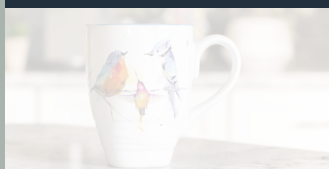


MEG LINGLE

BRANDING · CREATIVE MARKETING · PHOTOGRAPHY

PORTFOLIO



BRAND DEVELOPMENT

Experience creating, rebranding, and developing brands, including the brand guidelines and creative expectations. Overseeing execution from the voice and language used to visual support materials and content.

100 NORTH

A brand dedicated as a sandbox development space, to help Sincerely Hers expand their product selection and reach a new audience with dynamic and innovative formats.

100 NORTH



Leading and organizing rebranding of internal and external brands.

Elanze

Elanze offers a variety of apparel, seasonal décor, giftables and kitchenwares, all meant to create opportunities to spend time together with family and friends.



Created a brand house, East Avenue, to help support the Sincerely Hers company move into wholesale from the online retail marketplace.



Developed into a consistent release with updates with each development cycle.



CREATIVE MARKETING

Maintenance and execution of creating advertisements and online stores for various platforms where Sincerely Hers supports brand partnerships online.

Stats

Creation and upkeep on over 25 Storefronts

Brand Management of 35 brand partnerships

Rebranding on 5 internal brands, and over 3 external partners brand(s).

Lived Lessons

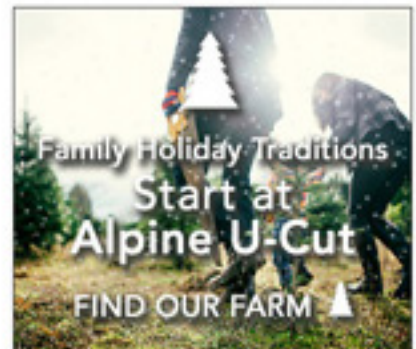
Creating teams that work cohesively together, requires everyone knowing the importance of each other's jobs in the big machine.

Value teamwork and work for your team's success.

Brands are only as strong as the team behind them.



Background in creative advertising with Gannett Image and Ad Design



PRODUCT DESIGN & DEVELOPMENT

Product development is at the core of my career, and where the love of branding and marketing originated from. In my time with Sincerely Hers, the opportunities to learn into the audience and create products and brands that are well loved and searched has been the climax of my career so far.

CLASS COLLECTIONS

The classroom is where it all begins! Class Collections is a brand created with the purpose of supplying the fun and quirky to your family. We create products to inspire the kid in everyone!

My first experience in product development started from backpacks in our Class Collections brand. Below is a small sample of these backpacks.



ELANZE

Togetherness is the foundation of the Elanze brand. Creating opportunities and reasons to spend time with those we love and care about. We create and develop products that are meant to help spark and initiate these moments and special times with those around us.

Below is a small sampling of the products I've worked to create and develop with our design team, as a member of the development and marketing team.



TOP SELLING TUMBLER



TOP SELLING FRAMED HOME DECOR



TOP SELLING GLASS LANTERN WARMER

PHOTOGRAPHY & ENHANCED CONTENT CREATION

