

Services & Applications

My goal is to help you stand out and to effectively communicate your story to any target audience.

This cannot happen without an in-depth understanding of a growing number of resources that allow for the most effective pathway to consistent content and results.

Here are services and the applicable resources I often utilize.

Team and Project Management Services

- [Trello](#) for planning, building brand guides, scheduling project tasks, and setting up calendars
- [ClickUp](#) for planning, project tracking, instant communication, and goal tracking
- [Mural](#) for creating shareable whiteboards and brainstorming outlines
- [Slite](#) for building team documents and guide libraries
- [Hubspot Persona Creator](#) for understanding the target audience types

Graphic Design and Branding Services

- [Adobe Creative Suite](#) (Photoshop, Illustrator, Premier, InDesign) for traditional design needs
- [Canva](#) for brand templates or quick content creation
- [Figma](#) for collaborative designing for teams
- [Huemint](#) for creating unique color palettes
- [Fontjoy](#) for creating unique font pairing

Website Functionality Audits and Upgrades

- [Unbounce](#) for creating the most effective landing pages
- [Wix](#) for clients who want an easy-to-understand and streamlined website system
- [Hotjar](#) for website behavior analytics
- [Helpscout](#) for customer communication integrations
- [Website Grader](#) and [Page Speed Insights](#) for auditing for performance issues
- [CSSCompressor](#) for minifying load speeds
- [JSCompress](#) and [Parcel](#) for JavaScript optimization
- [Brotli](#) for website compression

Search Engine Optimization and Search Engine Marketing Services

- [Google Analytics](#) and [Tag Manager](#) for general tracking information
- [Moz](#) for competitive research and SEO analysis
- [Hotjar](#) for website behavior analytics
- [SEMrush](#) for backlink and keyword analysis
- [Ubersuggest](#) for a free alternative to SEMrush
- [ClickFunnels](#) for an easy way to create funnel systems

Social Media Content Creation and Marketing Services

- [Mention](#) or [Sprout Social](#) for streamlined social media listening
- [Hootsuite](#) or [Buffer](#) for publishing and community management
- [Canva](#) or [Venngage](#) for content creation and publishing
- [Pexels](#) and [Unsplash](#) for free creative commons images
- [Loom](#) or [Soapbox](#) for video content creation

Email and SMS Marketing Services

- [Mailshake](#) or [MailChimp](#) for email automations and analytics
- [Constant Contact](#) for simple email creation and management
- [Hubspot Email Signature Template Creator](#) for creating formatted signatures for email systems like outlook or gmail
- [Klaviyo](#) and [Privy](#) for e-commerce email and SMS automations
- [Yotpo](#) for SMS marketing and analytics