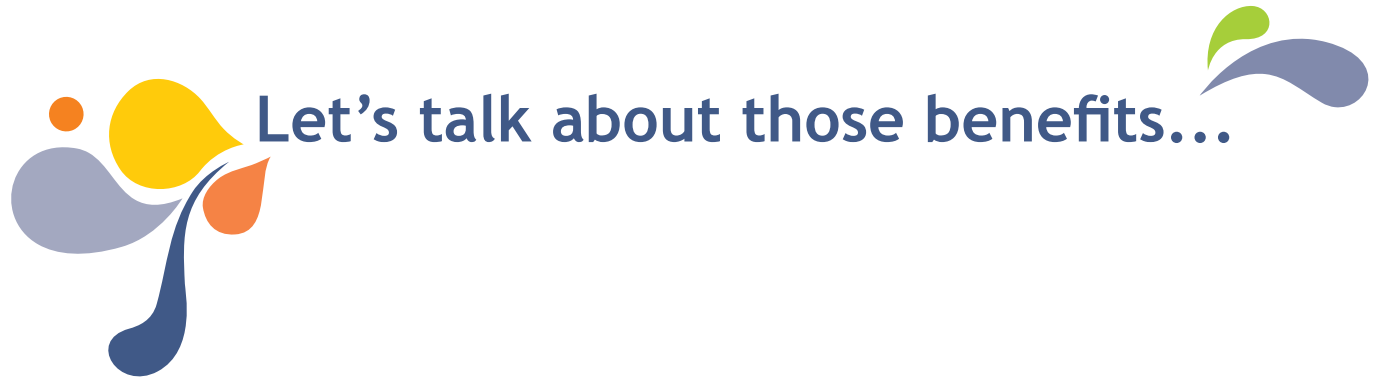




5

**Benefits to  
Choosing a Social  
Media Manager with  
Graphic Design  
experience**



## Let's talk about those benefits...

Have you ever had a bad experience with a Graphic Designer? Maybe you had a great presentation for your boss and your Designer didn't deliver on time, or you had a social media campaign with which you were not satisfied with. Maybe they just screwed up your concept.

There are many different types of designers. From the independent professionals to those that work in larger well established design firms. I am a designer specialized in listening, with a background in Art History that works in Social Media.



Your choice should be determined first of all by the nature of the task at hand, your needs, your target market and what you wish to accomplish with whatever piece you want created. You are seeking a partner that will be able to listen and understand all the intricacies of your business. I will help you translate this into a concrete form that will ultimately fulfill your goal. **This can only be accomplished if we work together as a team.**

**This is an important business decision, graphic design is no longer a commodity in today's business world and as such you should analyze your choices carefully.**

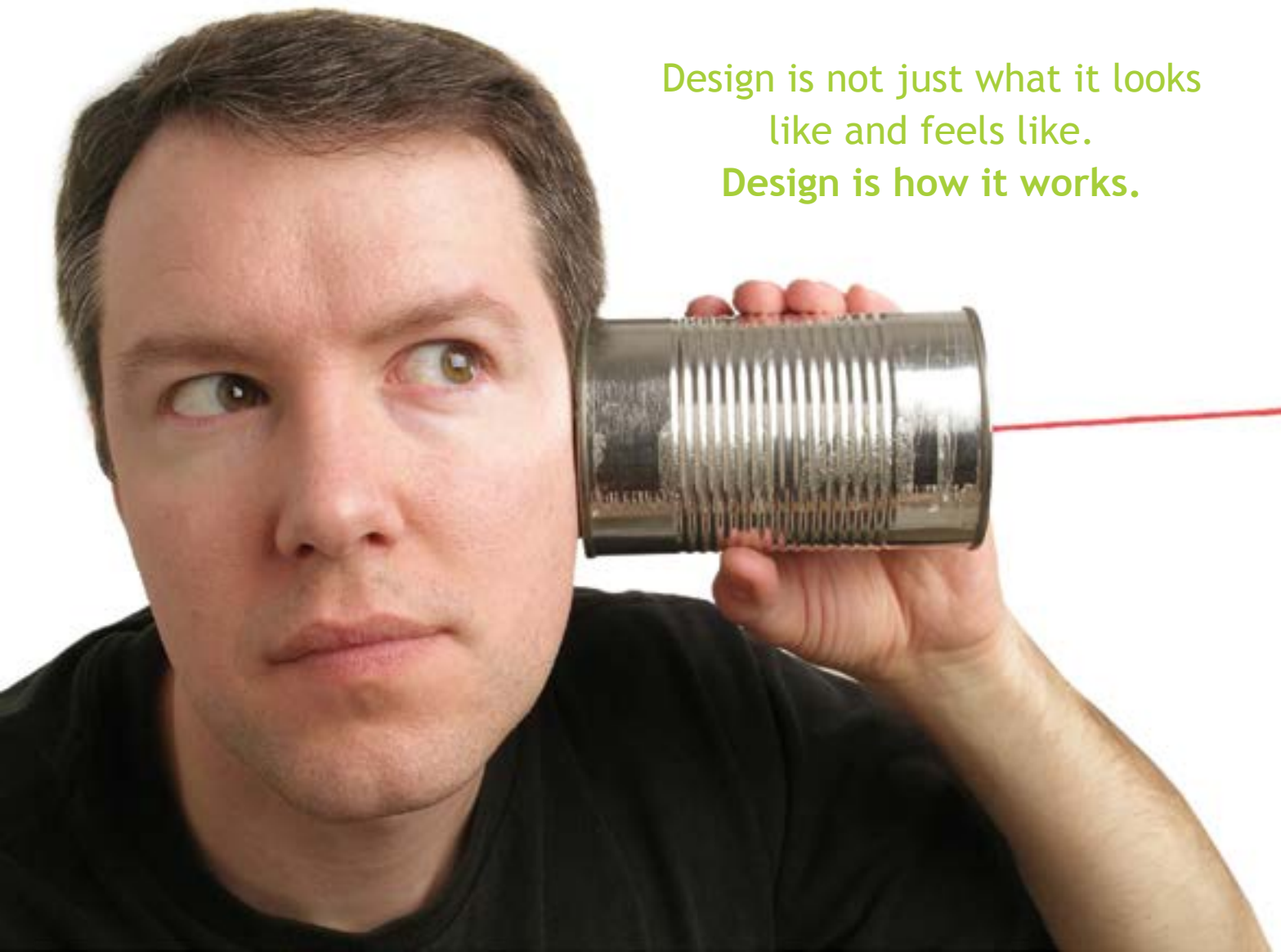
# 1 Communication

From the beginning, establish if you are actually talking with the person that is going to work on your project. I will personally be your Account Executive and designer. This is the foundation of our relationship. You need to know that the person with whom you are dealing is receptive to your needs. I am a good listener and know how to ask the right questions.

With good communication we will be able to develop a Social Media Strategy that will save you money, time and stress.



Design is not just what it looks  
like and feels like.  
Design is how it works.





Many designers have different styles. This does not have to be bad, **just make sure it is what you want.**

For pieces like posts for [Social Media](#) we need to emphasize **YOUR** image. I must get to know your company and be able to express what you want your target audience to know or do.

Through the identity I will develop based on your Strategy for Social Media, your public will come to recognize your brand.

**The important thing is to identify the branding that is a good fit for your job.**





Don't get stuck having to work with someone that doesn't seem to understand you- **STOP** this is an instant recipe for disaster.



# 3 Rapport

**It is very important that you feel comfortable, don't underestimate this. I will become your advisor and should become part of your team. Our relationship should be based on trust, respect and mutual understanding. I will work with you, not just for you.**

**As your design partner I will guide you in the development of your social strategy and help you in your discovery process.**

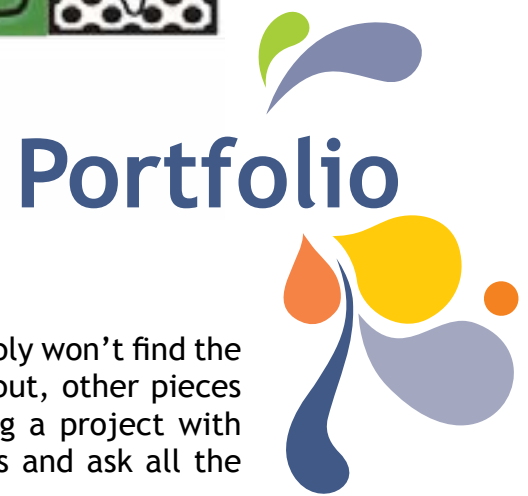
# 4

## Experience



I have been in business for some time (20+ years), so I not only have the design skills, but also the business know-how to be able to solve problems that might arise along the way.

While you are examining my portfolio, don't be shy, ask specifics about different situations or possible scenarios, **that could be your job on the line one day.**



I have a [portfolio](#) of work you can see. You probably won't find the exact type of work that you want designed, but, other pieces might demonstrate the capacity for managing a project with a scope similar to yours. Analyze the samples and ask all the questions you please.

**Remember we are dealing with ideas, concepts, creative solutions, each is unique in its own manner. You are not choosing from a catalog, you should look for work that demonstrates creative problem-solving solutions.**



## Marina Rivón

Hi there, my name is Marina and I am a Social Media Manager and Graphic Designer. I've been a partner at [Maremar](http://www.maremar.com) for the last 20+ years. With target oriented, creative and cost efficient solutions I have a long list of [award winning](#) customers whom I like to help and have fun with while doing so. You can see my work at [www.maremar.com](http://www.maremar.com) or just give me a call at 787.731.8795 or 787.969.7771 if you need help with your social media your graphic design or just need to ask a question. You can also e-mail me at [marina@maremar.com](mailto:marina@maremar.com)

A handwritten signature of the name 'Marina' in blue ink, written in a cursive style.



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