
THE **PR** INFLUENCE[®]
a digital agency

PORT FOLIO 2022

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1.0

ABOUT

BEHIND THE INFLUENCE

The PR Influence handles every angle of your brand's image by developing and executing fresh ways for our clients to connect with their target audiences. Our services range from brand development and strategy, social media management, public relations, and everything in between. Every strategy is different, and we cater our services to the specifics of your business because we understand that every brand is unique.

Our individual expertise in brand development, social media strategy, and public relations allow us to portray your brand values across multiple communication channels. With experience managing the ins and outs of various different industries, we can take your brand to the next level.

The PR Influence is a modern agency that understands how users interact differently with each platform. We can help you make informed decisions on which platforms to be on, what content to put out, which influencers to collaborate with, which activations to plan, specific outlets that best align with your target audience, and many more modern solutions.



**CLAUDIA VILCHES & CAROLINA GONZALEZ
CO-FOUNDERS**

2.0

SERVICES

SOCIAL MEDIA

- Management
- Content Creation
 - Instagram
 - Facebook
 - Twitter
 - Pintrest
 - Tik Tok

BRANDING

- Brand Identity
- Branding Consultations
- Brand Strategy

PUBLIC RELATIONS

- Press Releases
- Media Outreach
- Copy Writing
- Influencer Relations
- Management
- Collaborations

WEB DESIGN

- Landing page
- Shopify
- 3 page website
- 5 page website
- SEO

MARKETING + ADVERTISING

- Social media ads management
- Google ads set up + management
- Email marketing
- CRM

CONTENT CREATION

- Photography
 - Lifestyle
 - Product
 - Studio
 - Food
- Commercial Production
 - Concept ideation to full execution

CONSULTING + COACHING

- Social media strategy
- Branding strategy
- PR strategy
- Consulting + advising
- 1 - 1 coaching
- Brand guardianship

CORPORATE EVENTS

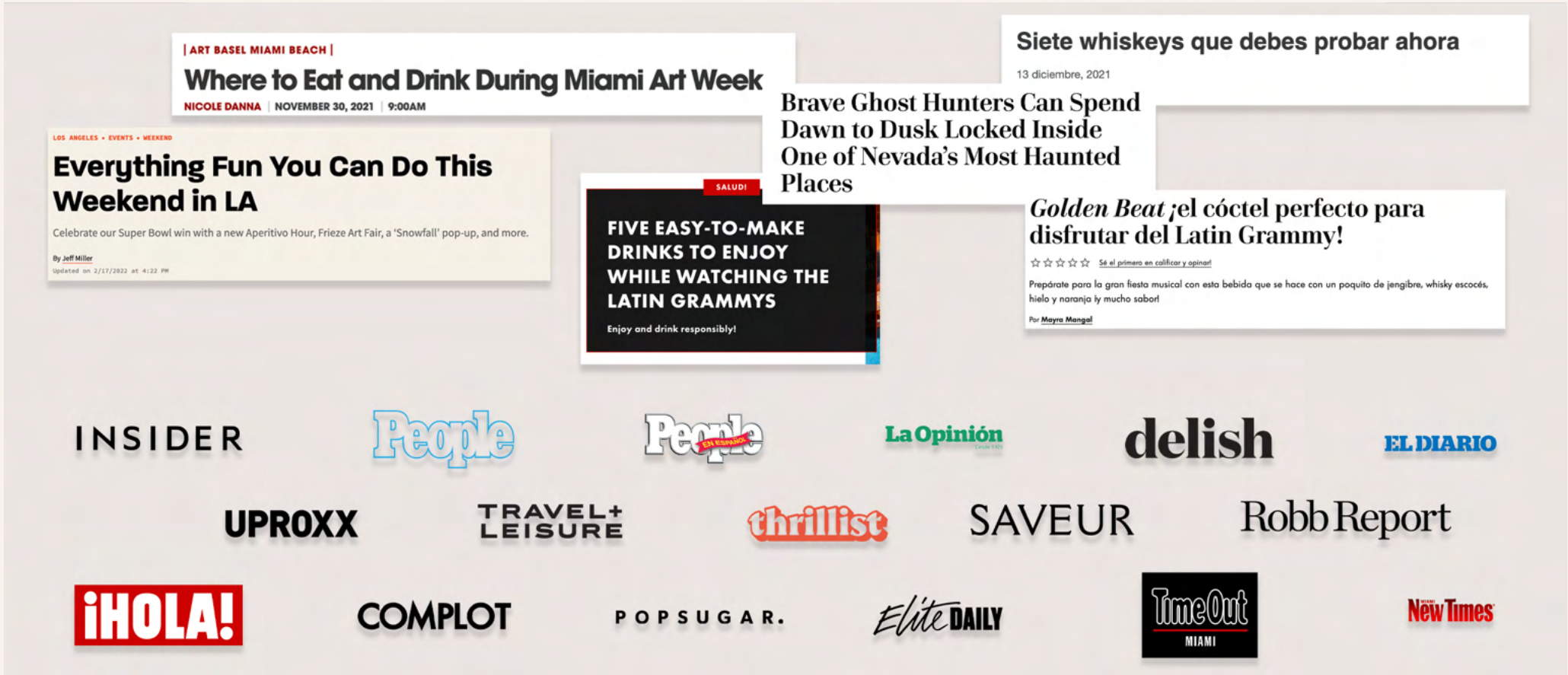
- Event planning
- Brand launch parties
- Meeting planning
- Influencer events
- Networking events
- Convention production

GRAPHIC DESIGN

- Stationery
- Merchandise
- Catalogues
- Menus
- Web banners
- Event signage
- Business cards
- Resumes
- Stickers
- Invoices
- T-Shirts
- PR Box Inserts
- Thank you cards
- Promo cards
- Flyers
- Packaging

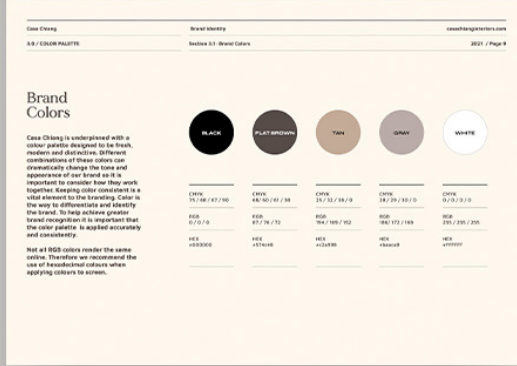
3.0

WORK



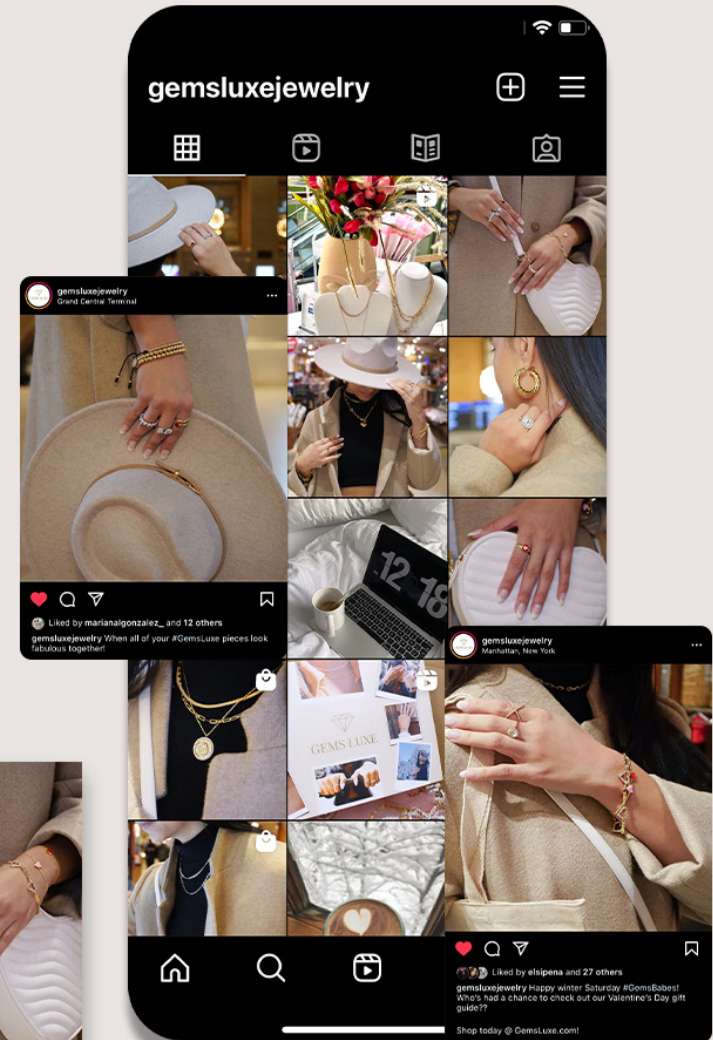
CLIENT FEATURES

SERVICE:
Public Relations



CLIENT: Casa Chiang Interiors
DELIVERED: 2021

- SERVICE:**
- Brand Identity
 - Primary logo
 - Secondary logo
 - Submark
 - Color Palette
 - Typography
 - Stationery



CLIENT: Gems Luxe Jewelry Co.
DELIVERED: 2021 - Current

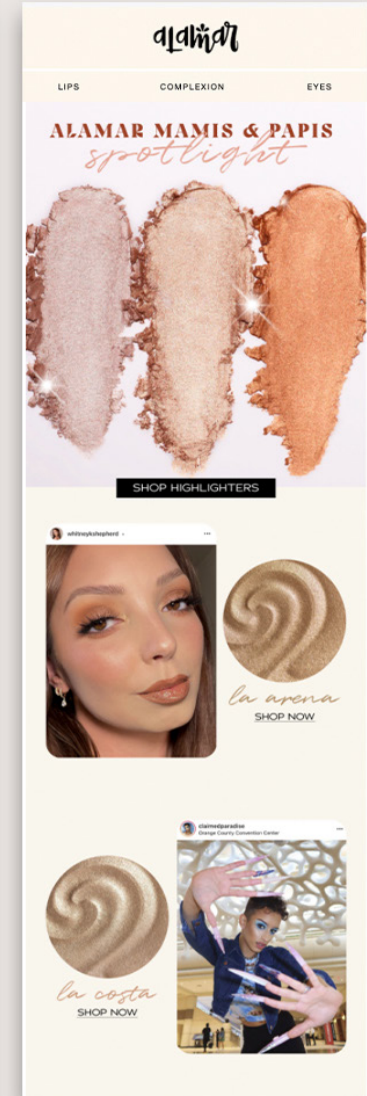
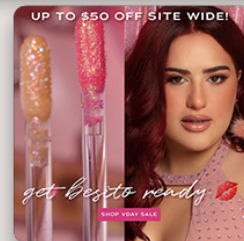
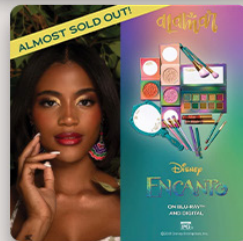
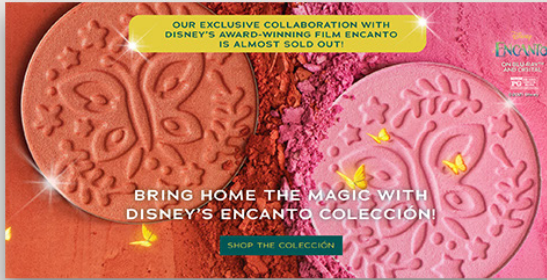
SERVICES:

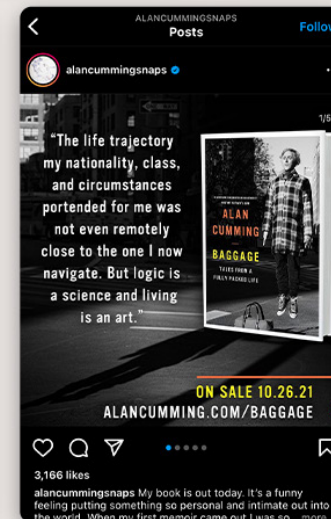
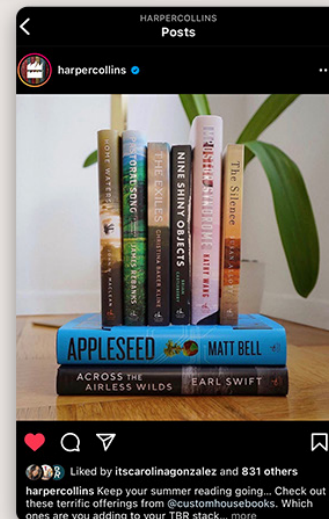
- Strategy Call
- Lifestyle Photoshoot
- Social Media Content Creation + Management
- Website Banners



CLIENT: Alamar Cosmetics
DELIVERED: 2021 - Current

- SERVICES:**
- Email Marketing
 - Content Creation
 - Graphic Design





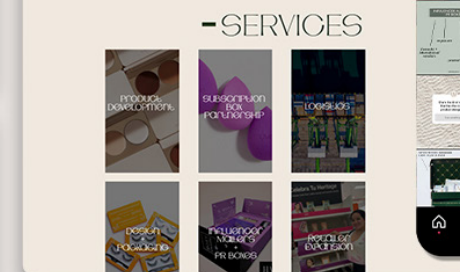
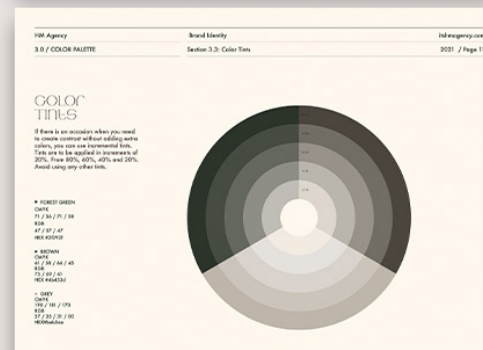
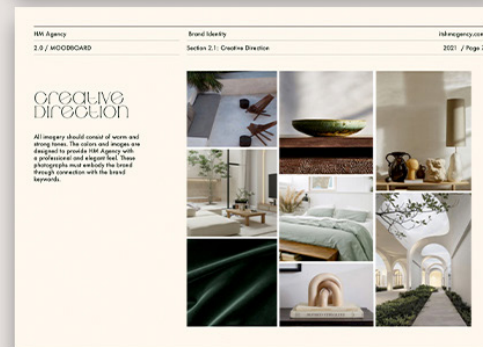
CLIENT: Harper Collins
DELIVERED: 2021

SERVICES:
• Social Media Content Creation



CLIENT: Xio by Ylette Jewelry
DELIVERED: 2021 - Current

- SERVICES:**
- Email Marketing
 - Content Creation
 - Graphic Design



CLIENT: HM Agency
DELIVERED: 2021 - Current

- SERVICES:**
- Strategy Call
 - Brand Identity
 - Website Design
 - Social Media Content Creation + Management
 - Headshots



DOES YOUR CHILD HAVE ADHD?
signs may include

- Unfinished Tasks
- Interrupting
- Daydreaming
- Fidgeting
- Lack of Focus
- Relentlessness
- Trouble waiting their turn

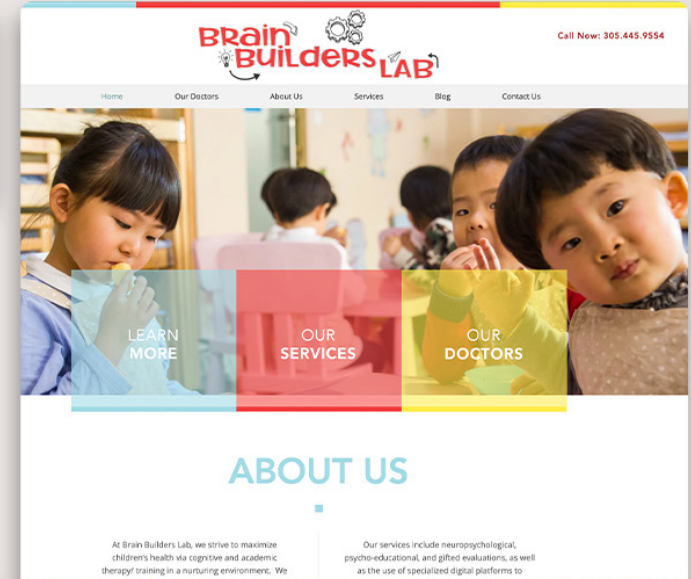
CALL NOW FOR A CONSULTATION
305.445.9554

OUR TEAM CONSISTS OF RENOWNED PSYCHOLOGISTS

CALL NOW FOR A CONSULTATION
305.445.9554

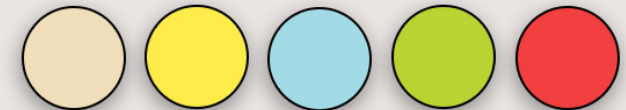
Brain Builders Lab wants to help your child reach optimal cognitive and academic potential!

CALL US AND BOOK A CONSULTATION TODAY!
305.445.9554




CLIENT: Brain Builders Lab
DELIVERED: 2021 - Current

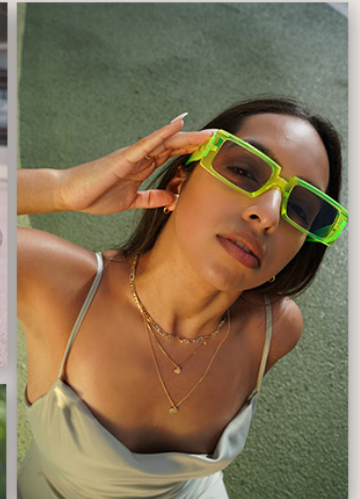
- SERVICES:**
- Brand Identity
 - Website Design
 - Social Media Content Creation + Management
 - Headshots
 - Ads Creation + Management





CLIENT: Advanced Consulting & Management Group
DELIVERED: 2021

- SERVICES:**
- Brand Identity
 - Website Design

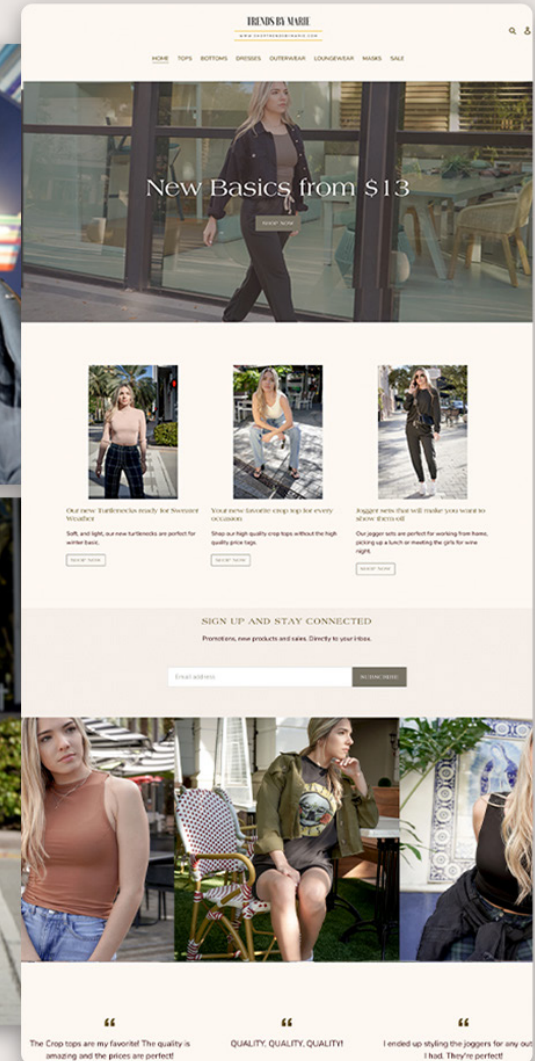


CLIENT: Sand Sunnies
DELIVERED: 2021

- SERVICES:**
- Lifestyle Photography
 - Product Photography

TRENDS BY MARIE

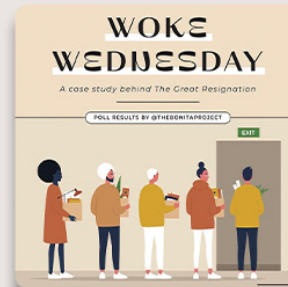
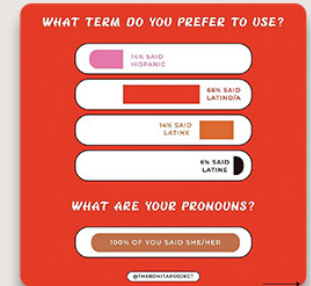
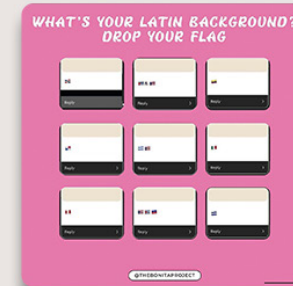
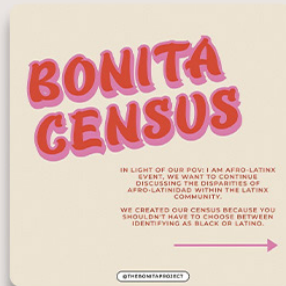
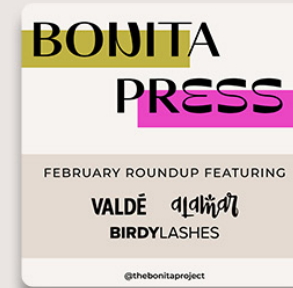
WWW.SHOPTRENDSBYMARIE.COM



CLIENT: Trends By Marie
DELIVERED: 2021

- SERVICES:**
- Strategy Call
 - Lifestyle Photography
 - Website Design

THE Bonita PROJECT



CLIENT: The Bonita Project
DELIVERED: 2020 - Current

- SERVICES:**
- Content Creation
 - Graphic Design



ADDITIONAL LOGO

AAAAABCD EFGHIJKL
 MNOPQRS TUVWXYZ
 AAAAAAABCD EFGHIJKL
 MNOPQRS TUVWXYZ
 1234567890
 !@#\$%^&*()+

Aa



CLIENT: Oh My Gel
DELIVERED: 2021

SERVICES:
 Brand Identity + Additional Logo for Sub-brand

- Primary logo
- Secondary logo
- Submark
- Color Palette
- Typography
- Brand Patterns



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