

MARIA HERNANDEZ

(323) 921-6890

mariahernandez.design@gmail.com

www.mariahdz.com

SUMMARY

Disabled Latina creative blending intention, beauty, and connection in design work. Experienced in helping women entrepreneurs bring their vision to life through thoughtful brand identity, website design, and social media strategy. Passionate about crafting impactful, meaningful designs that inspire and connect.

VIRTUAL ASSISTANT AND GRAPHIC DESIGN SERVICES

SOCIAL MEDIA MANAGEMENT PLANS

*Note: The Virtual Assistant is off during the 5th week of the month, which occurs four times a year, and is also unavailable on weekends.

ESSENTIAL PLAN

Best For: Lower Budget

What's included?

- ✓ 1 hour of research during the first month to establish ideal hashtags and optimal time posting
 - Includes creating a list of 30-60 hashtags for your needs
- ✓ 1 Social Media Platform
- ✓ 12 Posts Per Month
 - Client provides both posts and captions
- ✓ 1 hour of engagement per month
 - Basic engagement on posts and on your followers' content

SIGNATURE PLAN

Best For: Medium Budget

What's included?

- ✓ 1 hour of research during the first month to establish ideal hashtags and optimal time posting
 - Includes creating a list of 30-60 hashtags for your needs
- ✓ 1 Social Media Platform
- ✓ 16 Posts Per Month
 - Client provides both posts and captions
- ✓ 2 hours of engagement per month
 - Basic engagement on posts and on your followers' content

PREMIUM PLAN

Best For: Higher Budget

What's included?

- ✓ 1 hour of research during the first month to establish ideal hashtags and optimal time posting
 - Includes creating a list of 30-60 hashtags for your needs
- ✓ 1 Social Media Platform
- ✓ 20 Posts Per Month
 - Client provides both posts and captions
- ✓ 3 hours of engagement per month
 - Basic engagement on posts and on your followers' content

BRAND IDENTITY PACKAGES

*Note: Additional fees may be needed depending on the complexity of the primary logo design (10 additional hours will be charged) and if any major or additional revisions (no more than 3 additional minor revisions) from the initial agreement are requested.

ESSENTIAL PACKAGE

Best For: Lower Budget

What's included?

- ✓ Single Logo Design
 - 20 hours of work
 - Research
 - Sketches
 - Mood Boards
 - Primary Logo Final Design
 - Includes 3 minor revisions
- ✓ Logo Variations File Kit
 - PNG, JPG, PDF, SVG
- ✓ Business Card (3.5x2 in.)
 - Basic Design: Simple Graphics and Text
 - Includes 3 minor revisions

SIGNATURE PACKAGE

Best For: Medium Budget

What's included?

- ✓ Logo Suite Design
 - Everything from the Single Logo Design
 - Includes Secondary, Submark, Favicon
- ✓ Logo Variations File Kit
 - PNG, JPG, PDF, SVG
- ✓ Business Card (3.5x2 in.)
 - Basic Design: Simple Graphics and Text
 - Includes 3 minor revisions
- ✓ Mini Brand Style Guide
 - 2 page guide (17x11 in.)

PREMIUM PACKAGE

Best For: Higher Budget

What's included?

- ✓ Everything from the Signature Package
- ✓ Beginner Social Media Brand Identity
 - 1 Social Media Platform
 - Profile logo photo, Cover banner (if needed)
 - 3 Posts or Thumbnails, types of post:
 - Regular Post: Single image
 - Carousel Post: 2-10 images in a single post
 - Basic Design: Simple Graphics and Text
 - Includes 3 minor revisions per post/thumbnaill

ADD-ON: *ADDITIONAL POSTS OR THUMBNAILS

*Choose 12 posts/thumbnails, or request a smaller quantity. Each includes basic design and 3 minor revisions.

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VIRTUAL ASSISTANT AND GRAPHIC DESIGN SERVICES

WEBSITE DESIGN PACKAGES

***Note: Additional fees needed if any major or additional revisions (no more than 3 additional minor revisions) from the initial agreement are requested.**

ESSENTIAL PACKAGE

Best For: Lower Budget

What's included?

- ✓ 40 hours of work
 - Includes research
- ✓ 1 Strategy Session
 - 1-hour session for clarity of site design plan
- ✓ Wireframing
 - Basic illustrations representing the skeletal framework of the site
- ✓ Creative Concepts
 - Basic illustrations (ideas) for possible imagery
- ✓ Developing Imagery
 - Mood Boards
 - Develop assets and or obtain them for the site
- ✓ Building The Site
 - 1-5 Basic Pages: Simple Content Pages
 - Includes 3 revisions: Minor Tweaks and Layout Adjustments
- ✓ Post-Launch Maintenance
 - 1 month of site maintenance after the launch, covering basic maintenance and minor updates

SIGNATURE PACKAGE

Best For: Medium Budget

What's included?

- ✓ 40 hours of work
 - Includes research
- ✓ 1 Strategy Session
 - 1-hour session for clarity of site design plan
- ✓ Wireframing
 - Basic illustrations representing the skeletal framework of the site
- ✓ Creative Concepts
 - Basic illustrations (ideas) for possible imagery
- ✓ Developing Imagery
 - Mood Boards
 - Develop assets and or obtain them for the site
- ✓ Building The Site
 - 1-5 Basic Pages: Simple Content Pages
 - Includes 3 revisions: Minor Tweaks and Layout Adjustments
- ✓ Post-Launch Maintenance
 - 2 months of site maintenance after the launch, covering basic maintenance and minor updates

PREMIUM PACKAGE

Best For: Higher Budget

What's included?

- ✓ 40 hours of work
 - Includes research
- ✓ 1 Strategy Session
 - 1-hour session for clarity of site design plan
- ✓ Wireframing
 - Basic illustrations representing the skeletal framework of the site
- ✓ Creative Concepts
 - Basic illustrations (ideas) for possible imagery
- ✓ Developing Imagery
 - Mood Boards
 - Develop assets and or obtain them for the site
- ✓ Building The Site
 - 1-5 Basic Pages: Simple Content Pages
 - Includes 3 revisions: Minor Tweaks and Layout Adjustments
- ✓ Post-Launch Maintenance
 - 3 months of site maintenance after the launch, covering basic maintenance and minor updates

ADD-ONS AVAILABLE FOR ALL PACKAGES

ADDITIONAL SITE MAINTENANCE

*12-MONTHS SUBSCRIPTION

*The client receives support and updates for 12 months, with maintenance available regardless of usage. Payments are made monthly throughout the year.

Both options cover basic maintenance and minor updates.

*MONTHLY AS-NEEDED

*The client pays monthly, with maintenance and updates provided only during the months they opt to pay for.

*CUSTOM INTEGRATION

*Some integrations include connecting payment methods, social media feed(s), newsletter, booking methods for example Calendly.

*ADDITIONAL PAGES

*Basic Pages: Simple Content Pages