THE Studio S LOOKBOOK
PRE 2020

Design & Marketing By Amanda Sears

December 2019

A LOOK BACK AT MY DESIGN & MARKETING CAREER SO FAR
2007-2019

By Amanda Sears

I have been a designer and marketing manager in various capacities for various industries for the last 12 years and have worked on some really fun projects and created some great stuff over that time.

It is easy to forget all of the things you have done, especially over 12 years so I wanted to compile a 'lookbook' or rather a 'look back book' of my work pre 2020 as we head into a new decade...

As I created this booklet it brought back many fond memories and some not so fond memories. I found artwork and designs that I had completely forgotten I had done and some that I wish has stayed hidden HAHA!

The best part about looking at the progression of my design abilities and marketing skills over a 12 year period is that some fundamentals I learned in the beginning still ring true but many other things I have learned and adapted to over the years of working hands on within the design and marketing industry.

I have had the pleasure of working for big businesses and small and value every experience and skill gained through it.

A few of my major highlights over the years:

- ★ Attending a Ford NZ marketing workshop in Auckland with JWT and Google while I was the marketing manager for MS Motors
- ★ Winning my artwork on the cover of GSM magazine #4 (a NZ and Australian print magazine in 2014)
- ★ Getting to try out various techniques and ideas with my wonderful clients and coming up with solutions for challenging design and marketing problems - like inventing a new game!
- ★ Having my print design work published in the In Print section of GSM Magazine a few times over the past years
- ★ Not waiting around for others to make my dreams happen, but just getting out there and doing it myself - like my 3 self-published printed books and 2 free digital magazines
- ★ The biggest highlight is being able to learn and grow with the terrain IN the terrain as it changes and evolves; this has given me the ability to develop a specific set of skills that I now utilise for my own work and many projects

I am so proud of my achievements and want to share some of them with you throughout this 'lookbook' - I hope you enjoy.

What a journey it has been so far and what a journey it will continue to be for many years to come!


HIT&HED

HI! I'M AMANDA! HERE IS A LITTLE BIT ABOUT ME...

I love helping people, experiencing life fully and being creative. I'm a high performance person and multidisciplinary entrepreneur with never ending ideas, passions and pursuits. My abilities to learn, inspire, prioritise, adapt and solve problems are assets I have developed throughout the many wonderful and wild experiences in my life that I now use to help people and businesses perform at their best while staying authentic, honest and real.

I have worked in the creative industry for over 12 years in various aspects such as, graphic designer, copy centre operator, marketing manager, creative manager, sales and advertising consultant and more... Including for large and small businesses, from vehicles to cider festivals. This wide range of experience makes me skilled in multiple areas in the design and marketing field and means I am very adaptable to environments and different industries. I started out playing with photoshop in high school but it was in 2007 at the Bay Beacon newspaper that really set me on my creative path...

I love just doing whatever I feel like... so I've done a fair bit of fun stuff in 33 years... here is just some of it:

QUALIFICATIONS, HIGHLIGHTS & ACHIEVEMENTS

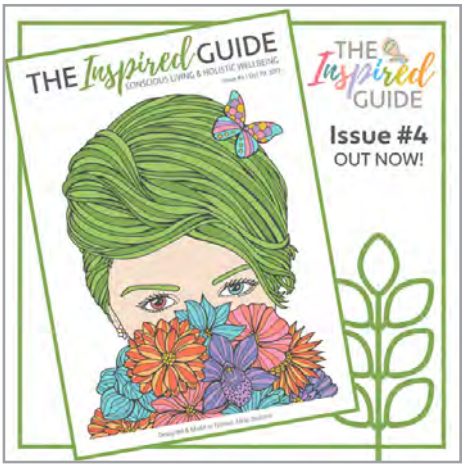
2019 - Nelson Art Flags Selected Artist
2019 - Launched The Inspired Guide eMagazine
2019 - Launched The Wellness Guide
2018 - Moved into my Businesses & Projects Self-Employed Full Time!
2017-2018 - Creative and Marketing Manager at Nelson Venues (incl. The NZ Cider Festival)
2017 - Expanded on Street Art Photography and launch For the Love of Street Art NZ
2017 - Colouring Book Featured in GSM Print Magazine, NZ and Australia
2017 - Self-published Colouring Book of my Art
2017-2019 - Published Creative Nelson eMagazine Issues #1-6
2016 - Solo Exhibition at Refinery ArtSpace
2016 - New Street Art Book Featured in GSM Print Magazine, NZ and Australia
2015 - Advanced Diploma in Digital Marketing (online)
2015 - GSM Magazine Cover Design Winner (Issue #4), NZ and Australia
2015 - Street Art Book Featured in GSM Print Magazine, NZ and Australia
2015 - Self-published 2nd BIGGER Nelson and Tasman Street Art Book + Calendar & Pocket Book
2015-2017 - Marketing Manager (among other things) at MS Motors (incl. MS Ford and Nelson Kia)
2015 - Temporary Front of House at Copy Art in Richmond
2014 - Diploma in Digital Marketing (online)
2014 - Donated Artwork to the Children's Ward at Nelson Public Hospital
2014 - Board Art Exhibition - Exhibiting Artist
2014 - Art@203 Solo Exhibition
2014 - Impressions Art Award Student Artist Winner
2014 - Diploma in Visual Arts and Media (L5) at NMIT, Nelson
2014 - Self-published First Ever Book Called Nelson City Street Art + Map
2011 - Small Business Management 101- Southern Institute of Technology, Distance Learning
2010-2013 - Manager at Video Venues & Copy Centre in Green Island, Dunedin
2010 - Communication Arts and Design at Design and Arts College, Christchurch
2007 - Sales and Advertising Consultant and Graphic Design at the Bay Beacon, Whitianga
2007- National Certificate in Veterinary Nursing - Otago Polytechnic, Dunedin
2006 - National Certificate in Animal Care - Otago Polytechnic, Dunedin
2006 - Certificate in Pet Care - Stotts Correspondence College
2003 - Diploma in Freelance Journalism - NZ Institute of Business Studies (Correspondence)

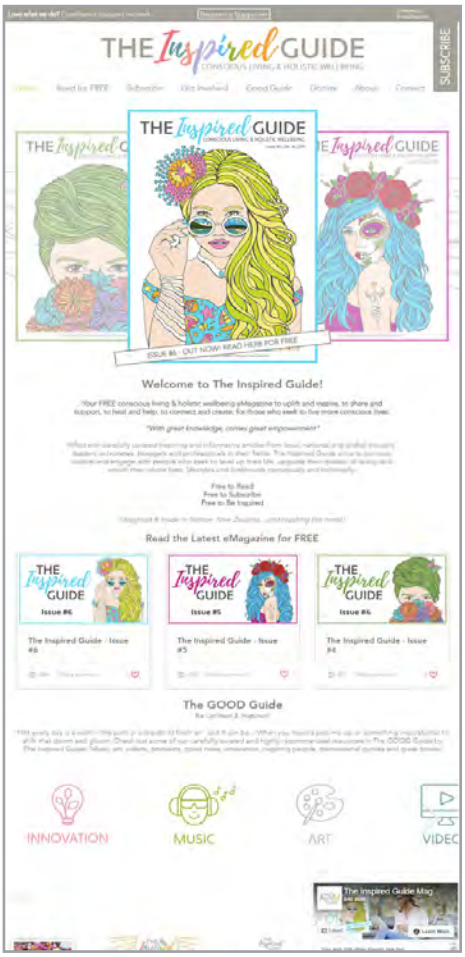
THE Inspired GUIDE

READ | THE GOOD GUIDE | BE INSPIRED
WELLBEING | LIFESTYLE | FOOD
ABOUT US | CONTRIBUTE | ADVERTISE

QUOTES | VIDEOS | INNOVATION
ART | PEOPLE | MUSIC
BOOKS | GOOD NEWS | PODCASTS

THE INSPIRED GUIDE eMAGAZINE





This is my free conscious living and holistic wellbeing eMagazine. Launched on July 1st 2019 it is a carefully curated collaboration of inspiration and information from contributors in New Zealand, Australia and around the world for all who seek to live more conscious lives. Available for all to read for free online: www.theinspiredguide.nz

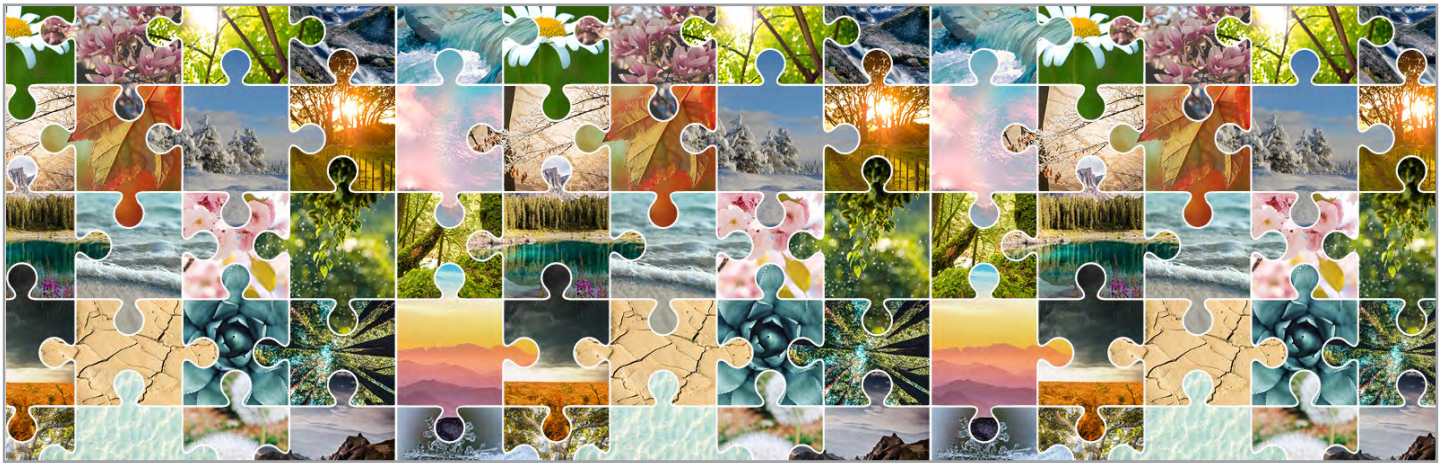
Creative Nelson eMagazine

creative nelson

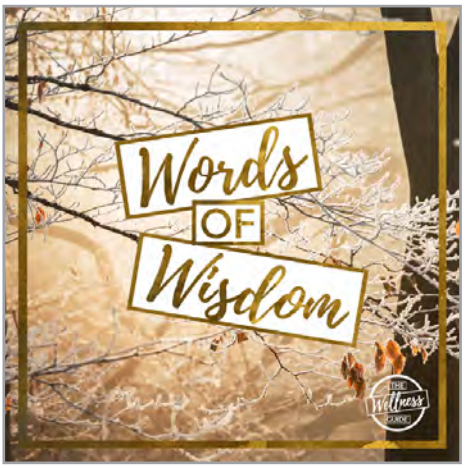
Your journey is very much your own and often it is too overwhelming getting opinions from the masses. Photography and art in general is a very personal subject and it takes a long time to develop your own personal style. Find what makes you happy and do more of that!

Rochelle Marshall

I've always been passionate about helping others and shining the light on people that I feel do amazing work, including the many artists and creatives in the Nelson Tasman region. So in early 2017 I woke up one day with the idea of my first free eMagazine and got to work making it happen. I interviewed and photographed many artists and published 6 editions.



THE WELLNESS GUIDE



This is where I share my personal health journey and tips and tricks that have worked for me to inspire wellness in others. I get to play with some fun gold styling and inspirational quote designs with this project. I get lots of joy from sharing my story here and in blog posts. Keep up with my social posts on the website: www.thewellnessguide.nz

For the Love of Street Art NZ

FOR THE LOVE OF STREET ART NZ

In 2014 I published my first book on local street. It was spiral bound with a free map + 10 copies had a laser cut stencil cover. The next book was BIGGER and perfect bound in A5 and A6 (pocket book) + a calender. In 2018 I became an official Street Art Hunter for Street Art Cities and load murals onto their global map. My website has photos from NZ and Australia.

SPOTLIGHT: SUMMER OF STREET ART

"PAINTED WALLS SUCH AS STREET ART & MURALS ENGAGE COMMUNITIES, ENRICH URBAN LANDSCAPES & ENLIVEN SPACES. WE HAVE AN OPPORTUNITY TO UNLEASH MORE VIBRANCY, COLOUR & CREATIVITY ONTO OUR BARE CITY WALLS & TOGETHER WE CAN BRING THESE SAD, BLANK WALLS OF OUR CITY TO LIFE!"

- A Sears

A SEARS — WILD TOMATO MAGAZINE

A SEARS — STUFF.CO.NZ (16/5/19)

A SEARS — THE NELSON MAIL

A SEARS — STREET ART CITIES

"IT HAS BEEN BREWING FOR YEARS! SINCE WE HAD SUCH A GREAT RECEPTION FROM THE LOCAL COMMUNITY BACK IN 2015 AND WORKING AT MORRI STREET CAFE AND HEARING THAT BUSINESS OWNERS WANT IN THE CBD IS MORE COLOUR AND MORE ARTWORK ATTRACTING MORE PEOPLE INTO THE CITY. DEFINITELY KEEN TO TAKE IT THE NEXT LEVEL"

- J Muzacz

I've been photographing and documenting street art in the Nelson Tasman region for 5 years and in 2019 I tried to launch our first official street art festival in Nelson with the help of my friend J in Texas. Here is some of the design I did for it... unfortunately it did not go ahead.

SPOTLIGHT: SHAZZA'S CRAFTS

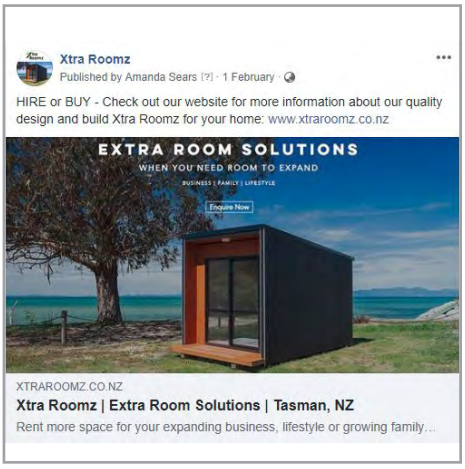
Sharron is a Stampin' Up! independent demonstrator and in 2018 wanted to create a more professional appearance for her business. We created a fun logo and social profile picture + stickers, button badges, name badges, stationery items, flyers and letterhead.

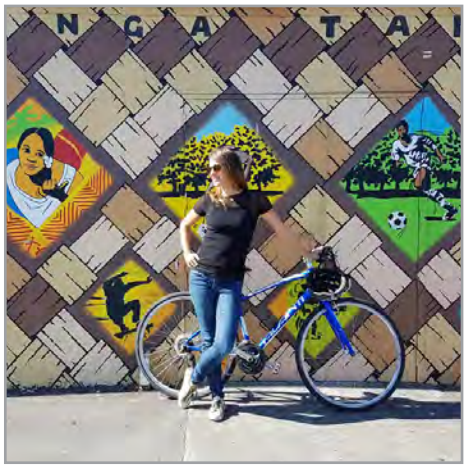
After a thorough brand audit and review with detailed suggestions she got some professional photos taken and we made some updates. We updated her social media with the new images and wrote up a nice bio. I also offered some Canva training so she could make her own social images and helped to set up her blog page + provided training and demonstration of taking photos with natural lighting and her smartphone. This was a super fun project to work on and Sharron was super fun to work with! We got to try out a lot of fun things!

Xtra Roomz

SPOTLIGHT: XTRA ROOMZ

The full brand launch of Xtra Roomz in 2018 - logo design, copywriting, corporate brochure, rack cards, photoshoot (direction), laser cut aluminium signs, name badges, branded apparel, business cards, website design and build, social media management and advertising.



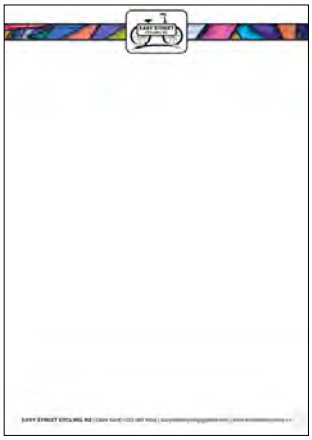


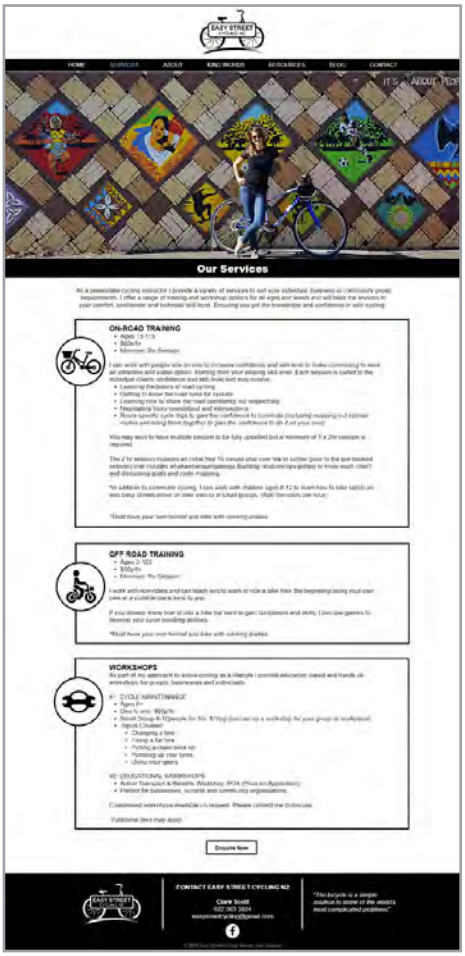
SPOTLIGHT: EASY STREET CYCLING, NZ

In early 2019 Clare decided to take the leap and start her own business teaching people how to cycle safely and to look after their bikes. We had a short time-frame to work in but still delivered a logo, branding elements, photoshoot, website, letterhead and business cards.

EASY STREET
CYCLING, NZ

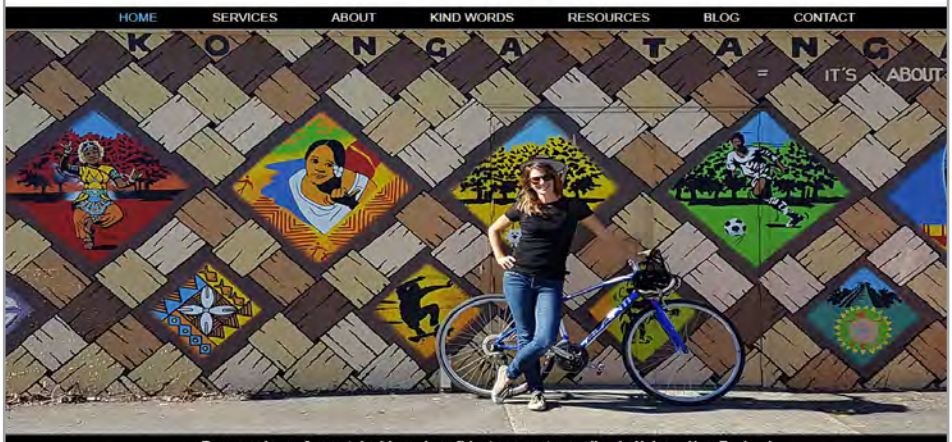
Clare Scott
022 083 5924
easystreetcycling@gmail.com
www.easystreetcycling.co.nz
Nelson, NZ





EASY STREET
CYCLING, NZ

HOME SERVICES ABOUT KIND WORDS RESOURCES BLOG CONTACT



Encouraging safe, sustainable and confident commuter cycling in Nelson, New Zealand

Easy Street Cycling NZ

Instead of sitting in your car in traffic on the way to and from work... you are whipping past the cars on Nelson's scenic cycle ways, inhaling the fresh air and feeling free and exhilarated! You arrive at your destination feeling alive and refreshed, ready to take on anything with an abundance of energy and joy...

... If that sounds like something you would like to do but you're not super confident or don't have the skills... that is where Clare Scott can step in from Easy Street Cycling NZ. She will teach you how to have this cycle lifestyle! How to embrace active transport as a way of life that not only makes you feel great but is also better for the environment!

By teaching safe cycle skills and building confidence in commuter cycling I hope to get more people out on the road and living a better lifestyle, that is not only better for them, but also better for the community and environment

Clare provides a range of safe cycle training services to suit all ages and abilities, individuals or groups with on-road and off-road options. If you want to give cycling a go in a fun and friendly way, Easy Street Cycling is the way for you.

Make a Booking

LIFE IS A BEAUTIFUL RIDE

Our Services

I provide a variety of commuter cycling services to suit your requirements.
From training to workshops, for all ages and abilities.

ON-ROAD TRAINING
I can work with people one on one to increase confidence and skill level to make commuting to work an attractive and viable option.

OFF-ROAD TRAINING
I work with non-riders and can teach you to learn to ride a bike from the beginning using your own bike at a suitable place local to you.

WORKSHOPS & MORE
As part of my approach to active cycling as a lifestyle I provide education based workshops for groups, businesses and individuals.

Find Out More!

It's not a race, it's a journey... enjoy the moment.

About Easy Street

Easy Street Cycling NZ was launched in March 2019 in Nelson, after local cycle instructor Clare Scott, saw a gap in the community for support and education for safe and confident commuter cycling - *after witnessing MANY near misses and dangerous cycling behaviour daily in the region.*

Hi! I'm Clare Scott. A fully qualified road cycling instructor, mother to 3 kids and passionate advocate about increasing active transport and commuter cycling around the Nelson region. I am also a qualified personal trainer and wellness consultant and can work with clients to improve their general fitness and wellbeing to make cycling an easier and more realistic option.

Learn More

On the Blog

Cycling Is a Lifestyle

Welcome to Easy Street Cycling NZ

What to Wear on Your Bike

Read More

GET IN TOUCH

EASY STREET
CYCLING, NZ

CONTACT EASY STREET CYCLING NZ

Clare Scott
022 083 5924
easystreetcycling@gmail.com

"The bicycle is a simple solution to some of the world's most complicated problems"

Be Brilliant
WITH CHARLEY

SPOTLIGHT: BE BRILLIANT

In 2018 Charley came to me to design a website that incorporated her new business Be Brilliant with her current business Charley Chop Chop. Her Be Brilliant logo had to be redesigned after a small issue with the previous design, but we got it all sorted. In the end we worked together to create a beautiful new website that presented both of her brands together which included images, graphic design, strategy and copywriting + new business cards.

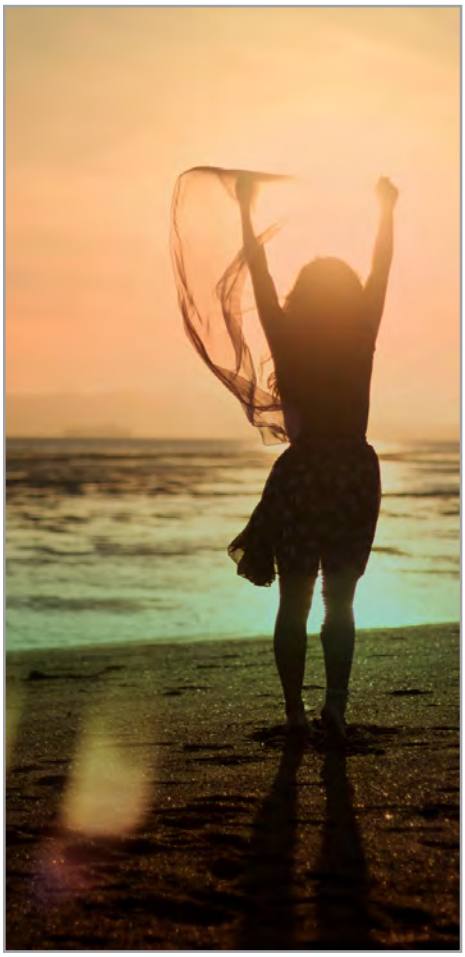

Be the sparkle that
you were born to
be in the world..
Be Brilliant!


Be Brilliant
WITH CHARLEY
&
Charley Chop Chop
HOME
COACHING
COOKING
SHOP
BLOG
ABOUT ME
CONTACT
COACHING
Nutrition based health and wellness coach!
COOKING
Cooking with and for the whole family!
Hi! I'm Charley!
Be the sparkle in the world that you were born to be!
Coaching With Charley
Cooking With Charley
CLICK FOR COACHING
CLICK FOR COOKING
"Teaching your children how to cook, is the greatest gift you can give them."
Charley's Shop
Let's Get Cooking
Life and Fork Coaching
Nourishing Food Live Cooking Demo
Private Cooking Classes
"Health is a relationship between you and your body"
Charley's Blog
Read More
Subscribe Now
It's your time to shine. Be the sparkle you were born to be in this world. Be Brilliant!


Be Brilliant
WITH CHARLEY
Charley Ainscough
Health & Wellness Coach
021 123 4567
hello@bebrilliantwithcharley.com
www.bebrilliantwithcharley.com
@bebrilliantwithcharley
Be the Sparkle in the World that
You Were Born to Be. Be Brilliant!

Rose Aitken

The Radical Ease Revolution



SPOTLIGHT: ROSE AITKEN

In 2016 Rose came to me for a full brand overhaul which included logo and brand elements + a full website design, social media banner, graphic design, business cards and eBook design.


Rose Aitken
The Radical Ease Revolution


THE
Inspired
GUIDE

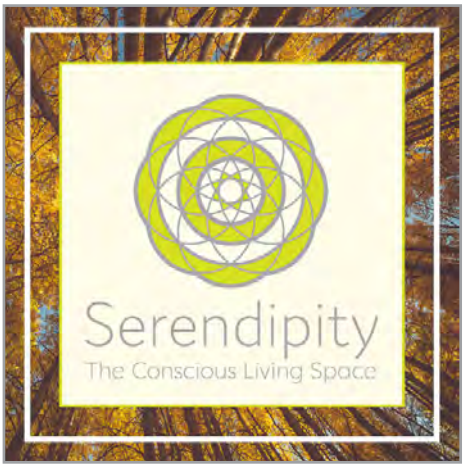

bloom
bloom


Be Brilliant
WITH CHARLEY


ONE DROP
ESSENTIAL OILS NZ


Health & Wellness
Be Kind to Yourself

LOGO DESIGN


Serendipity
The Conscious Living Space


ASTAS DISTRIBUTION
NZ Ltd


THE
Wellness
GUIDE
NZ


DESIGNED BY
Nature


THE
NEXT OF KIN
PROJECT


...WITH A
Twist


SUMMER OF STREET ART
VOL 1


Shine
With Emma


N
W
Wanderlust
COACHING
E
S


Shazza's
Crafts


NELSON BAYS
Holiday Homes


For the Love
of Street Art NZ

LOGO DESIGN


Ema Soole
HAIRDRESSING

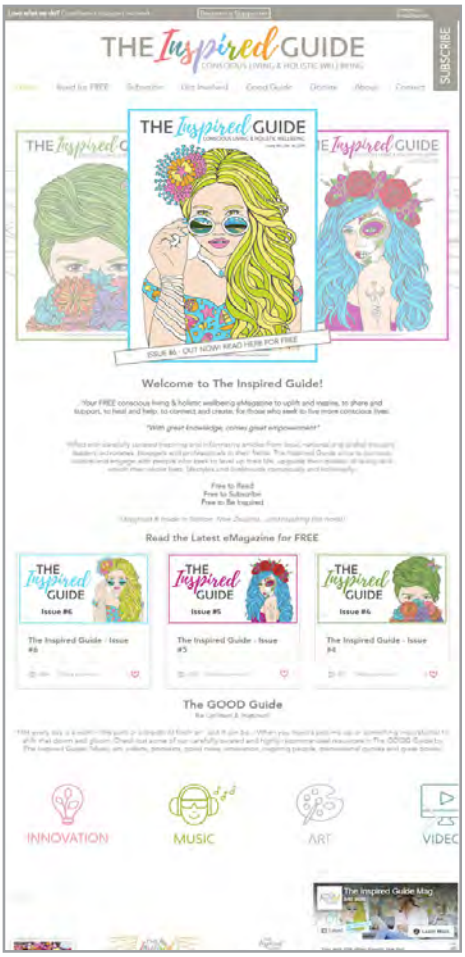

STUDIO S
WE ♡ CREATIVE


Frock & Soul
Clothing Co.

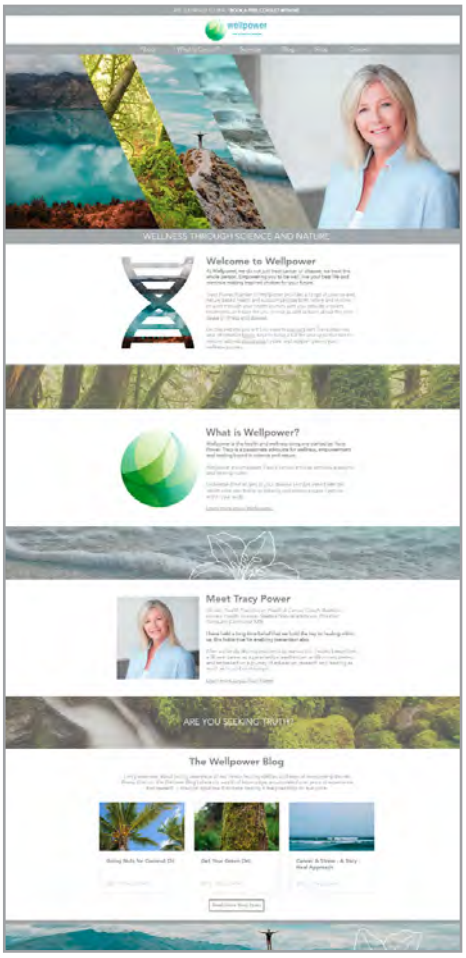

PETS HAVEN
Premier Boarding Kennels and Cattery
PETS HAVEN
Premier Boarding Kennels and Cattery


EASY STREET
CYCLING, NZ


Super
Sides



WEBSITE DESIGN



WEBSITE DESIGN



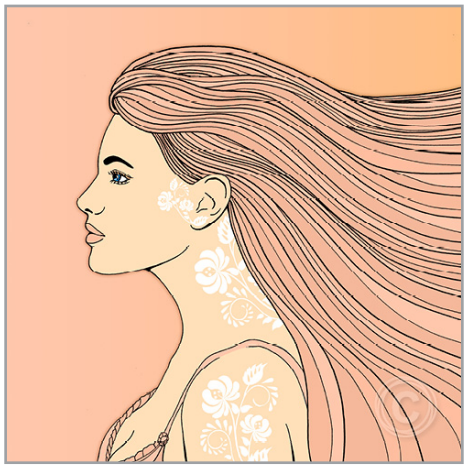



ILLUSTRATION











ILLUSTRATION











PHOTOGRAPHY



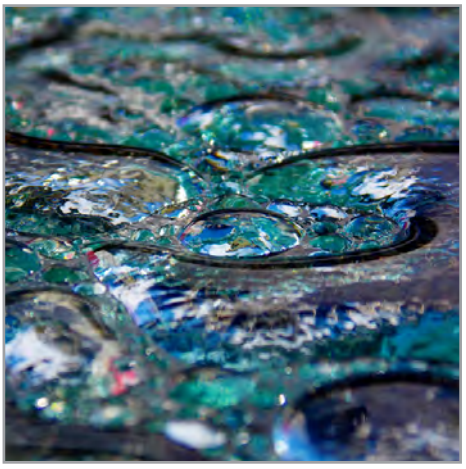








PHOTOGRAPHY







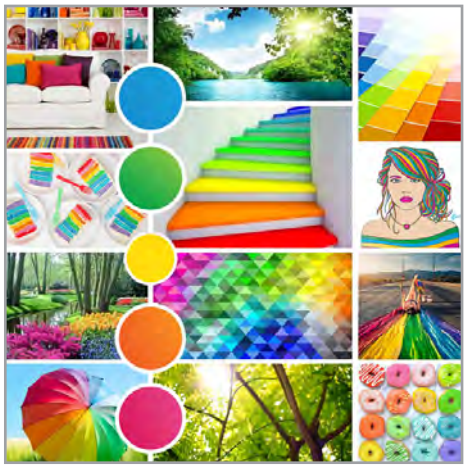

NZ COLOUR PALETTES






NZ COLOUR PALETTES

OTHER FUN THINGS



OTHER FUN THINGS

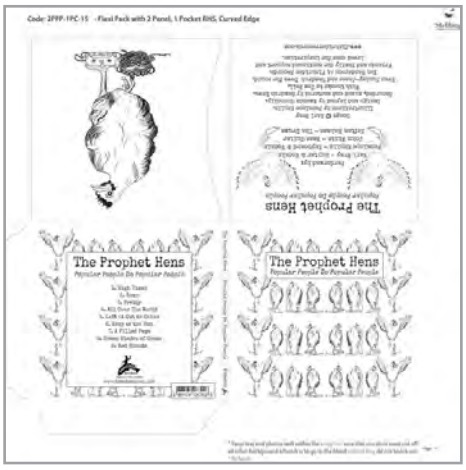
SEARS CO.

hubz
Happening Places

Amanda
DESIGN

Plum Tree Farm

MORE FUN THINGS



MORE FUN THINGS

As the Marketing Manager from 2015-2017 at MS Motors *(MS Ford, Nelson Kia, Can Am Nelson, MS Auto Tints and Richmond Service Lane)* I got to do a huge range of work such as: advertising, photography, strategy, budgeting, PR, websites, signage, graphic design and promotional aspects + event coordination and promotion for some exciting events like the Ford Roadshow, Lisa O'Neill Fashion Show, Blue September Fun Run and the 2016 Ford Mustang private launch party! I even got to travel to Auckland for a Ford Marketing workshop! It was a great experience and set me up with many of the skills I have now through the diversity of the role.

**Images all by MS Motors (taken by me while there, except the one with me in it)*

MY TIME AT MS MOTORS

From 2016-2018 I worked for Nelson Venues as their Marketing Manager. We got to work on some really fun projects like The NZ Cider Festival, The All Blacks 2018 and on general Nelson Venues marketing and development. The Cider Festival was my favourite! I did all the creative direction, design, social media, PR and marketing for the sold out 2017 event and the prep work for the 2018 event. I got to work with people all over NZ and the world and create some great promos AND a new game called Apple Sack. I did social media photography for the event, wrote the press releases (and some articles) and organised The Cider Riderz to come down from Auckland to Nelson! + ALL the advertising and design.

MY TIME AT NELSON VENUES

Thanks to the The Nelson Mail and Carly Gooch for this sweet write up about my street art hunting adventures! Thanks to Virginia for a fun photoshoot! And thanks to Tim Marschang for getting me involved with Street Art Cities and getting Nelson and Tasman on the global map!

Big thanks to @Jacob Yikes for the sweet backdrop!

(This also alludes to the Summer of Street Art event J Muzacz and I are currently in discussions about!)

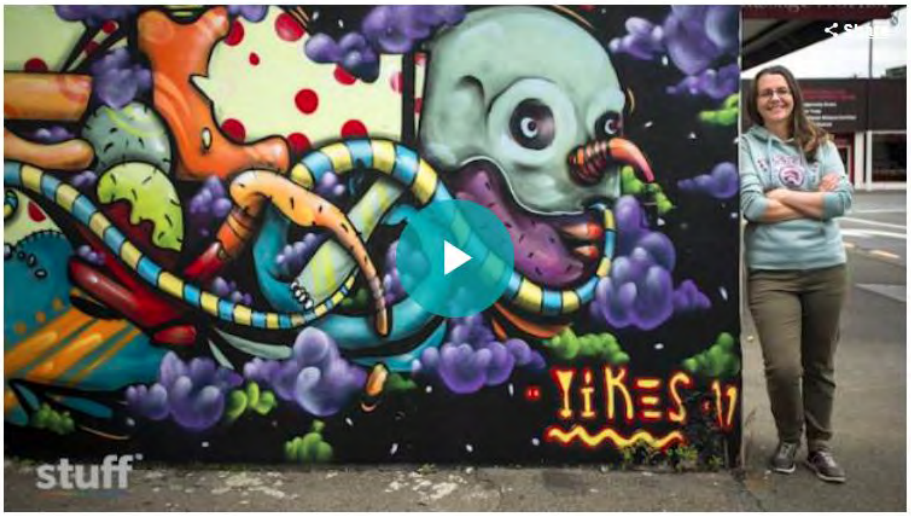
#publicart #murals #nelsontasman #visitnelson #streetart #streetartcities

STUFF.CO.NZ

New Zealand street art gets a global platform

New Zealand street art gets a global platform

Carly Gooch · 09:44, Mar 25 2019



STUFF

Nelson street art hunter Amanda Sears is sharing the city's art with the world.

MEDIA + HIGHLIGHTS

ART BY ADRIENNE MATTHEWS

The Versatile Artist

Amanda Sears has made art as far back as she can remember, from crude dinosaur drawings in primary school to more delicate fashion illustrations in her early teens.

After trying her hand at a variety of career opportunities from automotive engineering to vet nursing, Amanda took a job in 2007 with a local newspaper in Whitianga. Her role included graphic design which she soon excelled at. A brief stint at the Design and Arts College in Christchurch followed but the 2010 earthquake intervened and sent her packing to Dunedin. Fortunately she had acquired sufficient multifarious skill to create her own art and illustrations. Her art practice is called 'Come to Life Design', which has been a springboard for her design career.

"Someone told me once to just pick something and stick with it, but I'm proof that you can pick everything"

- Amanda Sears

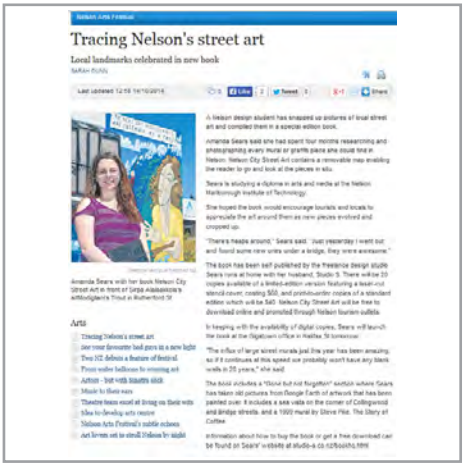
2014 has been an extremely busy year for Amanda. As well as studying art at NMIT, working as a graphic designer, and participating in local art events and exhibitions, she and husband John founded a new design studio called Studio S to utilize their combined artistic talents. Their first big project to reach fruition is a book titled Nelson City Street Art. For four months, with funding from NZ Creative Communities and support from Uniquely Nelson, Nelson City Council and Arts Council Nelson, Amanda researched and photographed the murals and street art that grace our city.

The result is a superb compilation that does justice to the versatility and skill of artists in this region. It has been a labour of love and exploration that Amanda is passionate about and she is rightly proud of her achievements.

Above: Amanda with her book, Nelson City Street Art.
Left: Some of Amanda's creative works. Photos by Marion van Dijk.

WIN a limited edition copy of Nelson City Street Art

To enter, email your name and phone number to admiremag@fairfaxmedia.co.nz with the subject line:
NELSON CITY STREET ART.
Comp closes 30 November 2014.


Tracing Nelson's street art

Local landmarks celebrated in new book


ions painted swimming-pool blue), tennis, g
a licensed cafe... there's even a little zoo. It's
family fun.

Paint the town

Nelsonians are an arty lot. Last time we were
fewer than 31 pieces of street art, murals an
spaces on main streets and alleys around N
exploring. It's become such a thing that loca
Sears was inspired to create a beautiful boo
ever-changing street art scene. Download th
walk of art. studio-s.co.nz/bookhq

Middle Middle-earth

A short, steep walk up Botanical Hill behind
to the Centre of New Zealand, whose ma

MEDIA + HIGHLIGHTS

KIND WORDS OVER THE YEARS

"Your smile is your logo, your personality is your business card, how you leave others feeling after having an experience with you becomes your trademark." Studio S out of New Zealand was everything I could have hoped for in a graphic designer and way more than I could have ever imagined. I met then through a contest I hosted in 99designs. It was amazingly obvious from Studio S's first submission that they had read everything in detail that was requested. As a business owner with limited time, this was very appreciated. It was as though we had a previous working relationship and weren't in completely different time zones with the ease in which we communicated. As communication is the key to success in a 99 design contest, Studio S placed first! Not only did they include various files for the logo, they also submitted a "Handover Checklist" detailing the colours that were used, how the different files were to be used, and where to ensure we used the logo. This went from beyond the skills of professional graphic designer to the skills of a true branding specialist.

Thank you Studio S for going above and beyond in a timely fashion. I'm so excited for the logo you designed to grace our websites, book covers, podcast album art and social media platforms. Studio S was so fantastical that they not only won the contest on 99Designs but also we continued working together to create a secondary logo and the icons within both logo's. I chose to continue to work with Studio S as they communicated with ease, were receptive to constructive critiques of their work, had obvious passion for their craft, and worked tirelessly to ensure we were ecstatic with the final result. Studio S, thank you for creating our smile! And with your trademark evoking the feelings it does, we know your company will be around for a long time!"

Amber Scotchburn | ...With a Twist Series | 2016

★ ★ ★ ★ ★

"I've been working with Amanda on my Business logo, branding and visual marketing and am delighted with the results. Amanda is very proactive and on-point, she is direct, authentic, down to earth and explains things clearly and helpfully. She works very intuitively and her designs and feels into what's required, which means she gets results and the outcomes were fully aligned with my brand essence and who I am. Amanda's work was of an impeccably high standard, comprehensive, appealing, fresh and original. She is insightful and was also patient in explaining to me when I couldn't always see what was required or what would be of most benefit going forwards. I love my Rose gold colour palette! Thank you Amanda. I'm so grateful, Rose."

Rose Aitken | The Radical Ease Revolution | February 8th 2017

★ ★ ★ ★ ★

"I knew immediately upon meeting Amanda that she was going to be the right person for my rebrand. Amanda is very relatable and listens to you. A LOT of research went into Amanda's design for my business and every step was communicated effectively. So much so that Amanda's initial design concept was absolutely PERFECT. Her business card design process was also flawless and the resulting cards are absolutely everything I wanted. I am looking forward to developing more with Studio S in future. I'm one happy person!"

Rochelle Marshall | Dark Sapphire Pet Photography | March 28th 2017

★ ★ ★ ★ ★

"Amanda cares about your business! I had a one on one consultation with her today and was completely blown away with the value she provided. She is a great listener and responds to what your needs are with easy and practical suggestions and steps to follow. She even made an online tutorial to help me put into practice the suggestions she had for me in the coming weeks. Her relaxed style and intuitive approach made the session a pleasure.... I left a lot of my overwhelm at the door on leaving her lovely office space. Highly recommended."

Felicity Yates | Flossie Balloons and Entertainment | August 17th 2017

★ ★ ★ ★ ★

KIND WORDS OVER THE YEARS

"Amanda is an absolutely amazing intuitive designer! I didn't really know how I wanted to rebrand but after a couple of meetings she took the general ideas and feelings I had on my business and developed an amazing image and design. She produced something beyond my expectations and I am totally delighted with the outcome!"

Jenni Swan-Richardson | Frock & Soul | September 15th 2017

★ ★ ★ ★ ★

"Today I had a consultation with Amanda to learn more about SEO and Google AdWords for my business. Amanda was great at teaching and showing me both. SEO and Google AdWords are very complex however Amanda was able to articulate the information to me in a way that I can now use and implement in my own business. Her knowledge and skills are extremely vast! I highly recommend S Studios."

Rebecca O'Fee | O'Fee Weddings & Events | February 12th 2018

★ ★ ★ ★ ★

"If you are looking for a creative uplift for your business. You are totally in the right place. I am so delighted with my new logo and website that Amanda and I created together. Amanda is fantastic to work with and will get all your creative ideas out of your mind into what ever you need.
Logos / Websites / Promotion Material."

Charley Ainscough | Be Brilliant With Charley & Charley Chop Chop | July 30th 2018

★ ★ ★ ★ ★

"Amanda has worked for Nelson Venues as an employee and contractor for the last 1.5 years and has proven to be a valuable asset with her extensive and broad knowledge in a range of design and marketing modalities coupled with excellent time management and creative thinking. During her time with us Amanda moved from creative, admin and marketing duties into more of an established marketing and creative management position, where her specialist skills were put to good use on various large events such as The NZ Cider Festival, Experience Rugby History CBD Fan Trail and Super Club 2018, and also within Nelson Venues itself.

Amanda has demonstrated consistent quality and experience across the board and managed all of the marketing and creative aspects for the sold out 2017 NZ Cider Festival and the initial planning and promotions for the 2018 NZ Cider Festival. In her role she either created or managed the graphic design and illustration work as well as the web design. She also implemented all aspects of the marketing, including strategy, managing the designated budget, media liason, advertising, copywriting and social media marketing.

Amanda has great communication skills and has liased on behalf of Nelson Venues with a wide range of national and international suppliers, businesses and media. Her knowledge about legalities and professional practice and emphasis on authentic values has helped to build strong relationships and implemented successful marketing campaigns.

With such varied skills, experience and technical knowledge such as hers,
Amanda would be a valuable asset to any business."

Lea Boodee | Nelson Venues & Events | August 2nd 2018

★ ★ ★ ★ ★

"From our initial meeting, I knew Amanda was the right person for this project, my first logo, to lift my business to another level with the right visual that not only looked perfect but also felt perfect. With a beautiful combination of her design skills, intuitive guidance, and ability to transfer my thoughts and ideas to the screen, she created a superb outcome. The process of creating the logo was thoroughly enjoyable and Amanda was open, receptive and just as passionate as I was to make this happen! Thank you Amanda, the logo is exactly as I wished it to be and I can't wait to get it printed on to everything now!!"

Anna Petley | One Drop Essential Oils NZ | October 12th 2018

★ ★ ★ ★ ★

STUDIO S IS PART OF THE SEARS CO GROUP:

The Inspired Guide eMagazine

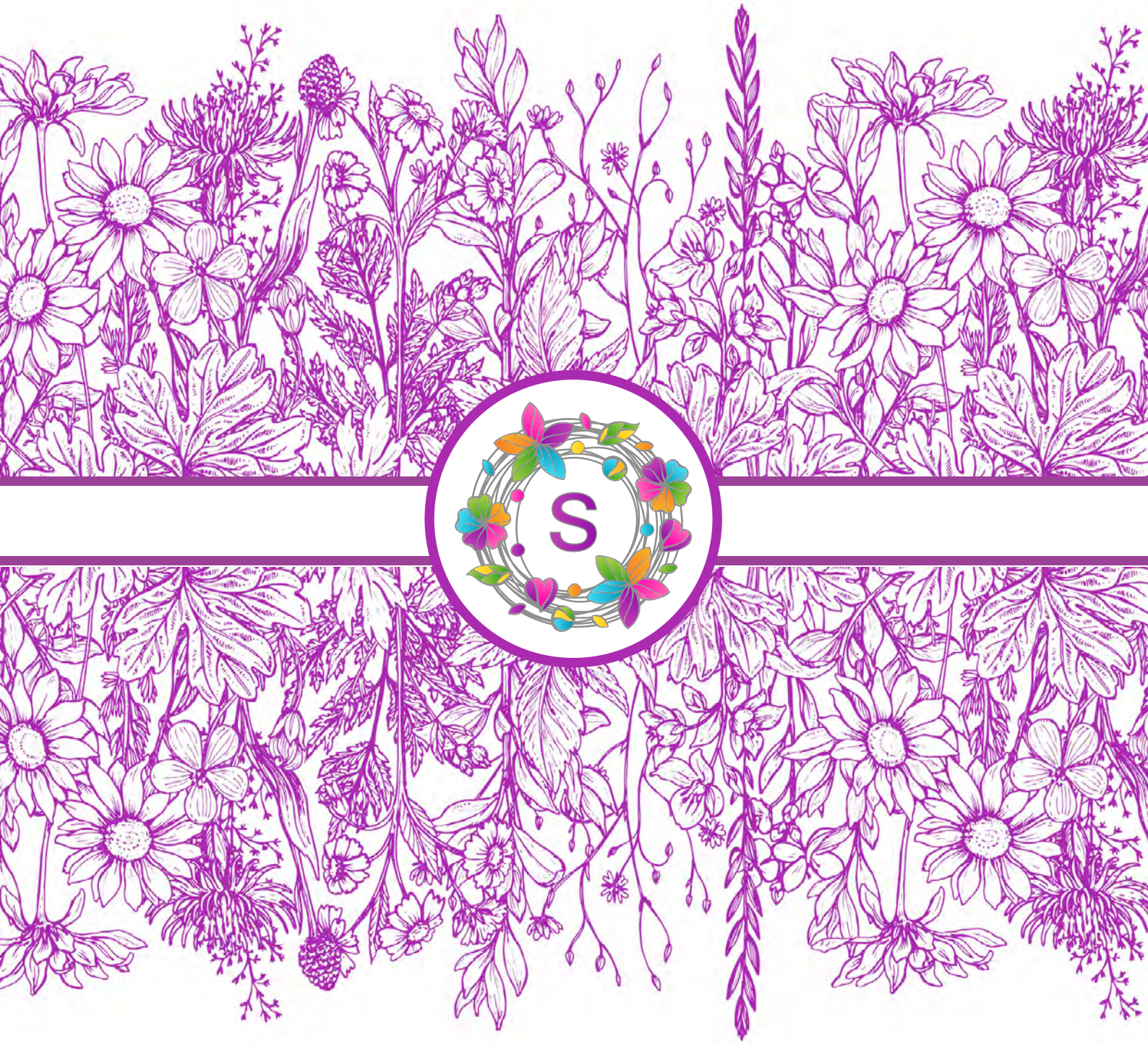
The Wellness Guide

For the Love of Street Art NZ

Come to Life Design

Jars Photography

www.searsco.nz



What You do Next is up to You, Invest in Yourself & Others Will Too!

STUDIO S | Nelson, NZ | studio@studio-s.co.nz | www.studio-s.co.nz