



Additional work samples: New Balance

Anh Lan Do

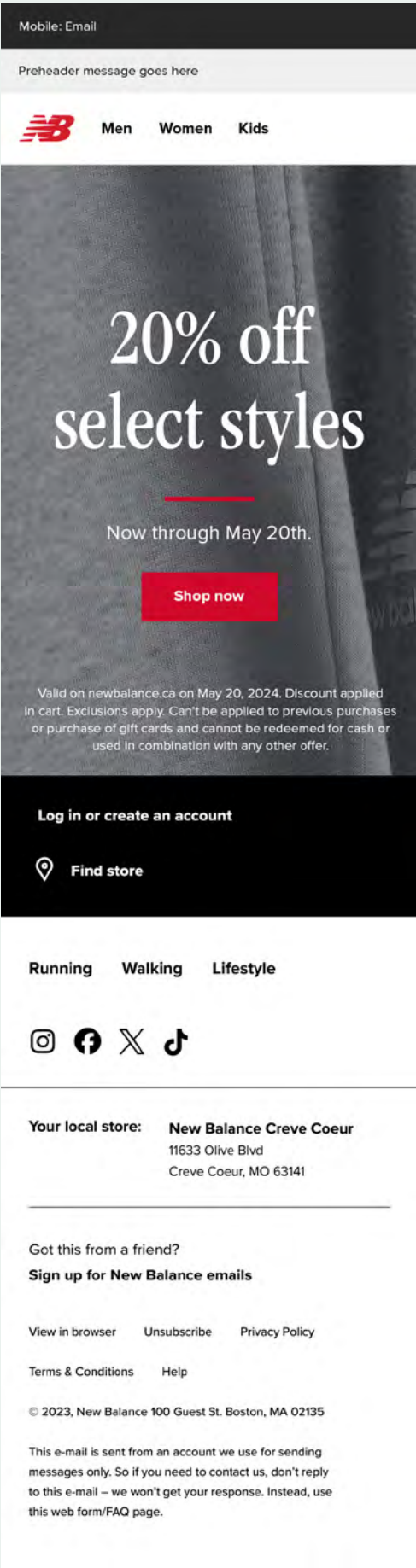
(unless otherwise stated, all project copy are provided by the marketing department.)

Ecommerce: Creating promotional materials

Utilize evergreen assets and provided copy and template to consistently and quickly deliver digital marketing materials.



A large portion of my work was as a Production Designer, which required me to quickly understand and utilize pre-established templates as well as retain brand consistency.



Ecommerce: Creating promotional materials (part 2)

In preparation for new merchandise drop, promotional materials across all social media channels, emails, paid socials, etc. would be created within a quick turnaround time.

The set of ads here features the 574 shoe collection.

Social Square 1080x1080 - Slide 1

Social Square 1080x1080 - Slide 2

Social Square 1080x1080 - Slide 3

Pinterest 1000x1500

Social Story 1080x1920 - Slide 1

Social Story 1080x1920 - Slide 2

Social Story 1080x1920 - Slide 3

300x600

160x600

300x250


320x50

728x90

It was invaluable to understand how commercial emails work; emails were unique in that they have to be “spliced”: seaparate into parts so each would be a unique link.

Desktop: Email

Preheader message goes here





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The 574

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Your local store: **New Balance Creve Coeur**
11633 Olive Blvd
Creve Coeur, MO 63141



Let's work together!

Thank you for scrolling though! My inbox at anhlan.do@outlook.com is always open for chats and inquiries. Hope to hear from you soon!

