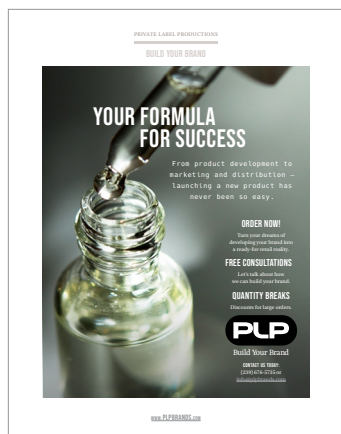




Joseph M. Powell

MARKETING & DESIGN ONLINE & PRINT

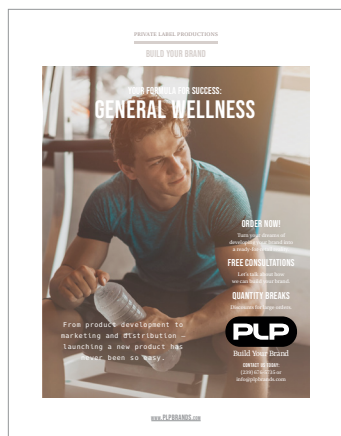
joe@josephmpowell.com



Corporate Brochure Cover



Cosmetics Catalog Cover



General Wellness Catalog Cover



Sexual Wellness Catalog Cover



General Wellness Product Page



Corporate "We Care" Statement



Build Your Brand

Private Label Productions (PLP), established in 2018, is a manufacturer of personal care products for the cosmetic, general wellness, and sexual wellness markets.

Private Label Productions

NAPLES, FL / AUG 2019 - Present: Vice President of Marketing (contract/ remote) Responsible for strategic brand management. I set goals, conduct market research, and help maintain an appropriate company image. With a history of design, I also created and continue to develop the company's brand. This includes logo design, writing, creating artwork, producing publications, developing advertising, and managing tradeshow. Corporate collateral includes brand guide, writing the mission and vision, social media, and general corporate identity to align a public image. I work with the manufacturing facility to ensure marketing communications relate capabilities and capacity. I interact with the laboratory to develop new products that are aligned with current trends. With the quality department, I ensure all product packaging I create is correct and FDA compliant. I support sales by writing inspiring product descriptions, creating product art, designing sell sheets, and producing successful customer presentations. During 2020-21, I developed four brands to help sell white-label formulas. This included concept, product development, writing, and designing the brand guide and product guides. I also created the product logos and package design to be used in social media and advertising. Three of the brands were sold, ensuring the company future orders and keeping the facility running. For these new customers, I continue to help the brand grow by helping develop new products. Provide each company with a proprietary corporate resource, marketing collateral, and brand book.

Specific Responsibilities:

- Brand creation to include logo, corporate book, and brand guide
- Product development that includes package design, product sheets, catalogs, social media, and advertising.
- Tradeshow management to produce booths and collateral for both B2B and B2C audiences.

ON THIS PAGE: Starting far left, the cover of our corporate brochure is also used in advertising and tradeshow. Next, the cover to the 24-page white label cosmetics catalog, the cover of the 20-page general wellness catalog, and the cover of the 32-page sexual wellness catalog cover. A sample of what the product pages look like in the general wellness catalog. A "We Care" page with a quality assurance statement. And a sample of the social posts. Directly above is the corporate logo with a graphic icon and brand statement. Below is the corporate booklet, industry brochures, and a tradeshow booth.

