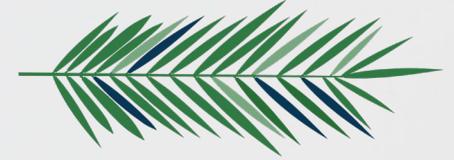




LA PALMA STUDIO



Work Samples

Reinie George

La Palma Studio | Outsourced Marketing Services

Cell: 214.796.4996

hello@lapalmastudio.com | reiniegeorge@gmail.com



At-a-Glance Labels

The below labels appear on each project page to give you an at-a-glance indication of primarily what skills were used for each project.

CONCEPTING

Taking the lead on a creative concept or vision for a project, a design or a messaging strategy

WRITING

Writing content from scratch

EDITING

Editing existing text content or other content (e.g., video footage)

GRAPHICS

Graphic design and formatting work performed typically in Illustrator, InDesign, PowerPoint and Word



Website Building

I'm currently building Haven Real Estate + Design's website. This will include a blog and a chat function.

CONCEPTING

GRAPHICS



Home About Selling Buying Testimonials Blog Contact



Home About Selling Buying Testimonials Blog Contact



So, you're ready
to purchase a
home.

Where do you start?

It's an exciting time to be in Detroit. With grass-roots programs, we're seeing a lot of first time home buyers.



LA PALMA STUDIO



Website Building

I'm currently building Yardbird Smoked Wings' website. This will include an online ordering function and a link to Doordash.

CONCEPTING

GRAPHICS

YARDBIRD
SMOKED WINGS

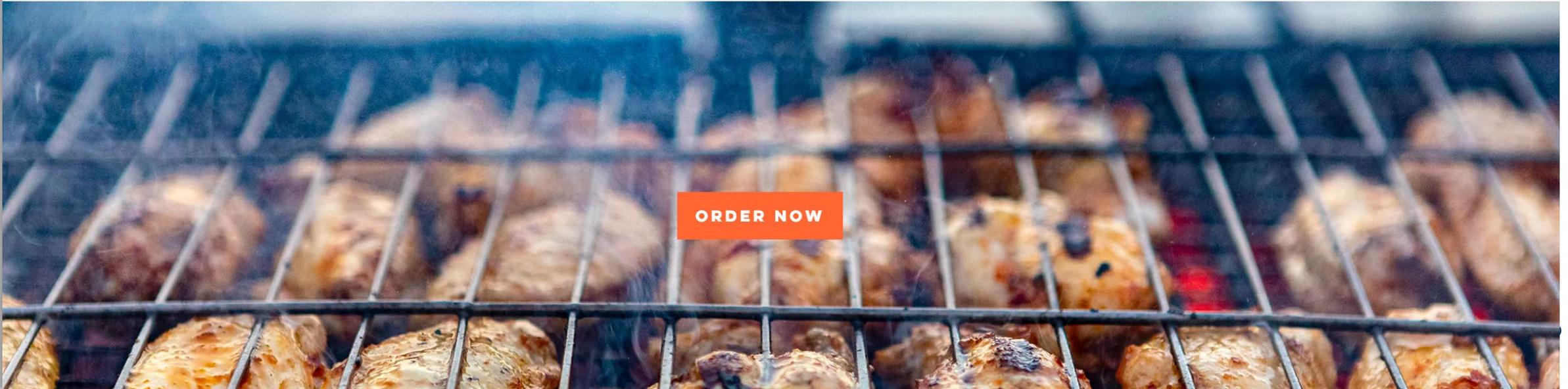
[HOME](#)

[VIEW MENU & ORDER](#)

[ABOUT US](#)

[HOURS & CONTACT](#)

[ORDER NOW](#)





CONCEPTING

GRAPHICS

Website Building

Created this website for a local bar in Fort Worth, Texas.

[CLICK TO VIEW SITE](#)

LA PALMA STUDIO





Website Building & Maintenance

CONCEPTING

GRAPHICS

I've revamped Interquatic's website and I regularly update the website as new products are released or removed. I also helped them tighten up their branding so the look is modern and the application is consistent across the website and brochures.

[CLICK TO VIEW SITE](#)



Interquatic Allison 172001
Freestanding Bathtub



Interquatic Danier 172004
Freestanding Bathtub



Interquatic Serenity 172005
Freestanding Bathtub



Interquatic Verona 172012
Freestanding Bathtub



Interquatic Concord 172013
Freestanding Bathtub



Interquatic Cherokee 172015
Freestanding Bathtub

LA PALMA STUDIO





Brochure Design

Interquatic asked for help to recreate their brochures Interquatic brand of luxury bathtubs and fixtures.

[VIEW BROCHURES](#)

CONCEPTING

EDITING

GRAPHICS





Branding Guides

I helped establish the branded look and feel for the updated Interquatic materials, and then memorialized them in a branding guide, which provides a roadmap for all of their marketing materials, including their website.

[VIEW FULL GUIDE](#)

CONCEPTING

EDITING

GRAPHICS

COLORS

- 

RGB: 0, 51, 102
CMYK: 100, 87, 33, 23
HEX: #003366

Used for the background of the brochures, as well as text when placed on white or light backgrounds.
- 

RGB: 51, 153, 204
CMYK: 73, 26, 5, 0
HEX: 3399cc

The blue in the Interquatic logo; also used for accents in the brochures.
- 

RGB: 153, 204, 255
CMYK: 35, 10, 0, 0
HEX: 99ccff

The light blue text in the brochures placed on top of the dark blue background.

FONTS

- PAGE TITLES**
Helvetica Neue LT Std – 63 Medium Extended
- PRODUCT TITLES**
Helvetica Neue LT Std – 35 Thin
- PRODUCT SUBTITLES**
Helvetica Neue LT Std – 57 Condensed
- CALL OUT BOXES**
Headings:
Helvetica Neue LT Std – 97 Black Condensed
Subheadings:
Helvetica Neue LT Std – 57 Condensed

CORE VALUE #2
Do work you're deeply proud of, as if Weaver were *your* business.

At Weaver, you're not just a cog in a wheel. You're an integral part of the solution.

You're on the front lines of the work. You see the issues clients face every day and understand their issues.

While you're always expected to operate as OneWeaver — leveraging the firm's quality and

consultant achieve d to use the solve pro

What insi processes Weaver's your team accountin

Think hard them be t team can

Clients w will notice that you'r This is liv



CORE VALUE #4
Strive to transcend client expectations, *always*.

In a people business like ours, stellar service is our secret sauce.

To truly deliver service that transcends expectations — service that makes our clients walk away feeling as if they received that little something extra — is both an art and a science.

The science is an exact behavior that predictably creates a good experience for your client: being responsive, delivering work on time, and providing high-quality work, as three examples. These are the knowns.

The art is not as exact. It is the people part of the business, which can vary as much as the personalities themselves. Having the insight of a controller's specific communication preferences, knowing about a CFO's experience with another firm that led to a change in service provider. These are examples of the unknowns.

To truly customize and elevate the level of service you provide, you must authentically know your client. Ask them probing questions, listen and interpret. Build a unique service plan based on those findings. Then, once you understand their problems and expectations, aim higher.

You'll know you're doing something right when your clients say things like 'most reliable firm I've worked with by far', 'highest quality' and 'always on time'. These are actual comments from our client satisfaction surveys. You'll feel a sense of pride and reward for transcending their expectations.

This is living Weaver's fourth value.



Core Values Campaign

I was on a team that recreated Weaver's core values. Once created, we crafted these messages—one for each core value—as a part of strategic internal campaign to add descriptive, in-depth color to each of the new eight values. It was important that employees understood that these were not just flat, typical values, but sentiments that should hold deep meaning and shape behaviors and decisions.

I wrote emails 1-4 (linked below) and I created the graphics for all included. Our CEO and culture committee leader sent these out firmwide.

SEE THE SERIES

CONCEPTING

WRITING

EDITING

GRAPHICS



Whitepaper Design

Weaver was hired by IBM to create a co-branded whitepaper for its clients. I created this design that married (without crossing branding lines) both companies' branding elements. IBM later hired us to create a second whitepaper (part two) leveraging this same template.

CONCEPTING

EDITING

GRAPHICS

[VIEW WHITEPAPER](#)

PCI Guidance for Users

Approach

With the assistance of IBM's ICP architects and engineers, Weaver compared all DSS requirements to the ICP functions and features to identify a set of relevant requirements to be studied. Requirements were first categorized as "Technical" or "Process-Oriented."

Only PCI DSS technical requirements that relate to the purpose and function of the ICP platform were included in this study. Therefore, process-oriented requirements or those deemed "technical — not applicable" have been omitted from the table of results.

Process-Oriented requirements relate to the documentation and dissemination of policies, procedures and standards. Some of these requirements relate to manual processes that are performed to achieve a specific compliance objective. Process-oriented requirements include IT security policies, configuration standards, onboarding and off-boarding, change management, visitor access and IT security training. Process-oriented requirements were not evaluated as part of this study as those would be the responsibility of the user.



Technical requirements are supported through configurable features and functions within the ICP platform or through the use of supplemental systems and tools. Examples include audit logging, role-based authentication, LDAP integration and encryption. For the purposes of this study, Weaver evaluated only technical requirements. Each technical requirement was categorized into three types: Platform Included, Platform Supported (via supplemental systems), and Not Applicable.

Categorization	Key	Definition
Platform Included	●	The ICP platform is capable of achieving the requirement through built-in features and functions. This does not mean additional or alternative methods for achieving the requirement cannot be implemented but rather that if the user organization uses ICP solely, the requirement can be achieved through proper configurations and deployment.
Platform Supported	○	The ICP platform does not have built-in features and functions that will fully achieve the requirement. However, ICP supports the use of supplemental systems, applications, and tools to achieve the requirement.





BEFORE

TO BE REVEALED
SEPTEMBER 10
AT 5 PM

AND YOU'RE INVITED!

AFTER

Promotional Mailer

For this home renovation company, I created this fun promotional mailer to pique interest for the open house reveal event.

CONCEPTING

GRAPHICS

REFRESHMENTS BY
THE BUBBLE BUS!

THURSDAY // SEPTEMBER 10 - 5PM TO 7PM


OCEANAK
DEVELOPMENT LLC
www.OceanakDev.com

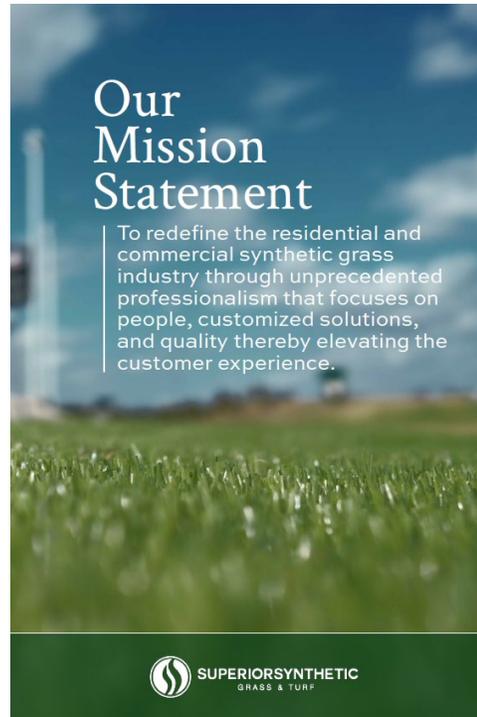
Come see the big transformation at **1116 Oak Glen Circle**. See the before and afters and enjoy beer and margaritas from the **Bubble Bus**. The event is open to all Burton Hill neighbors and friends of Oceanak Development.



Poster Design

Using branded images, fonts and colors, this company requested posters. Detailed core values posters follow.

GRAPHICS



CORE VALUE NO. 1



People First

People come first in everything we do.

We take care of our own and we take care of our customers. We want all our employees to feel valued and respected. We know that if we do this, then our customers will feel the same.

This also means that we recognize that each customer is unique, that no two projects are the same and as a result we approach each job with personalized service.



CORE VALUE NO. 2



Teamwork

We know that our best work is not produced by individuals but by collaborating as a team and supporting each other every day.

This team mentality also extends to our clients as we approach every business relationship as a partnership and work collaboratively with each other to meet our goals.



Poster Design

This same company wanted an innovative way to showcase their values, so I suggested these call-out style posters that provides the detail behind each core value.

GRAPHICS

CORE VALUE NO. 3



Professionalism

Professionals get the job done. They are reliable, and they keep their promises. If circumstances arise that from delivering on their promise, they manage expectations up to do their best to make the best possible outcome.

Professionals do not make focus on finding solutions.

Professionals work in a thoughtful and sustained manner, using the knowledge needed to their job. They keep this up-to-date, so that they can deliver the best work possible.

Professionals show respect to the people around them, not in their role or situation. The degree of emotional intelligence, considering the emotions of others, and they don't let their own emotions impact how they interact with customers.

Professionals stay cool under pressure.



CORE VALUE NO. 4



Excellence

Excellence is when we demand more of ourselves than our clients do. It is something that happens when you make right choices over and over again, especially when no one is looking. Excellence in the little things always adds up to excellence in the big things.

Professionals of excellence look the part – they are polished and dress appropriately for the situation. They exude an air of confidence.

Everything matters.



CORE VALUE NO. 5



Integrity

Honesty and Integrity mean keeping our word and doing what we say. As a result, we can be trusted implicitly. We never compromise our values, and we will do the right thing, even when it means taking a hard road.

If a project or job falls outside the scope of expertise, we are not afraid to admit it. We immediately seek help when we need it, and are willing to learn from others.

People with integrity hold themselves accountable for their thoughts, words, and actions, especially when they have made a mistake. This personal accountability is closely tied to honesty and integrity, and it is a vital element in professional success.

CORE VALUE NO. 6



Innovation

Innovation is constantly looking for better ways to perform a task that adds value to the customer experience.

Innovation has three ingredients: systems, processes, and technology.

We strive to always be on the look-out for how we can improve every facet of our business, from our process on how we seam two pieces of turf to the systems in place to notify customers when the way.

We are always on the lookout for new technology we can use to do something better, whether it's a new cutter or a new scheduling system.

We never stop innovating.



CORE VALUE NO. 7



Superior Solutions

This is not a one size fits all. We have two identical pieces of turf for the systems in place to notify customers when the way.



CORE VALUE NO. 8

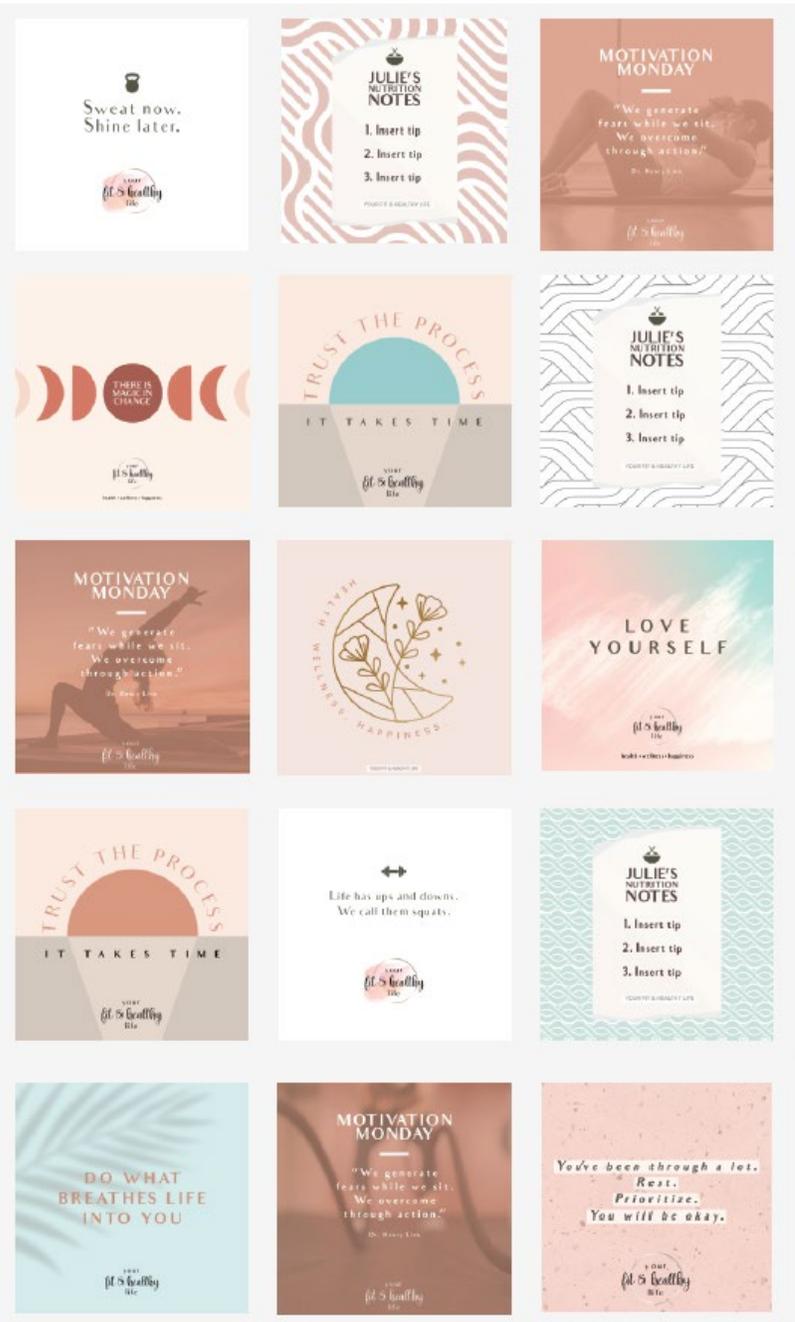


Environmental Sustainability

We regard water as a precious resource and look for ways to inspire our customers and employees to adopt this mindset through our products and services.

Environmental Sustainability can also be applied in a broader context in how we recognize all resources as finite. As a result, we strive to be economical in how we use materials and minimize our waste.





Social Media Branded Templates

I help clients create branded social media posts by setting up their brand colors, logo and fonts in Canva or Adobe Spark. I create multiple template posts that they can then go in and create a post.

This is for a fitness lifestyle brand.

CONCEPTING

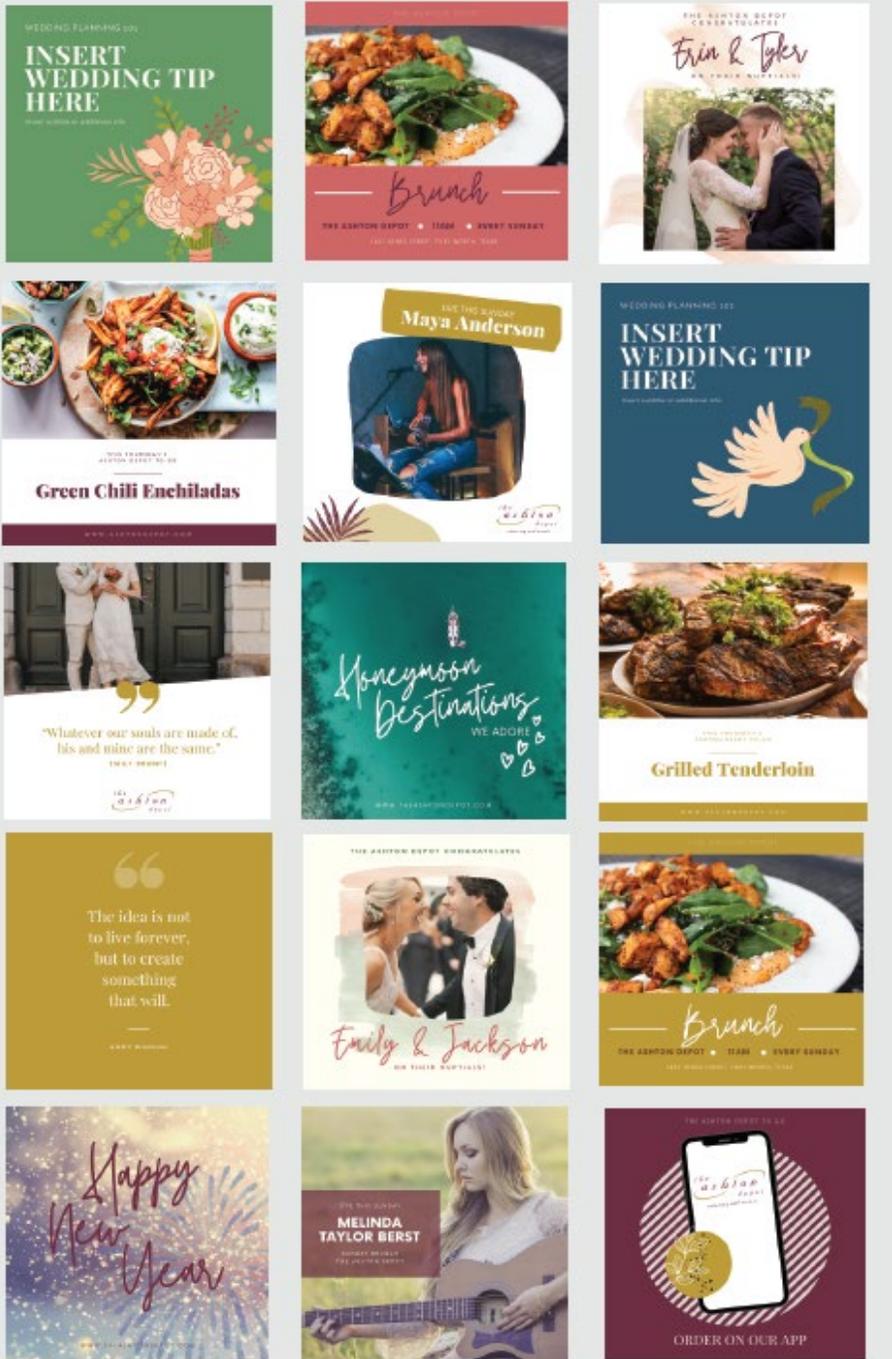
WRITING

EDITING

GRAPHICS

LA PALMA STUDIO





Social Media Branded Templates

I help clients create branded social media posts by setting up their brand colors, logo and fonts in Canva or Adobe Spark. I create multiple template posts that they can then go in and create a post.

This is for an event venue in Fort Worth, Texas.

CONCEPTING

GRAPHICS

INSTAGRAM SAMPLE FEED



Social Media Branded Templates

I help clients create branded social media posts by setting up their brand colors, logo and fonts in Canva or Adobe Spark. I create multiple template posts that they can then go in and create a post.

This is for a marketing consulting firm.

CONCEPTING

GRAPHICS

LA PALMA STUDIO



5 reasons people are (obsessively) converting to F45 Training Willow Park

January 25th, 2021



[VIEW "5 REASONS..." BLOG](#)

Blog Writing & Graphics

I concept and write a regular blog posts for The Shops at Willow Park. I also create any graphics included in each blog. Here are two recent entries:

CONCEPTING

WRITING

EDITING

GRAPHICS

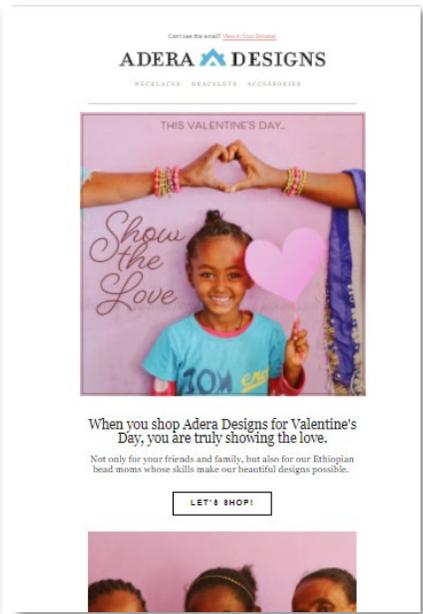
Three things we're doing differently this winter season

November 18th, 2020



[VIEW "THREE THINGS..." BLOG](#)

This year, 2020, is just an *extra* kind of year, isn't it. The kind of year where nothing is predictable and everything has you thinking outside of the proverbial box. Why not just ride that wave of doing things differently all the way through 2021. Here are some ways we're thinking of closing out the year.



E-mail Marketing

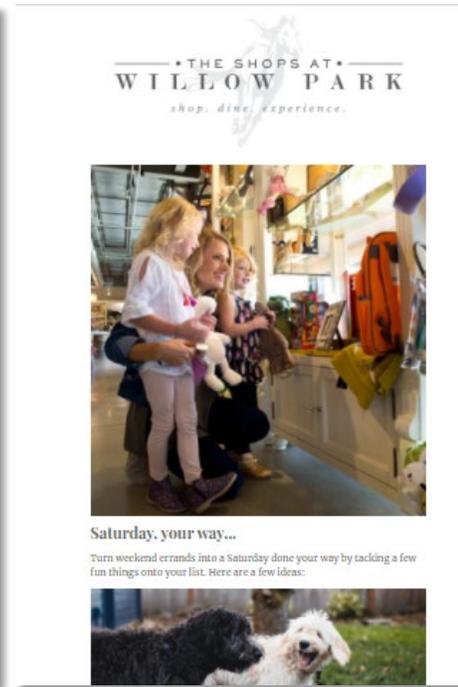
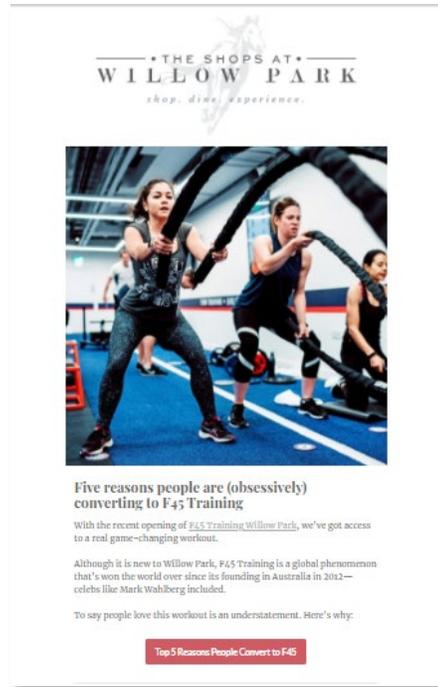
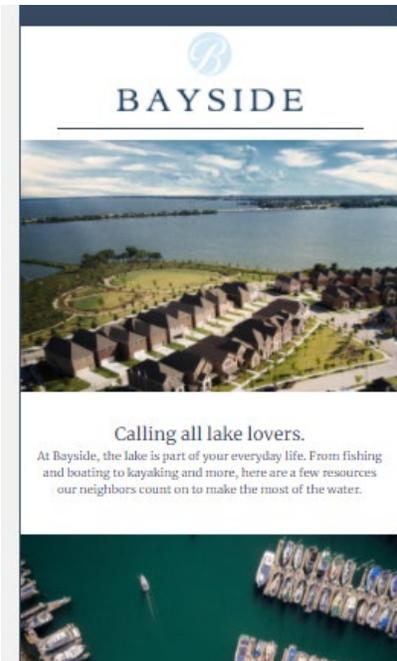
I concept, write and create graphics and templates for various companies' recurring email campaigns using Mailchimp, Klaviyo, Constant Contact, and Campaign Monitor.

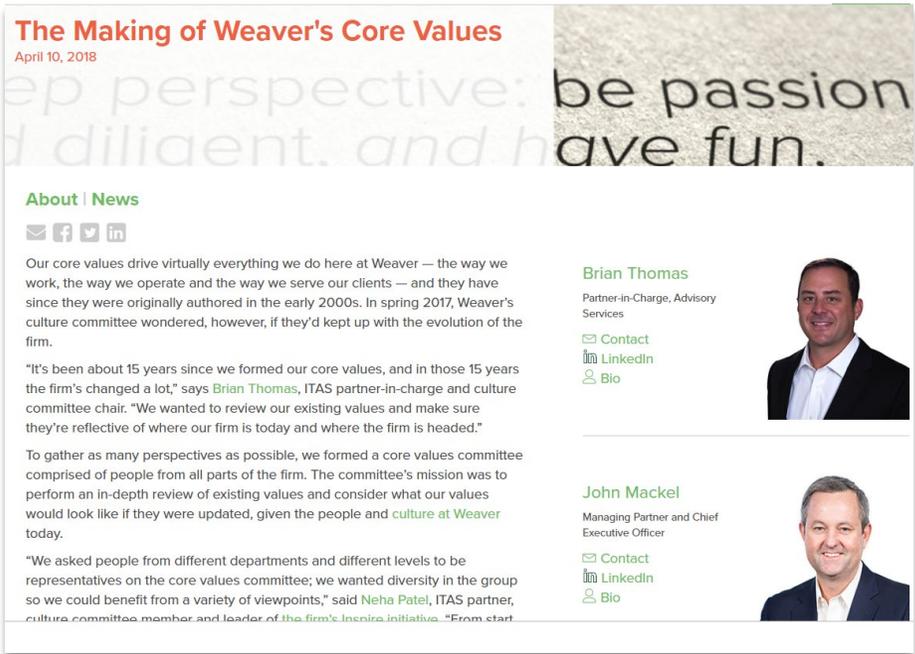
CONCEPTING

WRITING

EDITING

GRAPHICS





Website News Writing

I've written many articles and press releases on a wide variety of topics in my career. This example is an article I wrote to highlight the behind-the-scenes efforts that went into the re-writing of the firm's core values.

At the bottom of this same page, you will also see a video that I created to depict that effort visually.

[VIEW ARTICLE AND VIDEO](#)

CONCEPTING

WRITING

EDITING

GRAPHICS



Proposal for Audit Services



May 15, 2015

Presented to:

J-W Energy Company

Presented by:

Dale J. Jensen, CPA, CFE
Partner-in-Charge, Oil and Gas Services
Direct: 972.448.9283 | Dale.Jensen@Weaver.com

Weaver
12221 Merit Drive, Suite 1400
Dallas, Texas 75251
Weaver.com

Proposals & Sales Docs

I've written client proposals and pitch presentations for Weaver, Deloitte and two law firms.

From a design standpoint, I created Weaver's proposal template that was used firmwide and set up our proposal generation system (Qvidian).

Please contact me for samples at [Hello@LaPalmaStudio.com](mailto>Hello@LaPalmaStudio.com).

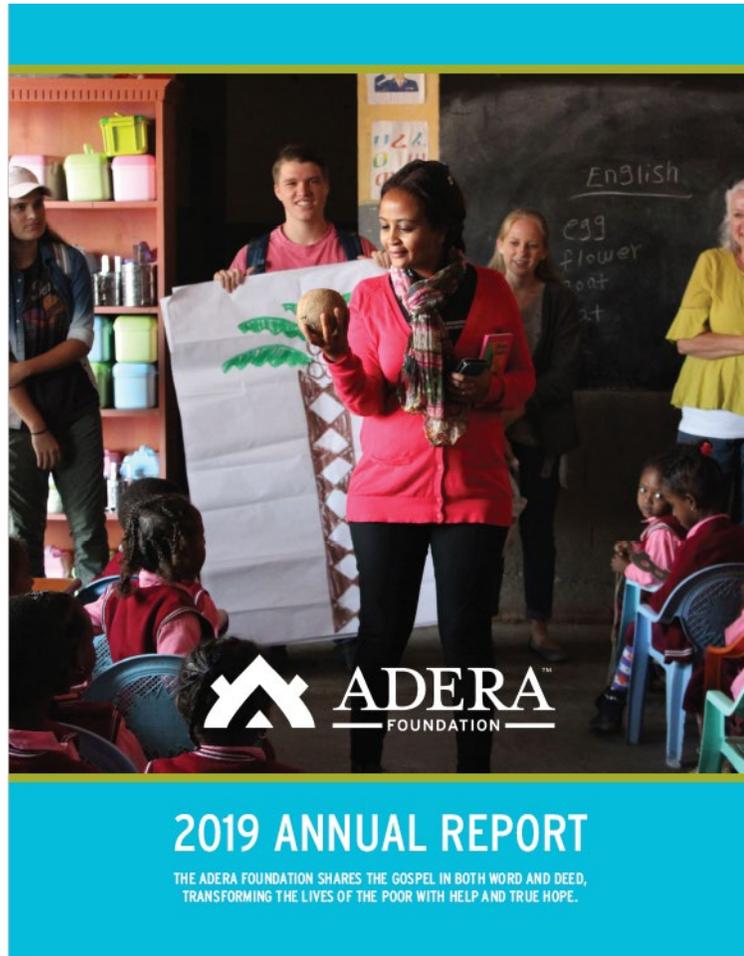
WRITING

EDITING

GRAPHICS

LA PALMA STUDIO



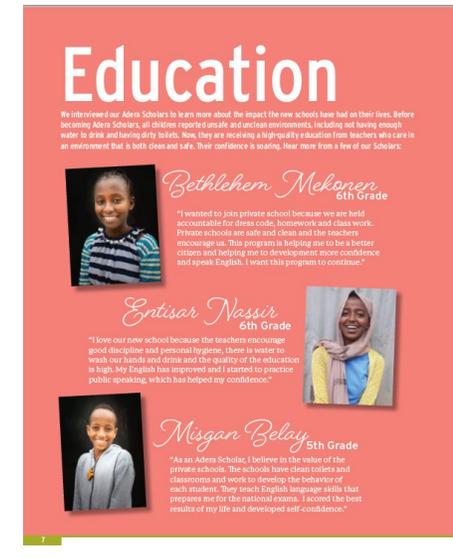


Annual Report Design

Designed this annual report for a non-profit using their branded colors, graphics, content and imagery.

[VIEW FULL REPORT](#)

GRAPHICS





RFI Document

I crafted this request for information in seeking an ad agency to help us with a large advertising project. Please contact me for samples at [Hello@LaPalmaStudio.com](mailto>Hello@LaPalmaStudio.com).

CONCEPTING

WRITING

EDITING

GRAPHICS

PowerPoint Design

I have extensive experience turning text-heavy presentations into visual PowerPoint presentations, including experience creating charts to depict data points and setting up animations for better on-screen flow.

CONCEPTING

EDITING

GRAPHICS

VIEW SAMPLES

Dallas Empowering Growth Meeting:
Character Building the Team
We Want to Become

weaver
Assurance • Tax • Advisory

"Character" | What does it mean to us and why does it matter?

EQUIFY | **MARKETING AUDIT**

PHASE ONE

- Brand Guidelines - Phase 1 (Visual)
- Competitive Analytics
- Reputation
- Marketing Sponsorships & Corporate Giving Guidelines
- Social Media Content and Strategy - Phase 1
- Website & SEO

ADERA DESIGNS

MARKETING REPORT
2019 Q4 – 2020 Q1





Event and Social Media Branding

Weaver's Standards and Best Practices



Professional Headshots Branding Guide

Weaver's Standards and Best Practices



Branding Manuals

I crafted several procedure manuals for the marketing and HR teams to foster consistency from project to project as our teams grew.

Please contact me for samples at Hello@LaPalmaStudio.com.

CONCEPTING

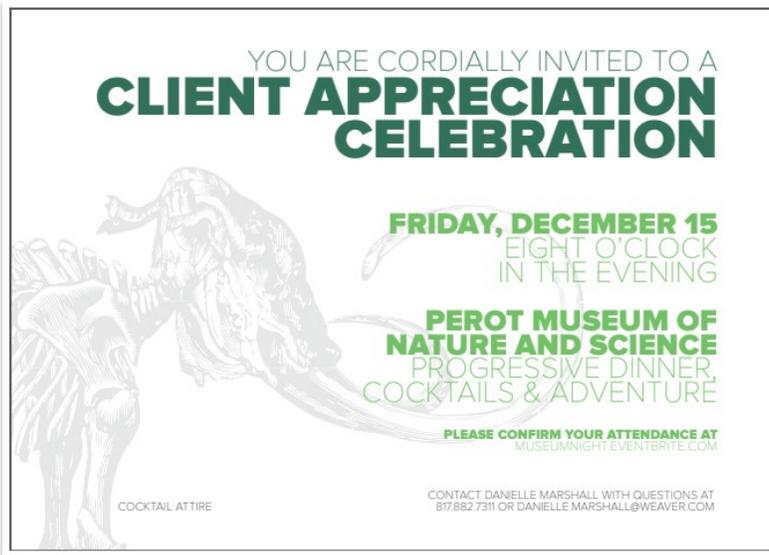
WRITING

EDITING

GRAPHICS

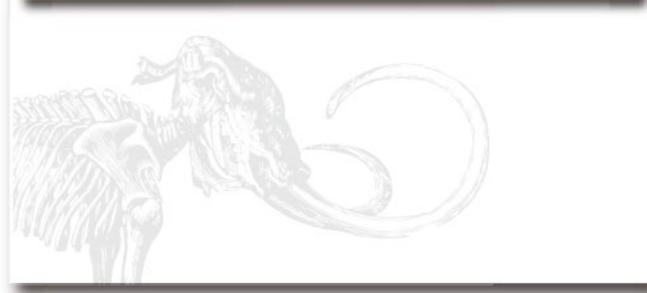
LA PALMA STUDIO





Invitation Package

Weaver held an annual client appreciation event at the Perot Museum of Nature and Science; I designed this invitation using Weaver's branded fonts and colors.



CONCEPTING

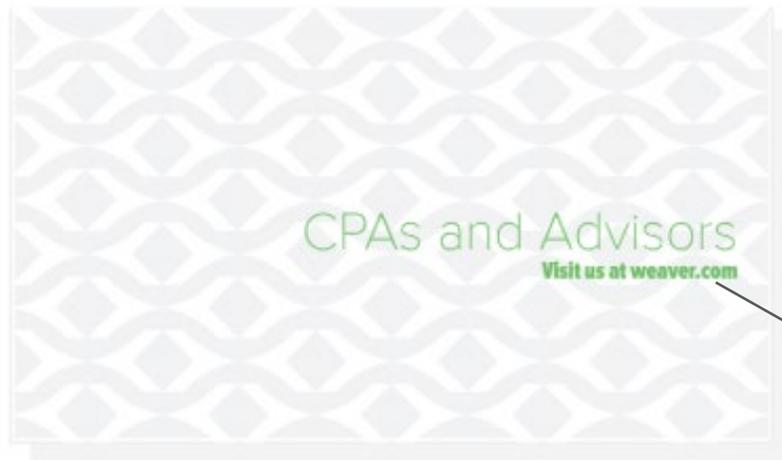
WRITING

GRAPHICS

Business Stationery

Firmwide Business Card Design

In this project, I redesigned the Weaver's letterhead, envelopes and business cards. This is the final business card design.



This design is the arrow portion of our logo back-to-back; the image was created using a clear UV coating on white, giving it a slight textured tone-on-tone effect.

CONCEPTING

GRAPHICS

LA PALMA STUDIO



Redraw Existing Logo

This company only had a low resolution image of their logo. I redrew the logo in Illustrator and created multiple versions.



How to Choose Your CBD Dosage

- 1 Estimate your dosage based on your body weight**
As with most substances, individuals with more body mass will require more CBD to experience its effects. A general guideline to determine your ideal dosage is to take 1-3 MG of CBD for every 10 pounds of body weight – subject to your desired outcome.
- 2 Start small and increase gradually**
Not only are we all made differently, we each have our own unique history with the use of substances, medications, supplements, and general wellbeing. Because of this, we all have different body chemistry, and this will affect how our body reacts to CBD.
Determine your initial dosage based on weight, gauge how your body reacted to that amount of CBD, then increase gradually while continuing to monitor your body's reactions until you find your ideal dosage.
- 3 Consult your physician**
When in doubt, consult your physician, especially if you have an existing medical condition. While there aren't a ton of doctors who have experience with CBD, most doctors should have a good idea about how your body will react to CBD, and can provide you some professional guidance for your situation.

Dosage Suggestions

	<25 LBS	26-45 LBS	46-85 LBS	86-150 LBS	151-240 LBS	>241 LBS
LOW	3MG	5MG	8MG	15MG	24MG	30MG
MID	5MG	9MG	16MG	30MG	34MG	60MG
HIGH	8MG	14MG	24MG	45MG	50MG	75MG



TikiBiosciences.com | 800.931.8432 | Fort Worth, Texas
These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



TikiBiosciences.com
800.931.8432 | Fort Worth, Texas

Redesign Print Brochure

This CBD company requested updated print brochures.

GRAPHICS

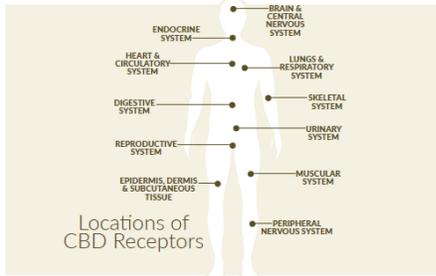
inside

The Human Endocannabinoid System

For most of history, the effects of cannabis on the human body were little understood. Then, in the 1990s, scientists discovered endocannabinoids, the natural cannabis-like molecules produced by the human body. Scientists began to realize cannabis exerted its effects, in part, by mimicking our endocannabinoids. It appears the main function of the endocannabinoid system is to maintain bodily homeostasis—biological harmony in the response to changes in the environment. Taxonomic investigation revealed that the endocannabinoid system is incredibly old, having evolved over 50 million years ago. Moreover, it is present in all vertebrates—mammals, birds, reptiles, amphibians, fish, etc., all produce endocannabinoids!

Research initially suggested endocannabinoid receptors were only present in the brain and nerves, but scientists later found that the receptors are present throughout the body, including our skin, immune cells, bone, fat tissue, liver, pancreas, skeletal muscle, heart, blood vessels, kidney, and gastrointestinal tract. We now know the endocannabinoid system is involved in a wide variety of processes, including pain, memory, mood, appetite, stress, sleep, metabolism, immune function, and reproductive function. Endocannabinoids are arguably one of the most widespread and versatile signaling molecules known to man.

Source: <https://www.ucdhealth.org/cannabis/human-endocannabinoid-system>



CBD

Cannabidiol (CBD) is one of the primary cannabinoids found in hemp.

INTERACTS WITH THE

CBD interacts with CB1 & CB2 receptors for many effects still being studied.

ENDOCANNABINOID SYSTEM

The endocannabinoid system (found in all vertebrates) has two receptors:

CBD1

Located in the brain, central nervous system and many other parts of the body.

CBD2

Found throughout the body on cells associated with our immune system.



Soft Gels – Broad Spectrum Hemp Extract

- THC-free hemp extract oil
- Exact dosage of 25mg/softgel
- Easy to carry and consume



Joint and Muscle Salve

- Targeted topical application
- Workout recovery, inflammation
- Lavender & eucalyptus



High Potency Narrow Spectrum Tincture

- THC-free hemp extract oil
- No terpenes, no flavor profile
- Ideal coffee, shake, cocktail mixer



High Potency Broad Spectrum Tincture

- THC-free hemp extract oil
- Contains terpenes



Daily Wellness Pack

- Bundled savings
- Contains Soft Gels, Narrow Spectrum Tincture & Salve



Complete Care Pack

- Bundled savings
- Contains Soft Gels, Narrow Spectrum Tincture, Broad Spectrum Tincture & Salve

BEFORE





Video Scripting

Writing projects have included scripting, editing and directing video projects. Here are a few videos I've led. (In all cases we used a third-party videographer and video editor.)

- ▶ [Growing Your Career at Weaver](#)
- ▶ [Grow Your Career in Weaver's Risk Advisory Services Group](#)
- ▶ [Working as a Partner](#)
- ▶ [Working as a Senior Associate](#)
- ▶ [Working in Risk Advisory Services](#)
- ▶ [Welcome video from firm leaders](#)
- ▶ [Inspire - Diversity & Inclusion](#)
- ▶ [Core Values Refresh](#)
- ▶ [The Making of the Core Values](#)

CONCEPTING

WRITING

EDITING

GRAPHICS

LA PALMA STUDIO

