



case studies

DIGITAL MARKETING PROJECT SHOWCASE

1

about

2

process

3



projects

4

raves

5

connect

about

**HI, I'M
TIFFANI**

Most brands don't have a design problem.
They have a clarity problem.

If your website looks good but doesn't
convert; if your messaging sounds polished
but has no substance; if your email list
exists, but isn't do any work. That's not a
creativity issue. It's a strategy gap.

Let's close it.





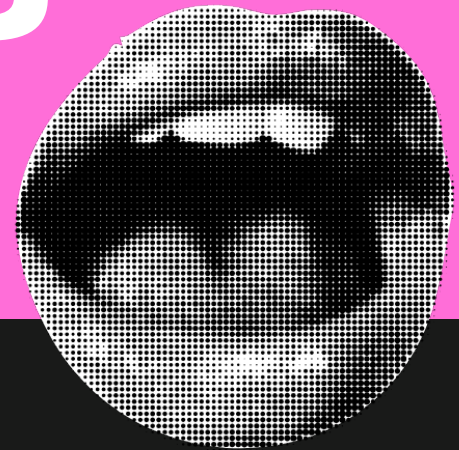
evaluation

strategy

communication

testing

optimization



process

project 1

united way

CLIENT INDUSTRY:

Non-profit

CHALLENGES:

United Way had rolled out a brand refresh with updated colors, refined logo usage, and new visual elements. The problem was that none of it was being applied consistently across email. The result was campaigns that felt disconnected from the brand and visually out of sync with everything else they were putting out.

TOOLS USED:

- Lead Laison
- HubSpot
- Email On Acid
- Adobe Illustrator
- Adobe Photoshop



project 1

united way

OBJECTIVES:

The goal was to bring the refreshed brand into their email marketing in a way that actually worked in the real world. That meant creating emails that felt on-brand, readable, accessible, and easy for internal teams to maintain. This work happened alongside their transition to HubSpot, which made it the perfect time to clean things up and build a better system.

RESULTS:

Outdated templates and flat, personality-free emails were replaced with a cleaner, intentional design system. The new layouts improved clarity, strengthened brand recognition, and created a more consistent experience across campaigns. Emails finally felt like an extension of the brand instead of an afterthought.



project 2

paragon solutions

CLIENT INDUSTRY:

Retail design + branding

CHALLENGES:

When I started working with Paragon Solutions, they had over 37 years in business and almost no digital presence to match it. No real online footprint. No usable data. Slow communication. And a website that didn't reflect the level of work they were doing. Internally, things were clunky too.

TOOLS USED:

- ActiveCampaign
- Adobe Illustrator
- Wix
- Adobe Photoshop
- SalesForce Marketing Cloud



project 2

paragon solutions

OBJECTIVES:

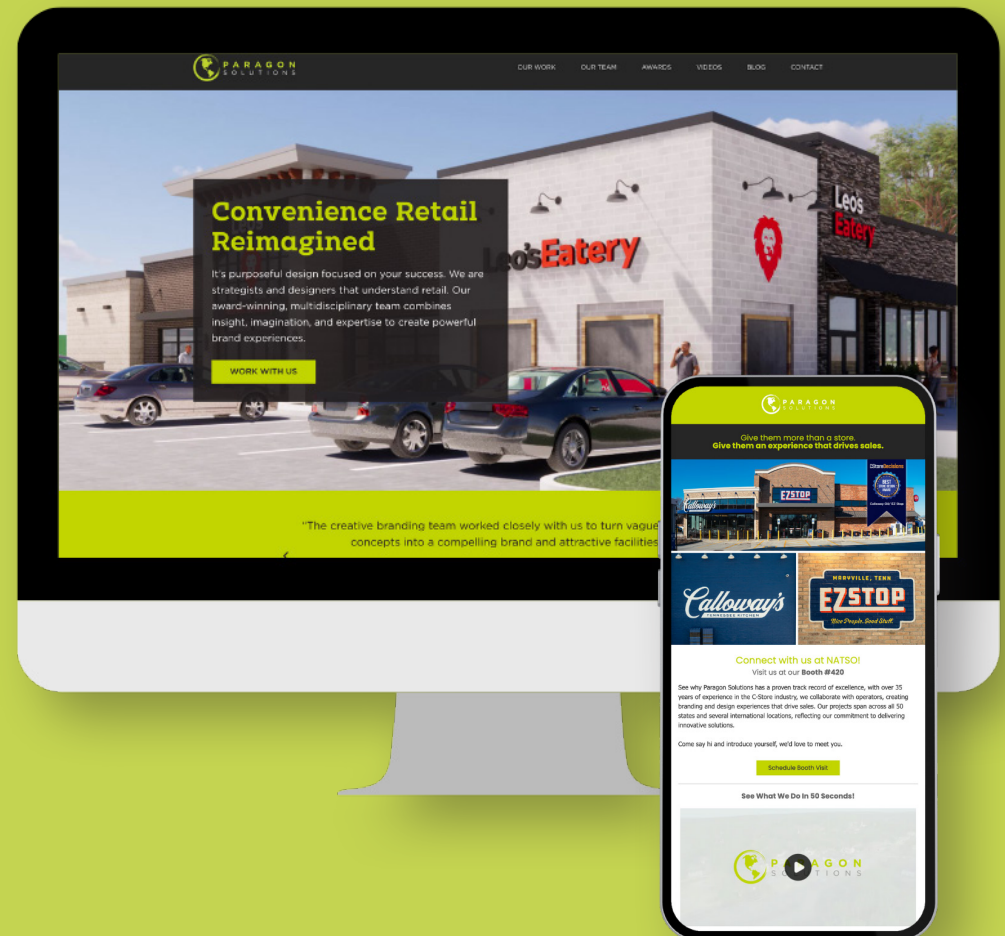
After an audit, the gaps were clear. The goal was to: clean up communication gaps; introduce automation; fix the website; create a digital experience that matched their credibility.

RESULTS:

For the site, heavy, slow-loading videos were removed. Broken forms were fixed. Clear CTAs were added.

On the backend, email automations were introduced to streamline communication and reduce manual follow-ups. This helped tighten internal workflows and created a smoother experience for clients.

The result was a stronger digital presence, improved efficiency, and an increase in inbound interest from larger companies.



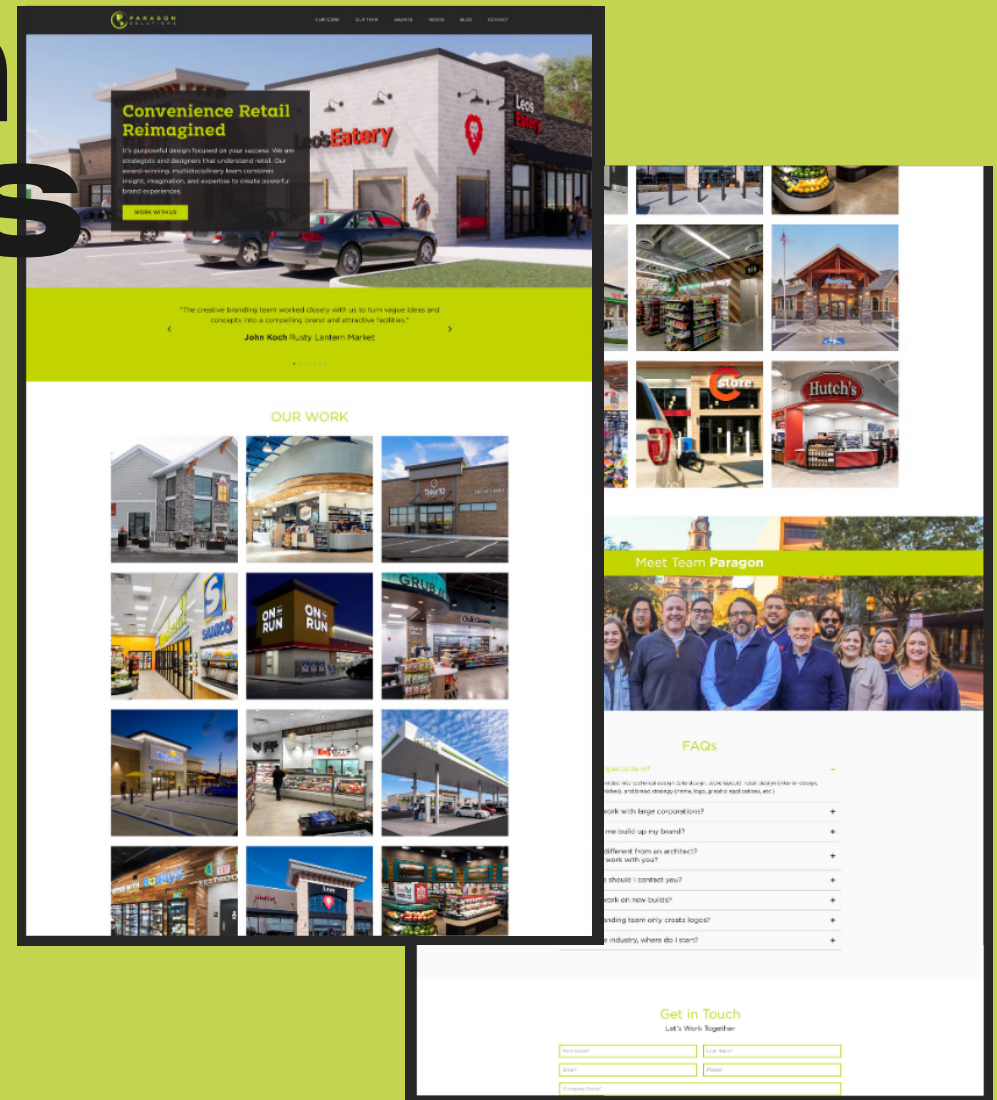
project 2

paragon solutions

KEY TAKEAWAYS:

This project proved that experience alone isn't enough. If your digital presence doesn't support your business, it actively holds you back.

By tightening systems, improving communication, and building a website with purpose, Paragon was able to operate more efficiently and show up online in a way that actually matched their 37 years of expertise.



project 3

fitco el paso

CLIENT INDUSTRY:

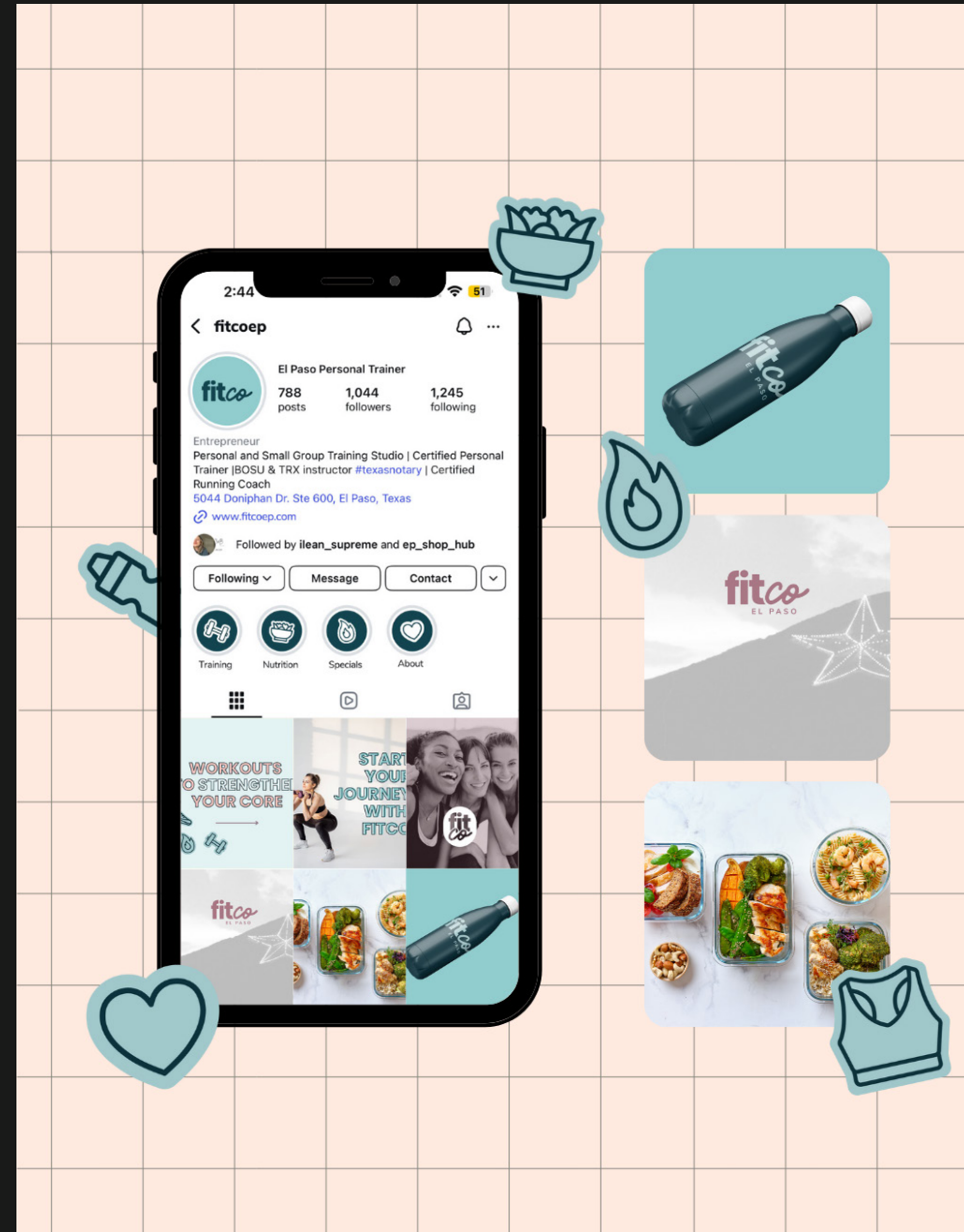
Fitness + wellness

CHALLENGES:

Fitco El Paso originally launched as GetFHIIT, a local gym serving women and older clients who wanted to build strength and feel better in their bodies. The problem was that the brand didn't match the audience at all. Visually, it leaned "bro gym," which created an immediate disconnect with the people it was meant to serve.

TOOLS USED:

- Adobe Illustrator
- Wordpress



project 3

fitco el paso

OBJECTIVES:

The goal was to completely reposition the business so it reflected what Fitco actually offered and who it was built for.

RESULTS:

The new visual identity moved away from heavy textures, replacing them a flexible system that could scale across digital and physical touchpoints.

The website was rebuilt from the ground up. Broken links were fixed, outdated content was replaced, and clear CTAs were introduced. The new site created a clearer path for potential members and positioned Fitco as a gym focused on strength, not just appearance.

Together, the rebrand and website refresh gave Fitco EP a clearer identity, stronger differentiation in the local market, and a digital presence that supported business growth.



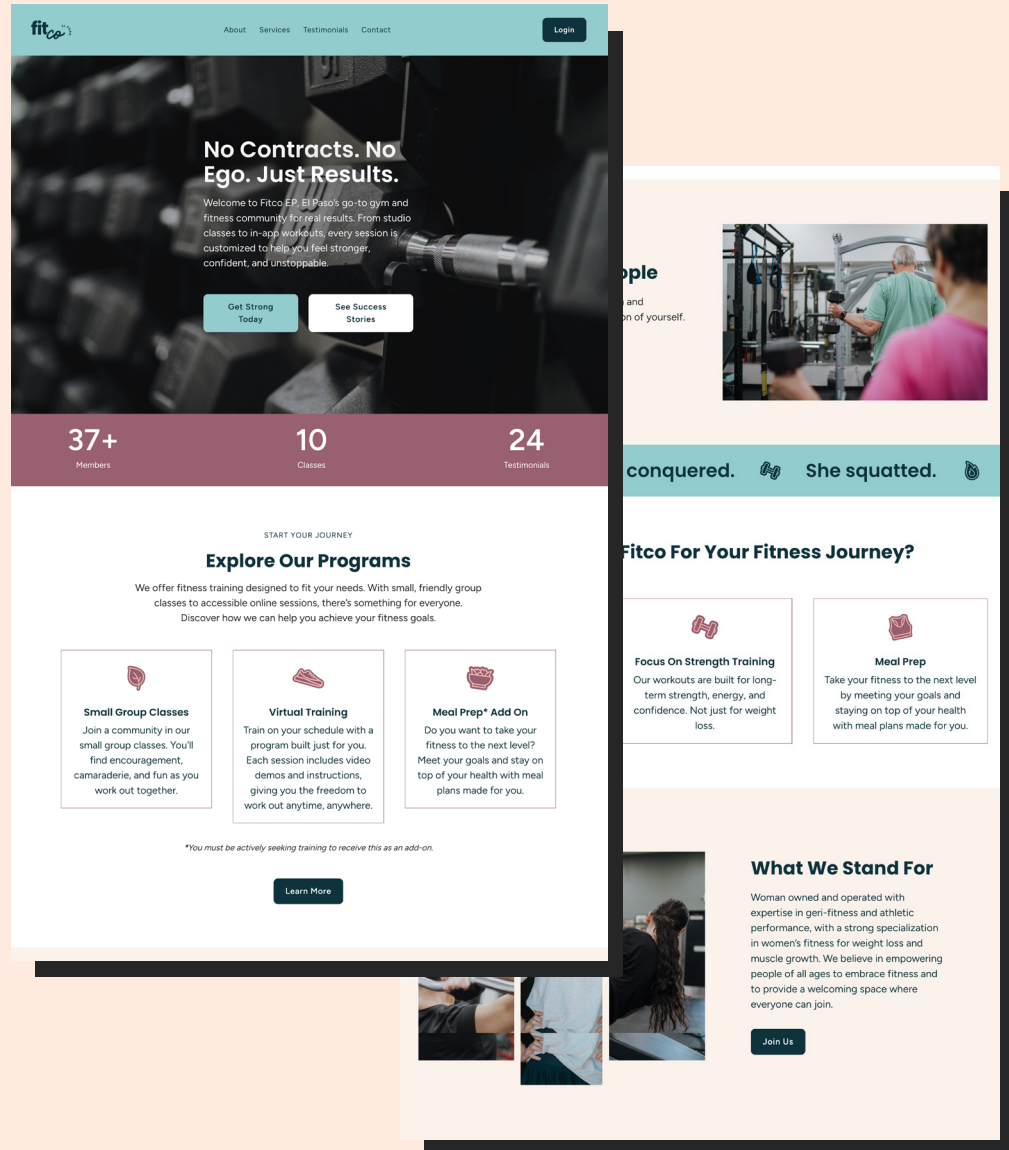
project 3

fitco el paso

KEY TAKEAWAYS:

This project highlighted how quickly the wrong brand can hold a business back, even when the service itself is solid.

By aligning the brand with the audience, clarifying positioning, and rebuilding the website with intention, Fitco EP was able to show up confidently in a crowded market and attract the right clients instead of trying to appeal to everyone.



raves

TLKSHP Creative was great to work with. Tiffani had creative, colorful, and robust ideas that made working with her fun. The collateral that she provided was extremely professional and her presentation was spot on. She is easy to work with and took our feedback with her when making the changes we asked for. Fitco Gym now officially looks woman owned because of Tiffani.

EILEEN @ FITCO

raves

Tiffani with TLKSHP completely nailed our brand! She really listened to what we wanted and turned our ideas into something clean, simple, and beautifully branded. We absolutely love our new logo and can't wait to keep working with her on more projects. She made the whole process so easy and enjoyable. Highly recommend her to anyone wanting a designer who truly understands your vision!

CLAUDIA @ B2W



connect with me



tiffani@tlkshp.com
(214) 899-4412

tlkshp