

# MAKK Designs

## Marketing Kit

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# Differences

What makes MAKK Designs different?

- **Unique Working Relationships**
- **As-Collaborative-As-You-Like Working Style**
- **No Ego**
- **Timely Turnaround**

**Unique Working Relationships:** No two people are the same; so no two working relationships should be either. I understand the importance of listening to each individual's needs when it comes to what works best for them. I try to be as flexible to your needs, and what feels right for you as an individual, as possible. This applies to communication styles, feedback/input strategies, timelines and scheduling of projects, alterations, and more.

**As-Collaborative-As-You-Like Working Style:** I will modify my working style to accommodate the level of involvement you want to have/have time for. If that means you want to have an initial project brief and want me to deliver a rough draft and final (pending your review and approval), we can do that. If you would like to be kept in the loop as the project progresses and see iterations of creative designs as things develop, we can do that as well.

**No Ego:** I am here to help you accomplish your goals. I will happily offer my creative opinion, but the final product is for you. If you are unsure or not convinced on the way a deliverable is developing, tell me. We'll scrap it and make something that is authentic to your brand. I am proud of the work I produce for clients, but I don't look at my work as "precious." If it's not working, let me know and we'll find a better solution.

**Timely Turnaround:** Let me know your time requirements for projects and I will deliver. If a project is open-ended, we can brainstorm the best schedule for delivery - so that things don't lag or fall behind.

# Services & Products I

## Services & Products MAKK Designs Offers

- **Graphic Design (Digital & Print)**
- **Webmaster & Web Design**
- **Marketing (SMM, SEO, PPC)**
- **Film (Animation & Video)**
- **Research & Data Analysis**
- **Ghostwriting & Editing**
- **PA/EA Services**

**Graphic Design:** Branding. Logos. Banners. Infographics. Visual Content & Custom Graphics. Icons. Digital Brochures & EPubs. Brochures for Print. I work regularly with Adobe's Photoshop, Illustrator, InDesign, Premiere Pro; and I will work with you to understand what your aesthetic is regarding shape, color, size, space, typography and more. If you're unsure of your aesthetic don't worry; through conversations we'll uncover the best visual direction for you. I am always willing to offer suggestions and try different things. Graphics always include a revision process, so don't worry about getting it perfect the first time around. I will help you get the graphic content that is just right for you.

**Digital Portfolio Link:** [https://docs.wixstatic.com/ugd/17f3f2\\_3be0df280bbe4149b3e4c-0535511e72c.pdf](https://docs.wixstatic.com/ugd/17f3f2_3be0df280bbe4149b3e4c-0535511e72c.pdf)

**Webmaster & Web Design:** Do you need your website redone? Or maybe you just need someone to help you out with some edits around the edges. I can help you reimagine your current website and revamp it to give it the upgrade you're looking for. Together we'll go through the things that you like best about your current website, the things most central to your brand, and strategize the best way to emphasize those things and make them shine. If you don't have a website, we'll build one from the ground up. I will give you the best, most accurate, online representation of yourself and your brand, that you can be proud of.

I am comfortable working with HTML5 and CSS3, and currently maintain websites on both WordPress and HubSpot's platforms. I have additional experience working on an array of other platforms.

**Marketing (SMM, SEO, PPC):** Your business has a Facebook Page. You have Twitter. You have LinkedIn. A Google AdWords Account... Do you have time to stay on top of all of your social media profiles, manage your ads, and make sure content is going out regularly? Posting and keeping your digital presence at its peak requires a diligence that you might not be able to afford in your busy work schedule. I will help you out with regular posting on your profiles. Together we can work to generate some great content to go out in a steady stream, ensuring that your voice is not lost in the crowd. We'll work together to build blasts, posts, ads, and content that speaks to your target audience and is relevant for your target market.

# Services & Products II

## Services & Products MAKK Designs Offers

- **Graphic Design (Digital & Print)**
- **Webmaster & Web Design**
- **Marketing (SMM, SEO, PPC)**
- **Film (Animation & Video)**
- **Research & Data Analysis**
- **Ghostwriting & Editing**
- **PA/EA Services**

**Film (Animation & Video):** Interested in a promotional video showcasing your organization's unique strengths? Would you like your logo to be animated to use for video content? Maybe you already have some video footage, and you are simply looking for an editor to combine that footage in an aesthetic way, and throw in a great background track. I will assist you with all of these things.

I will help you conceptualize the film you would like to produce; storyboard it, work with you on the script (if there is one), edit, and produce high quality video content for you. I work regularly with Adobe's Premiere Pro and After Effects, and have experience working with Final Cut Pro X.

**Video Work Samples:** <https://mosesakk.wixsite.com/makk-designs/video>

**Research & Data Analysis:** Do you need some research done, but you don't have time to go through all the articles? Do you have a slew of documents you need organized and catalogued so that they are easy to review? Or are you looking for someone to organize a set of data for you after analyzing it? From form, template generation, to online research, to data analysis, I can help you out.

**Ghostwriting & Editing:** Do you feel like your blog is not getting as much attention as you would like? I can help you construct blog posts geared towards your market and industry. Send me prompts or discussion topics you would like me to write about, and I will produce blog posts for you in a timely fashion. This frees up your time and allows you to add the final shining touches on each post without having to spend all your time writing. Do you regularly take a lot of pictures and want a great way to get them out in your blog? Send them over and I'll help you organize them in aesthetically pleasing ways for posting.

Want some help reviewing content and copy? Let me offer an editing eye to your work. I will provide you with creative suggestions to enhance your copy and make it stand out even more.

**PA/EA Services:** If you didn't see something above that is exactly what you are looking for, but you still feel like you need some help just let me know. I have extensive experience working with MS Excel, PowerPoint, Word as well as Google Docs, Sheets, and Slides. I can help you organize your travel plans. I'm great at managing calendars and organizing events. Let me know what you need help with and we will find the best solution to make it work for you.

# Testimonials

## Hear what people have to say about MAKK Designs

I hired Moses Kaplan to handle all my social media - Twitter, Instagram, Facebook, websites etc - and found him to be creative, really easy to work with, responsible, and effective. Good with both words and graphic design, he helped connect me to my readers in interesting and powerful ways. We had a partnership, really, in which he generated meaningful content based on my input and then seamlessly published it without my having to lift a finger. I can recommend Moses without reservation.

**Michael Lavigne. Author of NOT ME, THE WANTING and (as Pepper Harding) THE HEART OF HENRY QUANTUM**

Moses is a delight to work with - he brings creative problem-solving, flexibility, and a can-do attitude to any project.

**Valerie T. McGinty. Law Office of Valerie T. McGinty**

As a nonprofit with a niche mission, it is often difficult to find creatives who take the time to fully understand our work. Moses not only took the time, but put his own passion and creativity into the establishment of our brand. He took our nebulous ideas and crafted a clear plan with a speed and reliability that blew us away.

**Sydney Skov. Founder & Creator at Free Body Project**

When we first met Moses we were complete novices in the Google AdWords world for non-profits. He coached us on how to put together a landing page, and then on developing keyword search terms so we could capture more interest in our website as a result of Google searches. We are now up to more than 3,000 average monthly clicks on our website, thanks to Moses, when we started in the low 100s. When unexpected problems come up, as happens with technology, Moses is relentless about getting the information he needs to resolve the problem.

**Global Grandmothers. Non-Profit.**

Moses Kaplan is a stellar professional and a delight to work with. He designed my choreographic reel, and I could not be happier with the results. From the first day we began working together I recognized his sharp eye. He was finely attuned to what my work needed and he was able to design work that highlighted my strengths. His suggestions were always intelligent, subtle, and right on key. I continue to be thrilled with the results.

We have worked together on a number of projects so far. With every project I find nuances in his work that add artistic flare without taking away any of my original intent. On a day-to-basis, Moses is a pleasure to be around. His good nature and optimism makes every decision easier and every difficult moment lighter. I highly recommend Moses for your project and for your team.

**Marika Brussel. San Francisco based Choreographer.**

# Clients & Working Formats

## Client List

Ruben Consulting Group  
First Graduate  
Virginia Proffer Solutions, Impact Analysis LLC  
Law Office of Valerie T. McGinty  
Debra Pearce-McCall  
Free Body Project  
Beth Symes  
Rimon Design House  
NeuroStroll™

Gerald Casel Dance  
Marika Brussel  
My Sales Tactics™  
Global Grandmothers  
Beyond Sales Tactics™  
Basha Hookah Lounge  
Top Brand Optic  
Michael Lavigne

## Working Formats

I work with clients in two different ways: on a project-by-project basis, or on an ongoing basis.

**Project-by-Project Basis:** This format is best if you have a one-time/one-off project. In order for this to be successful we will need to clearly define the scope of the project you are looking to accomplish, as well as an estimated timeline for the project. Once the project is completed we can begin working on a new project, by again defining the scope of the project and its timeline. If a project will repeat, with relative similarity, sporadically, with intervals of downtime in between project “cycles” we can discuss the best solution.

**Ongoing Basis:** This format is best if you would like to procure one or more of my services in a general way, not for one specific project. For example if you would like me to be your webmaster, this would be ongoing work, as we would continually be updating content and improving the website. If you are unsure if the assistance you require is ongoing or not, let's discuss.

# About MAKK Designs

I grew up in Portland, OR and graduated at age 19, with a BFA in Dance from NYU's Tisch School Of the Arts. After living and working for 7 years in Israel, I have returned to California's Bay Area to begin the next chapter. I have a unique background that is comprised of multiple creative, analytic, administrative, and organizational components. I trained as a dancer in Portland, OR, and New York, NY; and danced professionally in both New York, NY and Israel, post graduation. Dance developed in me a love of the human form, movement, music, creativity, discipline, and a comprehensive understanding of the intricacies of the artistic creative process.

After dancing professionally for five years, I began branching out. I stepped into a new professional realm as an Administrative Assistant to a globally recognized professor of microbiology and biotechnology at Tel Aviv University. My responsibilities included monitoring, updating, cataloging, and digitally archiving all publications (over 100). I also created a fully-functioning, multi-user archive system on Dropbox for all the researchers in the lab to store their data. The archive had multiple tiers of visibility and an administrative-privilege ranking system. In addition, I was in charge of monitoring the distribution/allocation of funds from several of the lab's European, American, and Israeli grants (over 5 million euros).

After my time at Tel Aviv University, I had the opportunity to work at a high-tech company as the Manager of Alliances. I worked, on a daily basis, with the company's CRM to maintain and update client information pertaining to sales opportunities, new business development opportunities, technical and support-related issues, and follow-up information. I sat in on executive management meetings and was responsible for taking notes, keeping meetings on track (according to their agendas), and making sure that relevant team members were in the loop about decisions made affecting the department. I worked daily with Google Docs/Sheets for multiple purposes (budget and pricing mockups, writing email templates, workflow structuring, client organization/internal org charts, etc.).

I have taken the tools, skills, and knowledge I have gained in my previous working experiences, in multiple industries, and roll it all together to power the work that I do today. Now, I work primarily as a freelance consultant, offering creative solutions. I understand that my background appears eclectic, but I am grateful for it. My diverse professional experience provides me with a unique perspective.

Dance gave me a deep appreciation for the artistic process, and the discipline required to complete creative projects. High-tech developed my organizational and administrative capabilities. Creative consulting taught me how to work independently, on a timeline, while multitasking and producing high-end results. I believe, living abroad significantly enhanced my perspective and added another layer to my professional approach. I have an array of skills that I bring to any table, both artistically and analytically. I am a fast learner and a hard worker. I have a lot of spunk and creative energy to offer and love to put it to good use working for things I am passionate about.