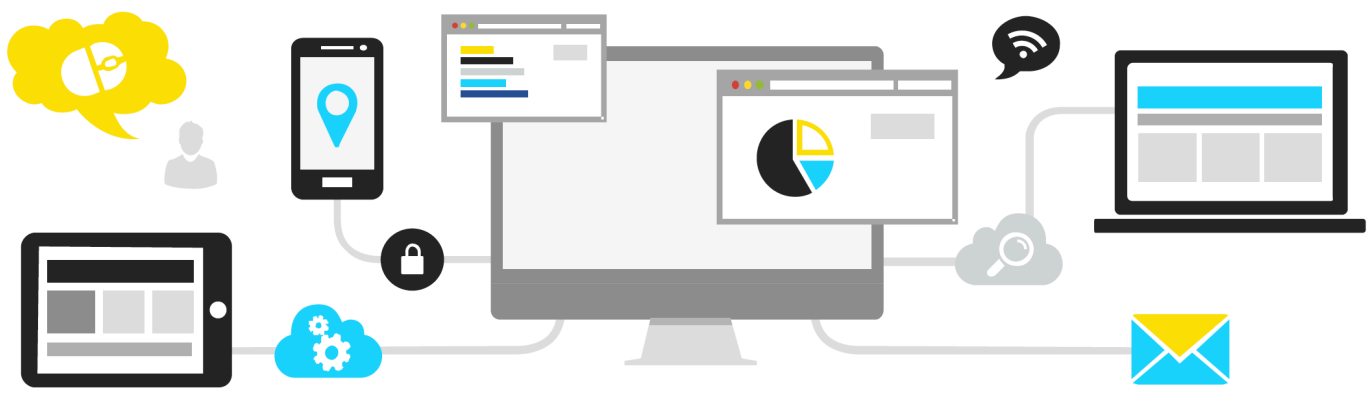
COOL STUFF I DID...

BRAND IDENTITY	PITCH DECK	SOCIAL MEDIA
LOGO & SUBMARK	STATIONARY	CONTENT MARKETING
WEBSITE (HTML/Bootstrap)	BRANDED APPAREL & ACCESSORIES	COPYWRITING



Our Company

WHAT ARE YOU LOOKING FOR?



Look'N4 Marketing LLC is a full-service, online marketing agency. Our art of integrating engaging content with expert marketing strategy and communications helps individuals and businesses drive more value for their brand. Our in-house team and hand-picked Creative Network is specialized in making lasting impressions for your business. We are brand visionaries, website developers, logo designers, social media gurus, visual storytellers, epic filmmakers...What are you looking for? That's the question.



Our Core Philosophy

THE BASIS OF EVERYTHING WE DO!



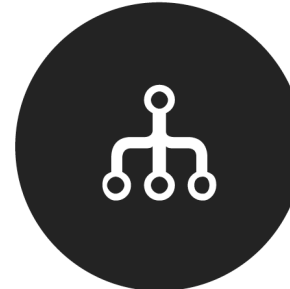
VALUE CENTERED

We work from the premise that value dictates everything else, so we pride ourselves on focusing on the needs of ideal buyers and delivering value to them in creative and relevant ways.



EPIC CONTENT

It's not easy to get people to stop scrolling and engage with your brand. We increase your stopping power through eye-catching content, irresistible offers, and memorable messaging!



INTEGRATED MARKETING

We take a holistic marketing approach and integrate digital media, authentic storytelling, targeted advertising, and share-worthy content to the end of building better brands.



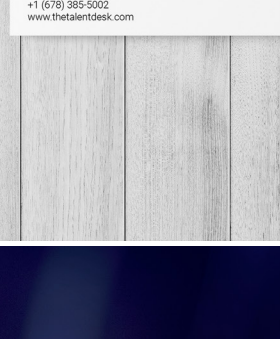
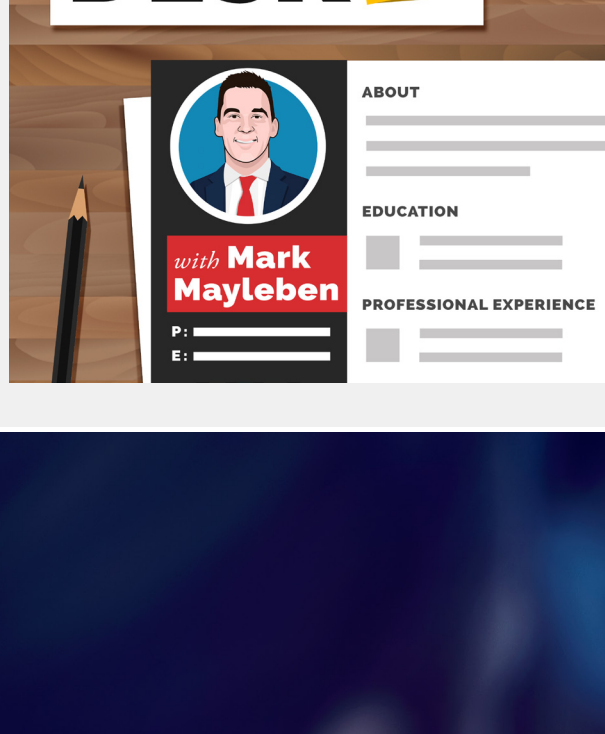
BRIEF

Mark Mayleben is an up-and-coming thought leader on the subject of sourcing, recruiting, and developing top-talent in the workplace. He placed his vision for an elite podcast in the hands of LookN4 Marketing after parting ways with another agency where he spent over \$2,000 without receiving the value he was looking for. We stepped in and transformed his vision into a reality!

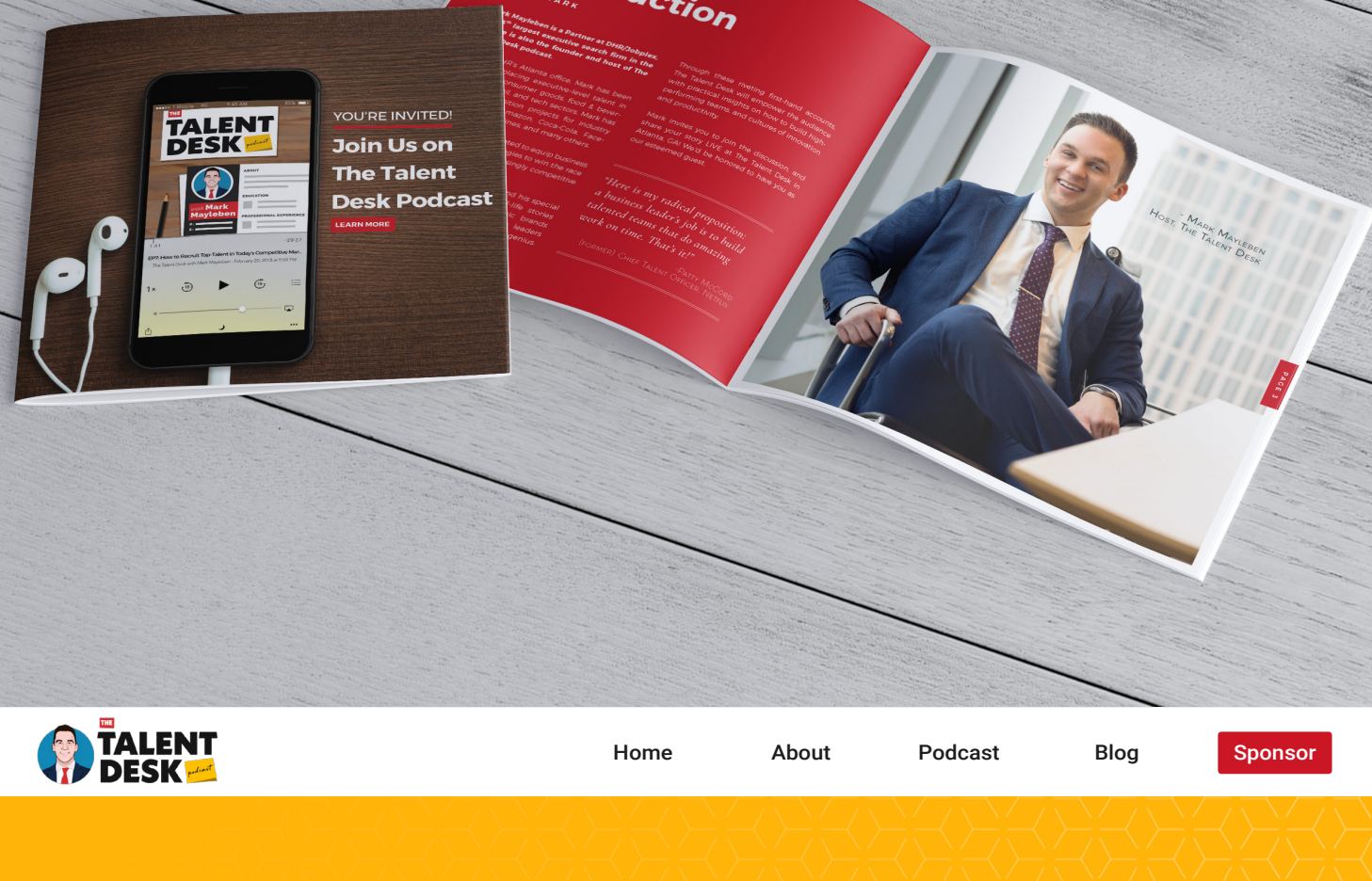
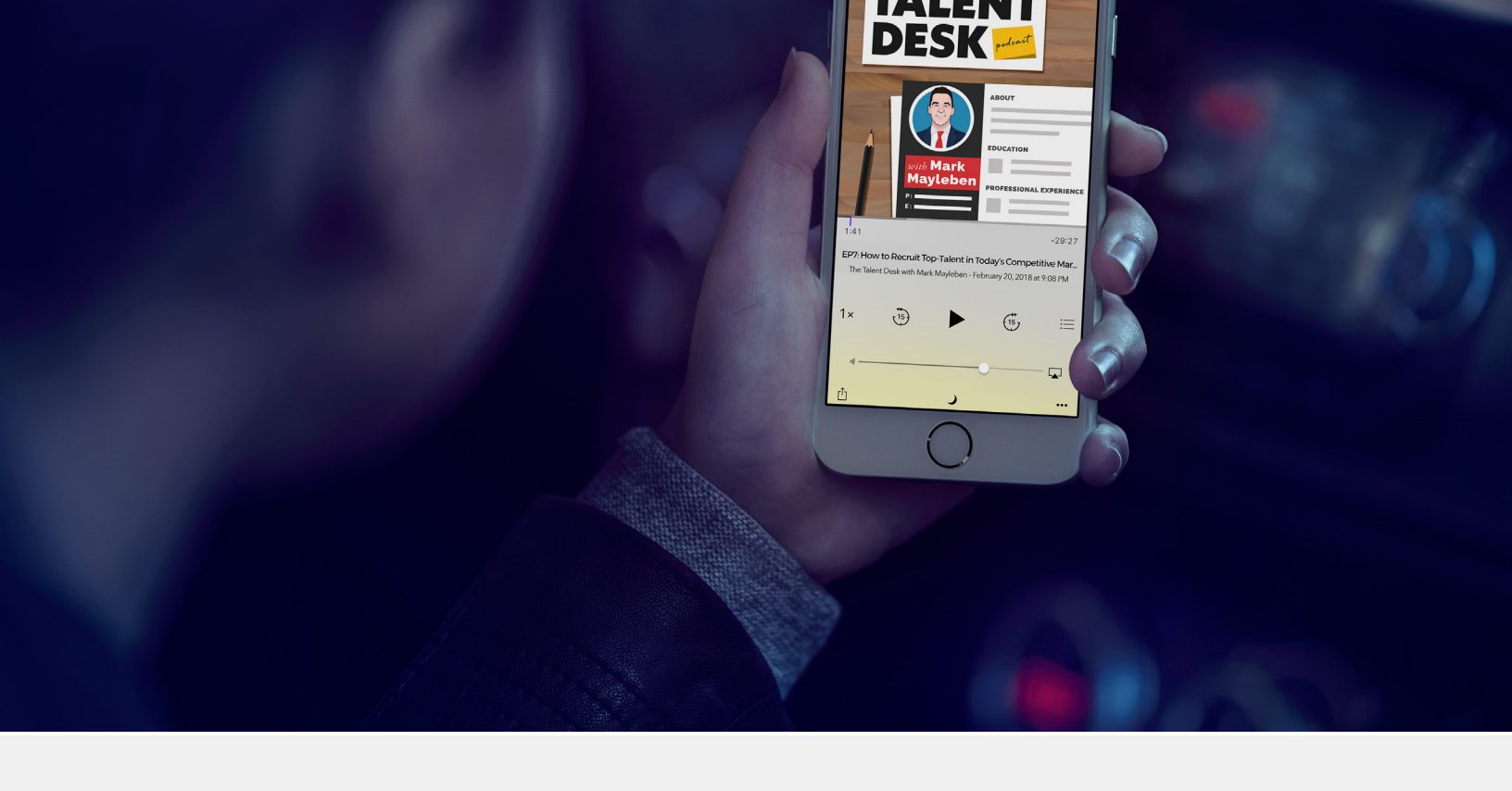
I worked with Mark to recreate his brand from the ground up, pulling resources from our Creative Network where needed.

COOL STUFF I DID...

- BRAND IDENTITY
- PODCAST ALBUM ART
- BRANDED PRODUCTS
- LOGO & SUBMARK
- STATIONARY
- PHOTOGRAPHY
- WEBSITE (WordPress)
- COPYWRITING
- PODCAST VOICEOVER INTRO



A podcast dedicated to discovering how iconic brands attract and cultivate world-class talent and sustain a winning culture.



A Word from Our Sponsors

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The Talent Desk

SEASON 1 SPONSORS

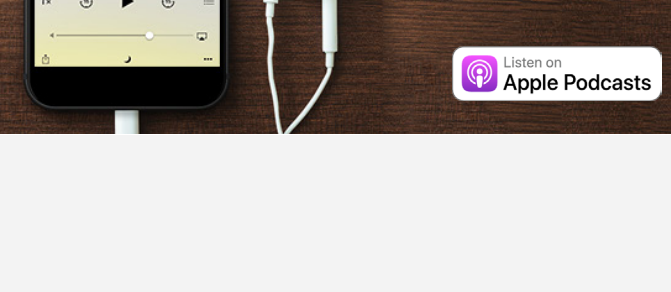
A huge thanks to our Season 1 sponsors! You can learn more about our awesome colleagues and corporate partners below:

DHR
 DHR is the only global executive search firm that combines unparalleled research capabilities, truly personalized service and creative agility. That's the DHR value-add approach. Our consultants are expert in their practice areas, highly responsive and eager to solve problems. DHR will tailor solutions to fit your unique situation.
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LOOK'N4 MARKETING
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[LEARN MORE](#)

PULLSPARK
 We help brands move their audience on a journey of feel, think and then do in live experiences and video. The reason we connect emotionally is because someone told a story and found a way to make it personal for us. This is exactly what PullSpark aims to do with your video.
[LEARN MORE](#)

DON'T MISS AN EPISODE
 Get updates right to your inbox!



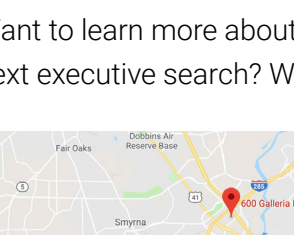
Support the Show

BECOME A SPONSOR!

We wouldn't be where we are today without the support of our amazing sponsors, colleagues, and friends. If you would like to support The Talent Desk podcast, please select a sponsorship level below:

ENTRY-LEVEL
\$99
 one-time show support
[SPONSOR](#)

- ✓ The Talent Desk Podcast signature 11-oz coffee mug



PROFESSIONAL
\$499
 per year billed annually
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- ✓ The Talent Desk Podcast signature 11-oz coffee mug
- ✓ Company listing on The Talent Desk website
- ✓ (2) Short-roll advertising spots during Season 1

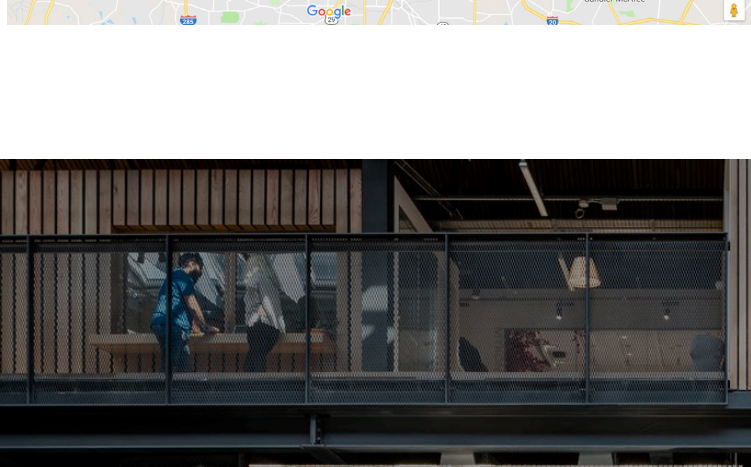
SUPERSTAR
\$1500
 per year billed annually
[SPONSOR](#)

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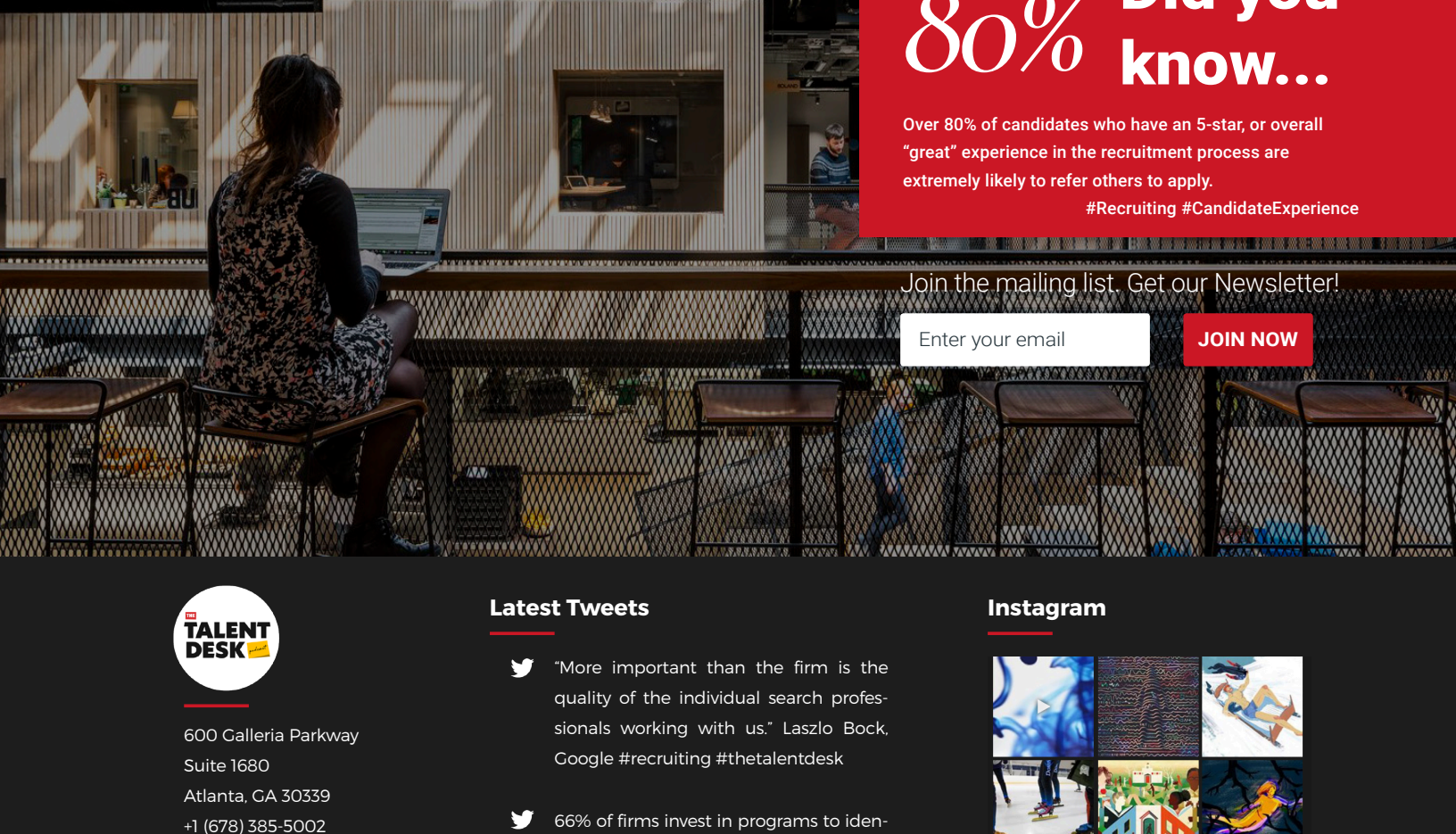
Contact Us

WE WANT TO HEAR FROM YOU

Want to learn more about how to become a guest on The Talent Desk podcast? Need Mark's help with your next executive search? Want to leave us some feedback? Please drop us a note, we'd love to hear from you!



[SEND](#)



80% Did you know...
 Over 80% of candidates who have an 5-star, or overall "great" experience in the recruitment process are extremely likely to refer others to apply.
 #Recruiting #CandidateExperience

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Latest Tweets

- "More important than the firm is the quality of the individual search professionals working with us." Laszlo Bock. Google #recruiting #thetalentdesk
- 66% of firms invest in programs to identify & coach high-potential employees. But only 24% of executives say they're successful. #CEB #HR #thetalentdesk

Instagram

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PROJECT
COFFEE BLOSSOM HONEY

[VISIT WEBSITE](#)

BRIEF

Onyx Coffee is a specialty coffee importer providing quality coffee beans to various coffee shops throughout the United States. The company supplies their grade-A product, farmed in Guatemala, to gross revenues over \$4MM/year. Onyx Coffee recently expanded their product line to include Coffee Blossom Honey, and it's gaining a lot of attention!

They asked me to develop a Product Catalog to leave with their buyers following business development activities. The result: a concise booklet highlighting their unique story, quality product, pricing, and promotions.

COOL STUFF I DID...
 PRODUCT CATALOG DESIGN & LAYOUT



Blooming Honey Magnet
 \$1.99



BRIEF

Through some networking and coffee meetings, I stumbled upon the opportunity to pitch a rebrand for a local youth sports academy owned and operated by a couple of retired MLB players in Seattle, WA. The company decided not to invest in the rebrand, but this experience was extremely valuable in terms of visualizing a brand, exploring design options, and synchronizing product development efforts of a cross-functional team.

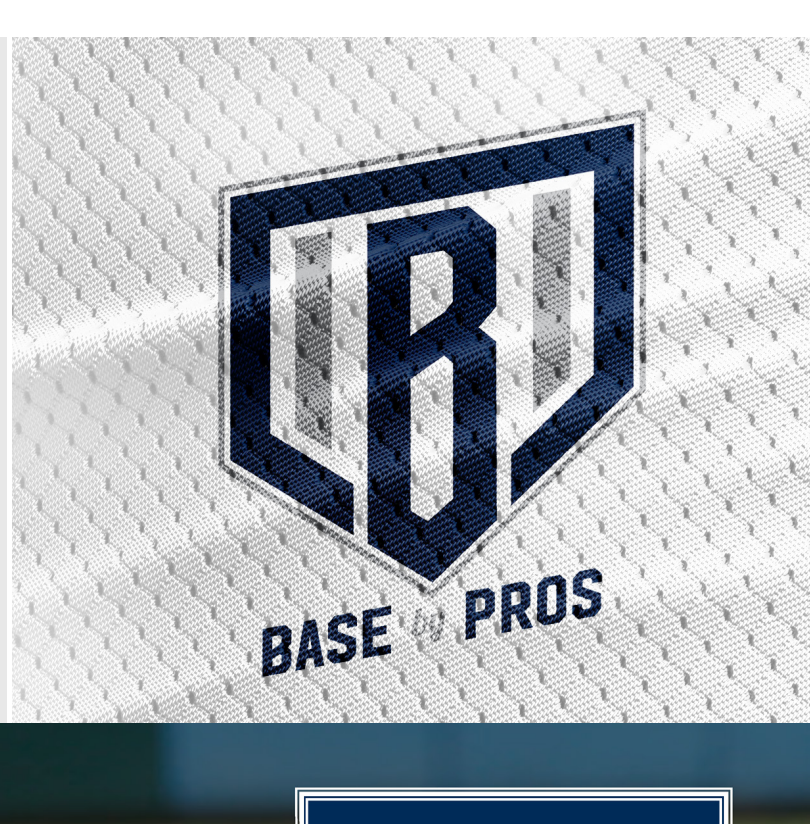
In less than 48-hours, I lead a team of creatives in producing a complete re-brand for Base By Pros Academy.

COOL STUFF I DID...

BRAND IDENTITY	APPAREL DESIGN	STORYTELLING VIDEO
MARKET ANALYSIS	PRODUCT MOCKUPS	PPT PRESENTATION
LOGO & SUBMARK	LANDING PAGE DESIGN	



BASE by PROS



STRENGTHS OF THE BASE BY PRO BRAND

BUILDING AN ATHLETE'S SPORTS EDUCATION

AUTHENTIC MISSION

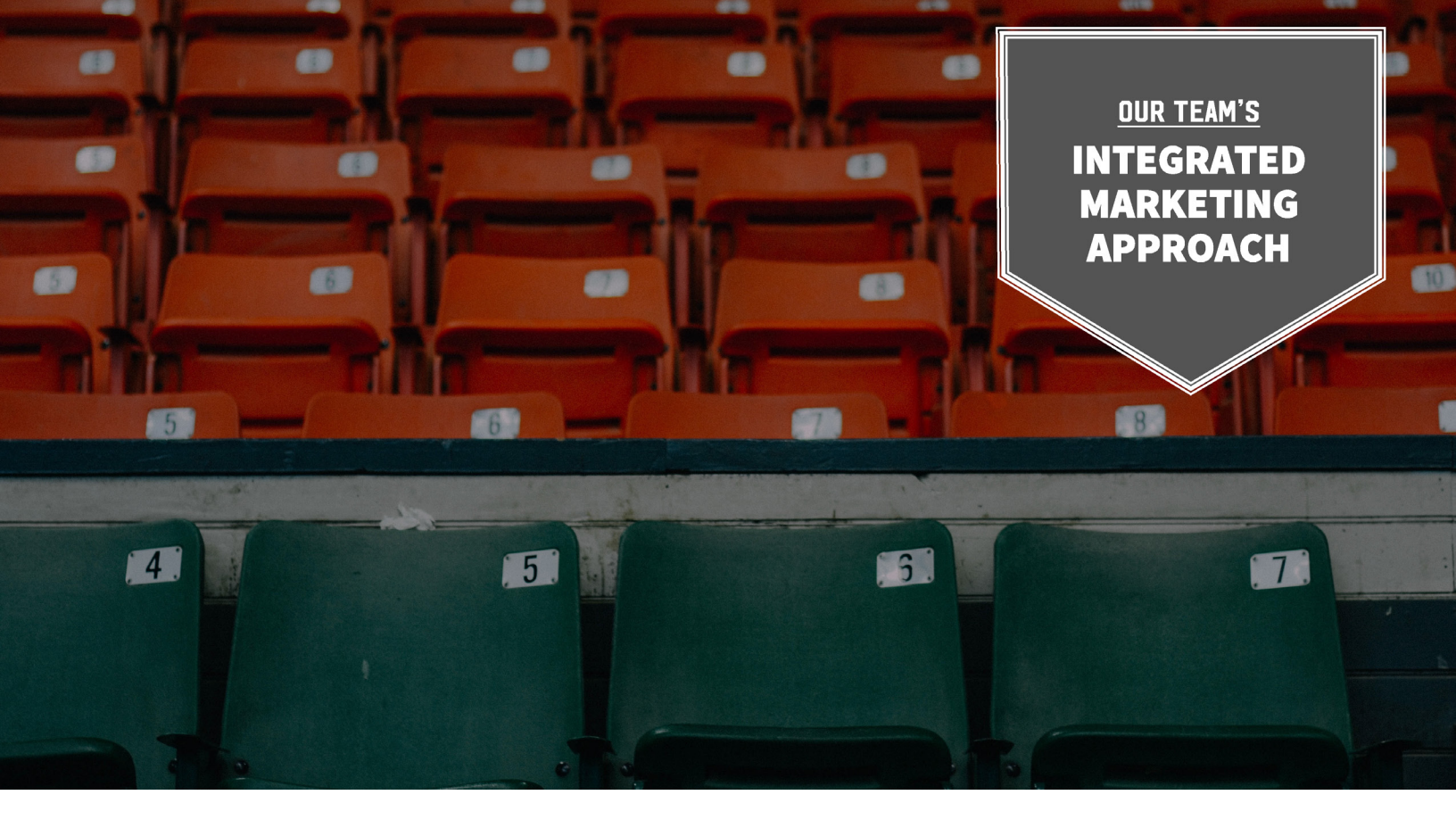
Base By Pros takes a holistic approach to sports education, helping young athletes develop skills, improve performance, and gain exposure.

SPECIALIZED SERVICE

Unique selling point of personalized training by active and retired professional athletes. Kids get to learn from their heroes!

COMMUNITY IMPACT

Far-reaching impact to younger generation by encouraging them to participate in team sports and develop a love for the game. Commendable effort to make programs accessible to all through affordable pricing.



MARKETING INTEGRATION STARTS WITH IDENTITY

OUR INTEGRATED MARKETING APPROACH

Marketing Plan

Drive more value from your brand by integrating online marketing channels in strategic fashion.

Communications

Marketing collateral like professional presentations, signs, banners, and flyers can make powerful statements for your brand.

In-Store & Online Shop

Mock-ups help customers envision the look and feel of your products.



Website Design

You're website can make or break you in today's market. New trends are constantly surfacing, make sure your brand identity isn't lost with outdated web design.

Digital & Social Media

New technologies like 3D and drones allow you to highlight your brand like never before! Reach a larger audience using powerful social media ads.

Research & Analysis

Knowing your brand is one thing. Knowing your customer is another. Both are critical to crafting a strong identity and effective marketing plan.



5 GAME-CHANGING OPPORTUNITIES

DRIVE MORE PROFITABILITY FOR YOUR BRAND



SOCIAL MEDIA ADS

Use targeted ad campaigns, special offers, and contests to increase the word of mouth about your brand! **TARGET** your ideal customer with custom Facebook audiences.



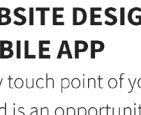
INFLUENCER MARKETING

Increase your reach, engagement, and brand awareness through collaborations with online influencers. Promote brand **LOYALTY** through strategic partnerships.



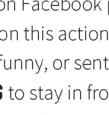
CUSTOM GRAPHICS

Differentiate your brand and make a dramatic statement with refreshing graphics that are on par with professional sports leagues and teams. **REFRESH** your logo to make a stronger impression on company branded materials and products: signs, apparel, banners, etc.



WEBSITE DESIGN & MOBILE APP

Every touch point of your brand is an opportunity to drive your message into the heart and minds of consumers. **SHOWCASE** your specialize training services and BB PROS network with a website that is state-of-the-art and easy to navigate. Go mobile with your own custom app!



BRAND VIDEOS

Currently 8 billion video views on Facebook per day! Get in on this action! Use short, funny, or sentimental **VIDEOS** to stay in front of your customers. Increase the word of mouth about your business like never before with Facebook LIVE & viral videos!



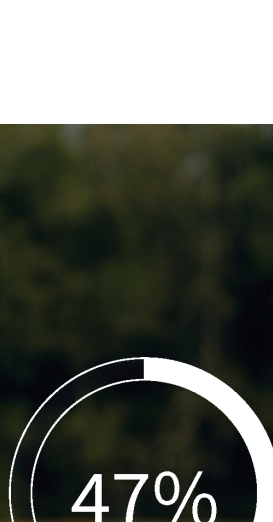
20% of Women

Will consider purchasing products supported by Influencers



92% of Consumers

Trust recommendations from OTHER PEOPLE over brand content.



47% of U.S. Readers

Consult influencer blogs to find new trends and ideas.



70% of Consumers

Reported online customer reviews as their 2nd most trusted source for purchasing decisions.

THE POWER OF INFLUENCER MARKETING

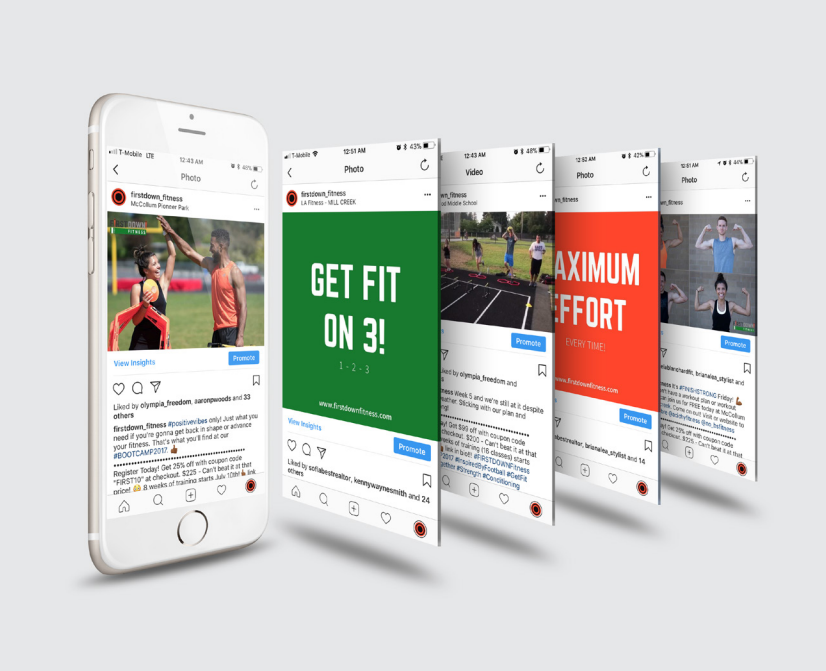
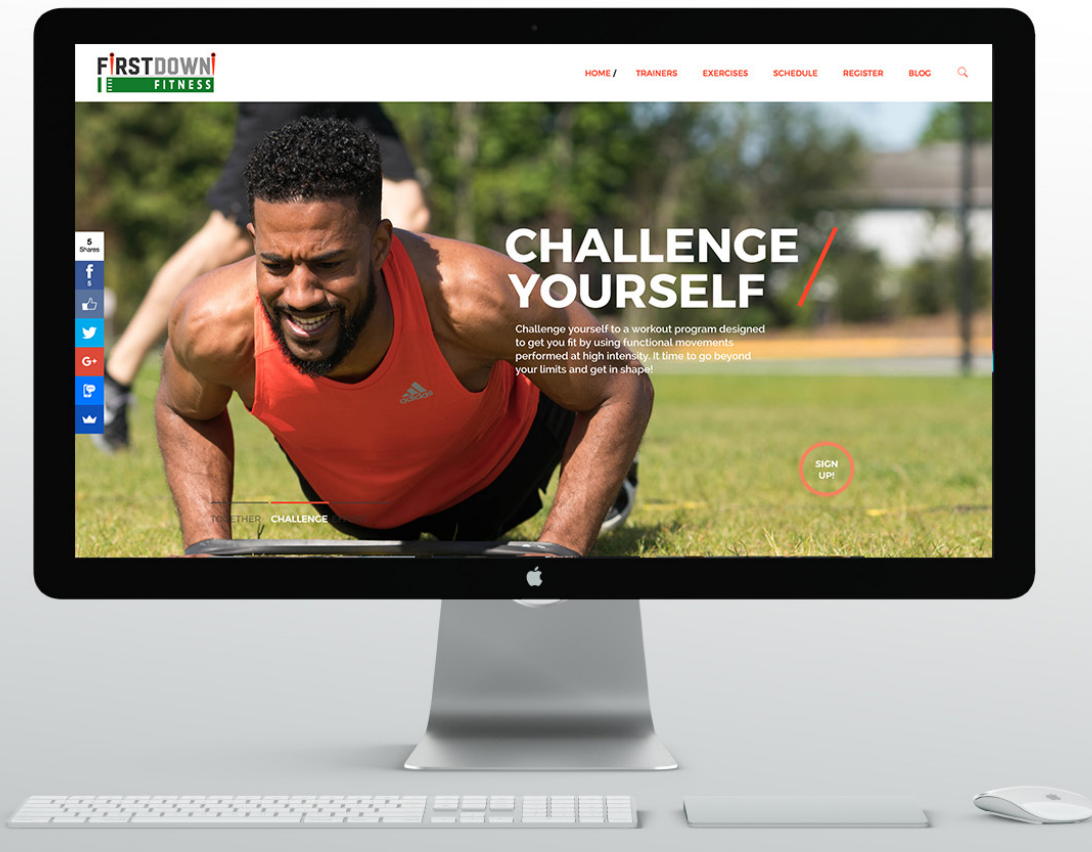
CASE STUDY

As if starting one business wasn't enough, I decided to start another mid-stride of the first. The purpose was two fold. One, I enjoy cruel and unusual punishment! Okay, not true, but I do enjoy placing myself in challenging learning environments that allow me to apply my skills in new and exciting ways. Secondly, I wanted to test out all of the cool and exciting marketing strategies I'd been reading about.

As a former Division-1 college football player, fitness has always been a passion. It's a subject I understand fully, so I felt it would be a great marketing case study. Not only did I create the FIRSTDOWN Fitness brand, I also trained 10 clients over the 8-week Summer Bootcamp!

COOL STUFF I DID...

- BRAND IDENTITY WEBSITE (Wordpress) STORYTELLING VIDEO
- MARKET ANALYSIS STATIONARY PRODUCT MOCKUPS
- LOGO & SUBMARK PHOTOGRAPHY SOCIAL MEDIA



SIGN UP, GET FIT!
JULY 10th - SEPTEMBER 1st, 2017

