

2022/2023



*Creative*  
**PORTFOLIO**

BY SHELLY SAWYERS

shellystrategies11@gmail.com





*welcome to*  
**SHELLY STRATEGIES**

Your ultimate destination for cutting-edge digital marketing solutions, graphic design and website design. Myself along with my team of experts are here to help you skyrocket your online presence and drive remarkable business growth. I invite you to browse this portfolio and reach out to me with any inquiries you may have. I look forward to working with you.

## About SHELLY

Hello and welcome! My name is Shelly and I am an SEO specialist, graphic designer and website designer. With a background in digital marketing and a keen eye for design, I help businesses optimize their online presence to attract more traffic and convert leads into customers.

Whether it's creating eye-catching graphics, designing user-friendly websites, or developing effective SEO strategies, I am passionate about helping businesses succeed in the digital realm. I pride myself on staying up-to-date with the latest trends and technologies to ensure that my clients always receive the highest quality service.

So if you're looking to take your online presence to the next level, let's work together to achieve your goals. Whether you're a small business owner or a large corporation, I have the skills and expertise to help you succeed. Contact me today to learn more.

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613-219-1912

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# Table of CONTENT

Business without creativity is like a canvas without colours. It's the fusion of innovative ideas and entrepreneurial spirit that paints the most vibrant and successful enterprises.

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GRAPHIC DESIGN

WEBSITES

DIGITAL MARKETING

*Graphic*  
**DESIGN**

Welcome to my creative haven, where colors dance, shapes come alive, and imagination knows no bounds. I'm thrilled to present my graphic design portfolio, a vibrant collection that showcases my passion, talent, and commitment to creating visually stunning experiences.

Every design decision is meticulously crafted to resonate with your target audience, convey your brand message, and elevate your business to new heights.

I view graphic design as a collaborative process. I work with you each step of the way to bring your vision to life.

shellystrategies11@gmail.com



# Logo DESIGN

Each logo design comes with a mini brand guideline!



# Branded DESIGN

Let's get creative with your business graphic design



**Bf BEAUTY FACTORY BY ZARA**  
*Laser Price list*

FACE		UPPER BODY	
Full Face	\$209	Full Back	\$299
Sides	\$79	Partial Back	\$199
Chin	\$59	Full Arms	\$199
Upper Lip	\$49	Arms(Forearms)	\$79
		Underarm	\$79
		Shoulders	\$199

LOWER BODY	
Full Legs	\$369
Lower Legs	\$299
Full Brazilian	\$199
Buttocks	\$119
Bikini Line	\$119

BOOK YOUR FREE CONSULTATION  
www.beautyfactory.ca  
613 858 3223

**NOTES**  
BROW AFTER CARE

- CLEAN WITH COTTON PADS AS INSTRUCTED.
- WASH THEM GENTLY WITH CLEANSER IN THE AM/PM THEN PAT THEM DRY.
- KEEP THEM MOISTURISED WITH AFTER CARE. DON'T LET THEM DRY OUT.
- DO NOT PICK, ITCH OR PEEL THEM. INSTEAD APPLY AFTER CREAM FOR RELIEF.
- AVOID ANY ACTIVE INGREDIENTS, BOTOX, LASER, OR PEELS FOR FOUR WEEKS.
- NO PLUCKING, THREADING OR WAXING UNTIL BROWS ARE FULLY HEALED.
- AVOID SLEEPING ON YOUR FACE.
- AVOID SUN EXPOSURE AND TANNING FOR FOUR WEEKS. ALWAYS APPLY SPF TO EXTEND LIFE OF YOUR NEW BROWS.
- AVOID EXCESSIVE WORKOUTS, SAUNAS, HOT BATHS/SHOWERS FOR A MINIMUM OF 1 WEEK.

MY TOUCH-UP  
MM DD YYYY  
 BOOKED

THANK YOU FOR CHOOSING  
**Bf BEAUTY FACTORY BY ZARA**



**BEFORE** **AFTER**

**DAY 2-5**  
"OH NO! MY BROWS ARE WAY TOO DARK!"

**DAY 5-10**  
"IS IT JUST ME OR ARE THEY THE WRONG SHAPE AND FLAKING OFF?"

**DAY 10-15**  
"&\$!#%"  
"WHERE DID MY BROWS GO?!"

**DAY 15-30**  
"YAY! BROWS ARE COMING BACK BUT A BIT PATCHY."

**TOUCH-UP DAY**  
"BROWS ARE BACK! SO IN LOVE WITH THEM."

**HEALING STAGES OF YOUR NEW BROWS!**

Made With Love

Wild Crafted, Harvested in St. Lucia



**SUNSET SEA MOSS GEL**

Directions  
Take 1-2 tablespoons per day, preferably on an empty stomach. Always use a clean spoon to preserve freshness. Use 3-4 weeks after opening. Keep refrigerated.

Disclaimer  
THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE. CONSULT A HEALTH CARE PROVIDER IF PREGNANT OR BREASTFEEDING. NOT INTENDED FOR CHILDREN UNDER THE AGE OF THREE. DO NOT CONSUME IF YOU TAKE PRESCRIPTION BLOOD THINNERS. SEA MOSS SHOULD ALSO BE AVOIDED BY THOSE SUFFERING FROM CROHN'S DISEASE AND THOSE WITH ALLERGIES TO IODINE OR ANY TRACE MINERALS.

NUTRITION INFORMATION

SERVING SIZE	10g
AMOUNT PER PORTION	
<b>CALORIES</b>	<b>0</b>
<b>Total Fat 0g</b>	<b>0%</b>
Saturated Fat 0g	0%
Cholesterol 0mg	0%
Sodium 0mg	0%
<b>Total Carbohydrate 1g</b>	<b>0%</b>
Dietary Fiber 0g	0%
Sugar 0g	0%
<b>Protein 0g</b>	<b>0%</b>
Vitamin D 0mcg	0%
Calcium 7.2mg	0%
Iron 0.9mg	4%
Potassium 6.3mg	0%
Vitamin C 0.3mg	0%
Folate 18.2mcg	4%
Phosphorus 15.7mg	2%
Iodine 160mcg	100%
Magnesium 14.4 mg	4%
Zinc 0.2mg	2%

INGREDIENTS: 100% WILD SEA MOSS FROM ST LUCIA, SPRING WATER, ORGANIC STRAWBERRY, MANGO, RAW HONEY, LIME

earthgems613@gmail.com 500 ml @earthgems\_613

Made With Love

Wild Crafted, Harvested in St. Lucia



**STRAWBERRY SEA MOSS GEL**

Directions  
Take 1-2 tablespoons per day, preferably on an empty stomach. Always use a clean spoon to preserve freshness. Use 3-4 weeks after opening. Keep refrigerated.

Disclaimer  
THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE. CONSULT A HEALTH CARE PROVIDER IF PREGNANT OR BREASTFEEDING. NOT INTENDED FOR CHILDREN UNDER THE AGE OF THREE. DO NOT CONSUME IF YOU TAKE PRESCRIPTION BLOOD THINNERS. SEA MOSS SHOULD ALSO BE AVOIDED BY THOSE SUFFERING FROM CROHN'S DISEASE AND THOSE WITH ALLERGIES TO IODINE OR ANY TRACE MINERALS.

NUTRITION INFORMATION

SERVING SIZE	10g
AMOUNT PER PORTION	
<b>CALORIES</b>	<b>0</b>
<b>Total Fat 0g</b>	<b>0%</b>
Saturated Fat 0g	0%
Cholesterol 0mg	0%
Sodium 0mg	0%
<b>Total Carbohydrate 1g</b>	<b>0%</b>
Dietary Fiber 0g	0%
Sugar 0g	0%
<b>Protein 0g</b>	<b>0%</b>
Vitamin D 0mcg	0%
Calcium 7.2mg	0%
Iron 0.9mg	4%
Potassium 6.3mg	0%
Vitamin C 0.3mg	0%
Folate 18.2mcg	4%
Phosphorus 15.7mg	2%
Iodine 160mcg	100%
Magnesium 14.4 mg	4%
Zinc 0.2mg	2%

INGREDIENTS: 100% WILD SEA MOSS FROM ST LUCIA, SPRING WATER, ORGANIC STRAWBERRY, RAW HONEY, LIME

earthgems613@gmail.com 500 ml @earthgems\_613

# Label DESIGN

A Dash of colour is always a good idea!

SHELLY STRATEGIES

Made With Love

Wild Crafted, Harvested in St. Lucia



**WILD BLUEBERRY SEA MOSS GEL**

Directions  
Take 1-2 tablespoons per day, preferably on an empty stomach. Always use a clean spoon to preserve freshness. Use 3-4 weeks after opening. Keep refrigerated.

Disclaimer  
THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE. CONSULT A HEALTH CARE PROVIDER IF PREGNANT OR BREASTFEEDING. NOT INTENDED FOR CHILDREN UNDER THE AGE OF THREE. DO NOT CONSUME IF YOU TAKE PRESCRIPTION BLOOD THINNERS. SEA MOSS SHOULD ALSO BE AVOIDED BY THOSE SUFFERING FROM CROHN'S DISEASE AND THOSE WITH ALLERGIES TO IODINE OR ANY TRACE MINERALS.

NUTRITION INFORMATION

SERVING SIZE	10g
AMOUNT PER PORTION	
<b>CALORIES</b>	<b>0</b>
<b>Total Fat 0g</b>	<b>0%</b>
Saturated Fat 0g	0%
Cholesterol 0mg	0%
Sodium 0mg	0%
<b>Total Carbohydrate 1g</b>	<b>0%</b>
Dietary Fiber 0g	0%
Sugar 0g	0%
<b>Protein 0g</b>	<b>0%</b>
Vitamin D 0mcg	0%
Calcium 7.2mg	0%
Iron 0.9mg	4%
Potassium 6.3mg	0%
Vitamin C 0.3mg	0%
Folate 18.2mcg	4%
Phosphorus 15.7mg	2%
Iodine 160mcg	100%
Magnesium 14.4 mg	4%
Zinc 0.2mg	2%

INGREDIENTS: 100% WILD HARVESTED SEA MOSS GEL FROM ST. LUCIA, SPRING WATER, WILD BLUEBERRIES, RAW HONEY, LIME

earthgems613@gmail.com 500 ml @earthgems\_613

Made With Love

Wild Crafted, Harvested in St. Lucia



**ORIGINAL SEA MOSS GEL**

Directions  
Take 1-2 tablespoons per day, preferably on an empty stomach. Always use a clean spoon to preserve freshness. Use 3-4 weeks after opening. Keep refrigerated.

Disclaimer  
THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE. CONSULT A HEALTH CARE PROVIDER IF PREGNANT OR BREASTFEEDING. NOT INTENDED FOR CHILDREN UNDER THE AGE OF THREE. DO NOT CONSUME IF YOU TAKE PRESCRIPTION BLOOD THINNERS. SEA MOSS SHOULD ALSO BE AVOIDED BY THOSE SUFFERING FROM CROHN'S DISEASE AND THOSE WITH ALLERGIES TO IODINE OR ANY TRACE MINERALS.

NUTRITION INFORMATION

SERVING SIZE	10g
AMOUNT PER PORTION	
<b>CALORIES</b>	<b>0</b>
<b>Total Fat 0g</b>	<b>0%</b>
Saturated Fat 0g	0%
Cholesterol 0mg	0%
Sodium 0mg	0%
<b>Total Carbohydrate 1g</b>	<b>0%</b>
Dietary Fiber 0g	0%
Sugar 0g	0%
<b>Protein 0g</b>	<b>0%</b>
Vitamin D 0mcg	0%
Calcium 7.2mg	0%
Iron 0.9mg	4%
Potassium 6.3mg	0%
Vitamin C 0.3mg	0%
Folate 18.2mcg	4%
Phosphorus 15.7mg	2%
Iodine 160mcg	100%
Magnesium 14.4 mg	4%
Zinc 0.2mg	2%

INGREDIENTS: 100% WILD SEA MOSS FROM ST LUCIA, SPRING WATER, LIME

earthgems613@gmail.com 500 ml @earthgems\_613





# Business CARDS

This is a great way to put your best foot forward.



# Menu DESIGN

Ask me about my editable  
menus.



*Web*  
**DESIGN**

I believe that every website should be a unique expression of a brand's identity. My design philosophy centres around crafting immersive user experiences that leave a lasting impact. From captivating layouts to intuitive navigation, each project reflects my commitment to visual storytelling and seamless functionality.

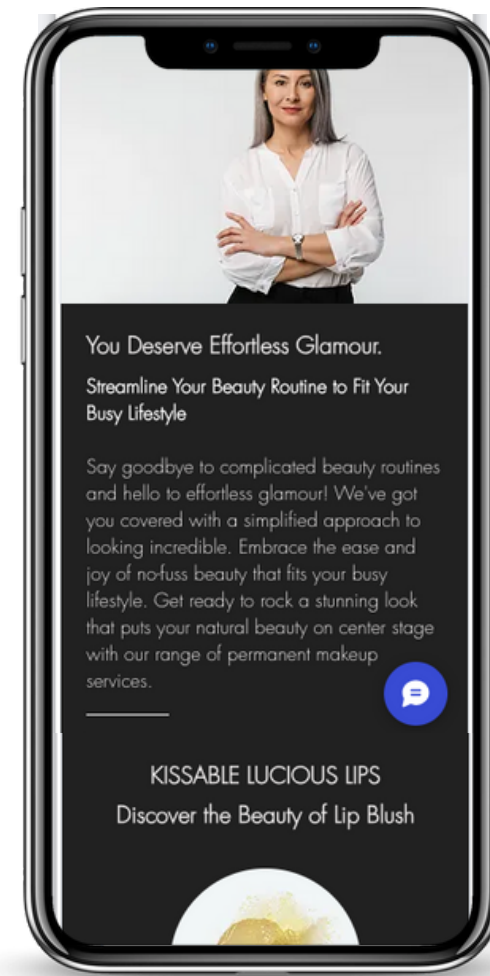
My expertise extends beyond design; I am also skilled in the art of search engine optimization (SEO). Leveraging the latest SEO tools, I specialize in elevating websites to higher search engine rankings, ultimately attracting organic traffic that translates into devoted, long-term customers.

shellystrategies11@gmail.com



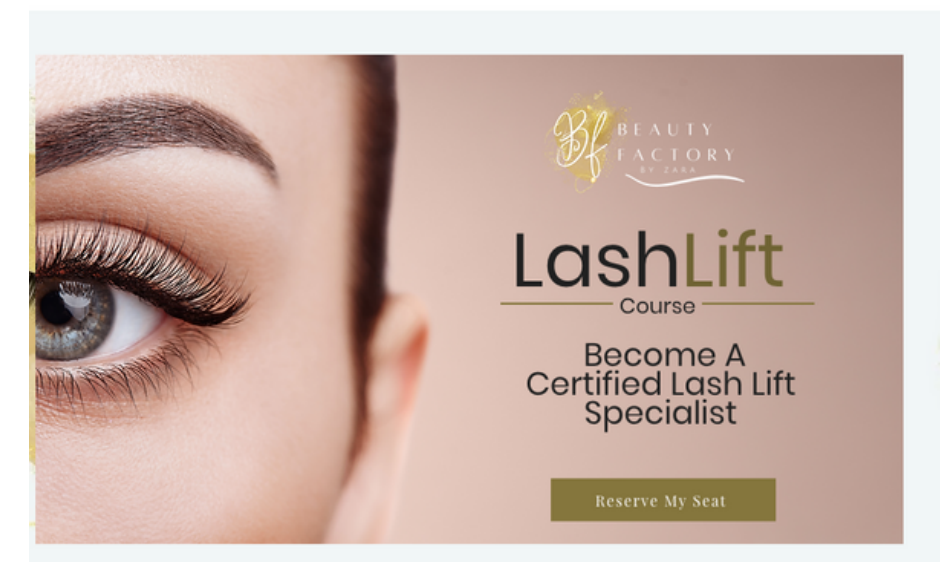
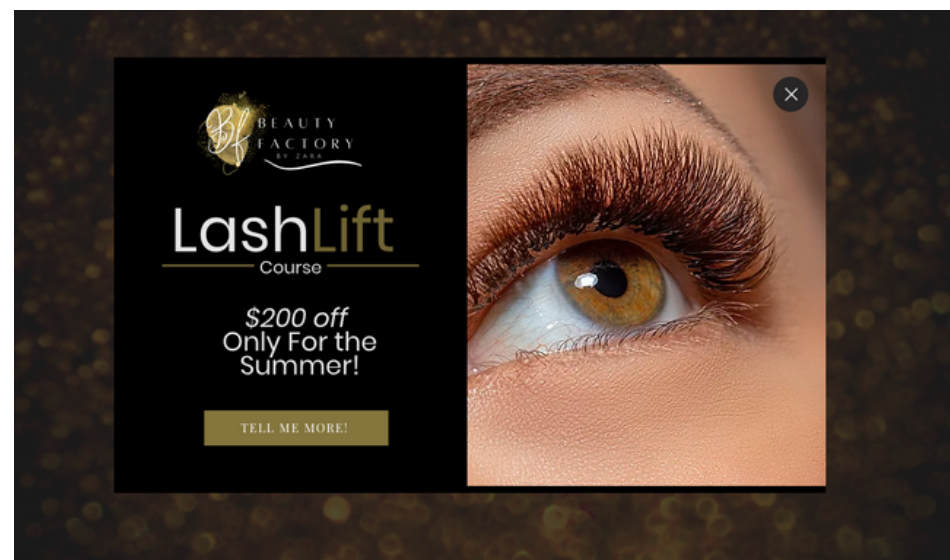
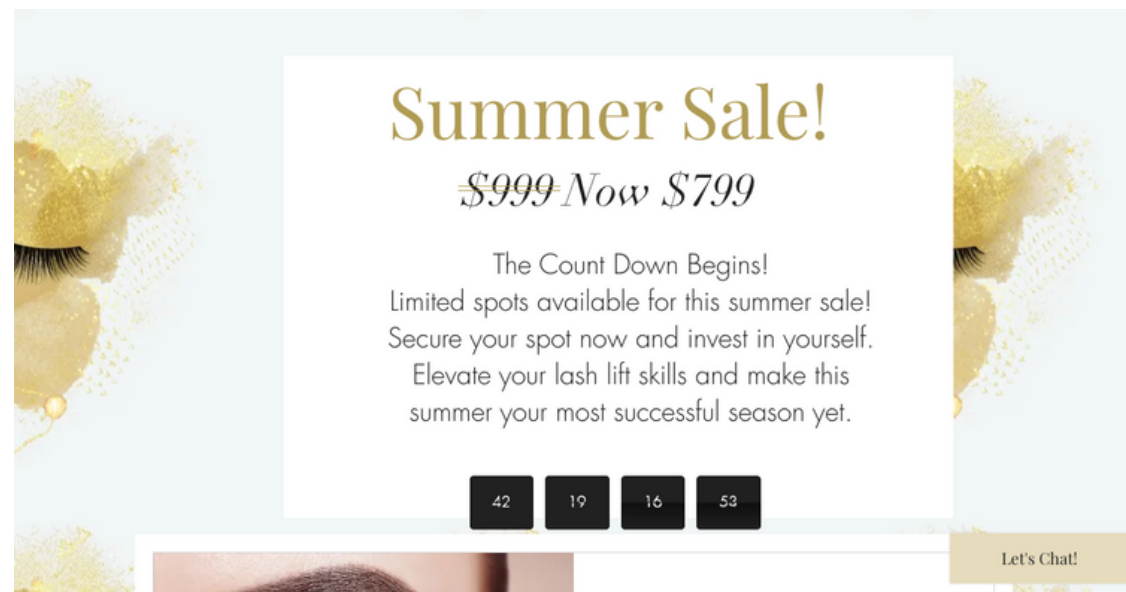
# Web DESIGN

Custom campaigns, video banners and more available upon request



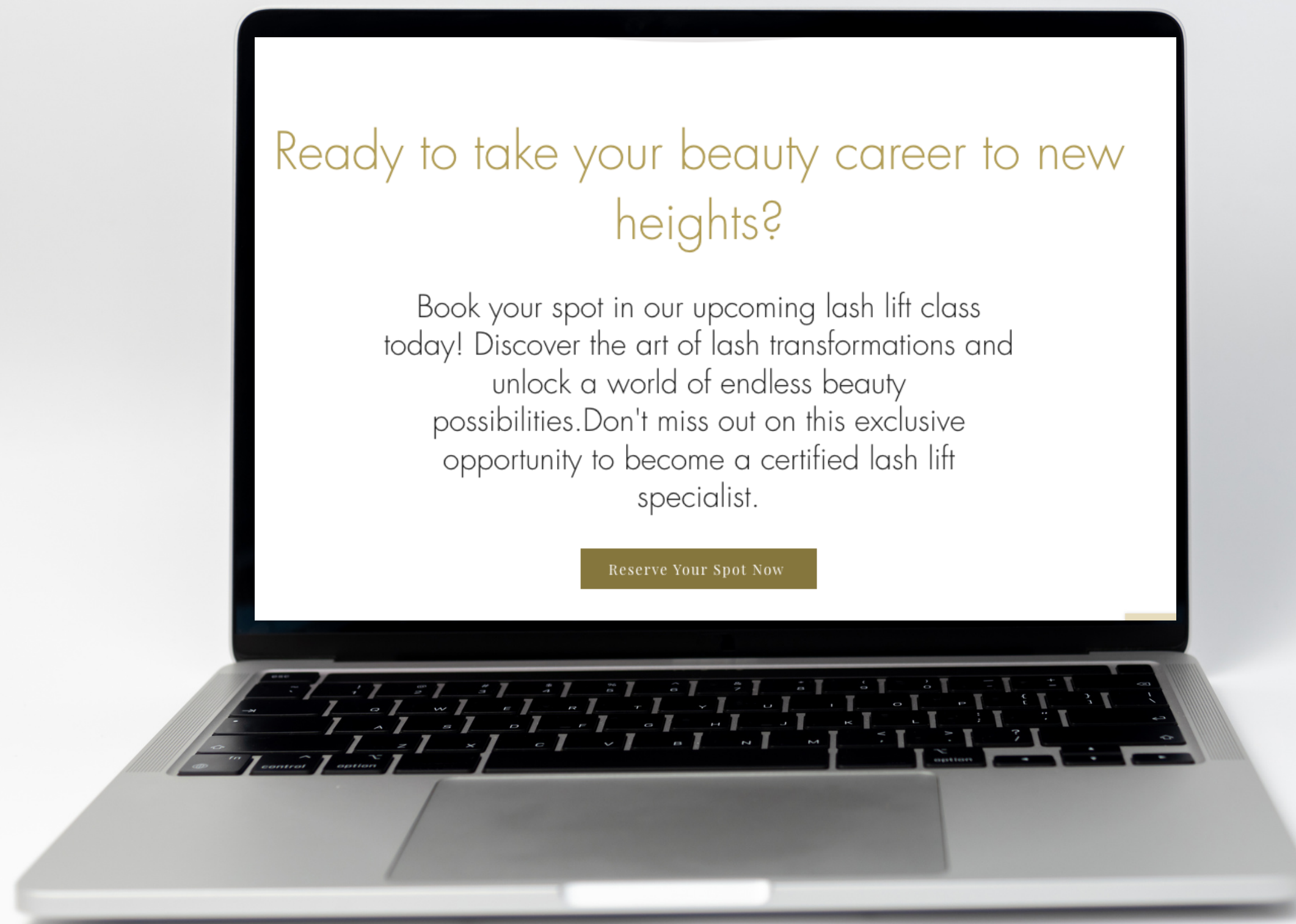
Checkout the website:

<https://www.beautyfactory.ca/>



# Written COPY

You don't want to write? No problem I can write all of your content for you



Ready to take your beauty career to new heights?

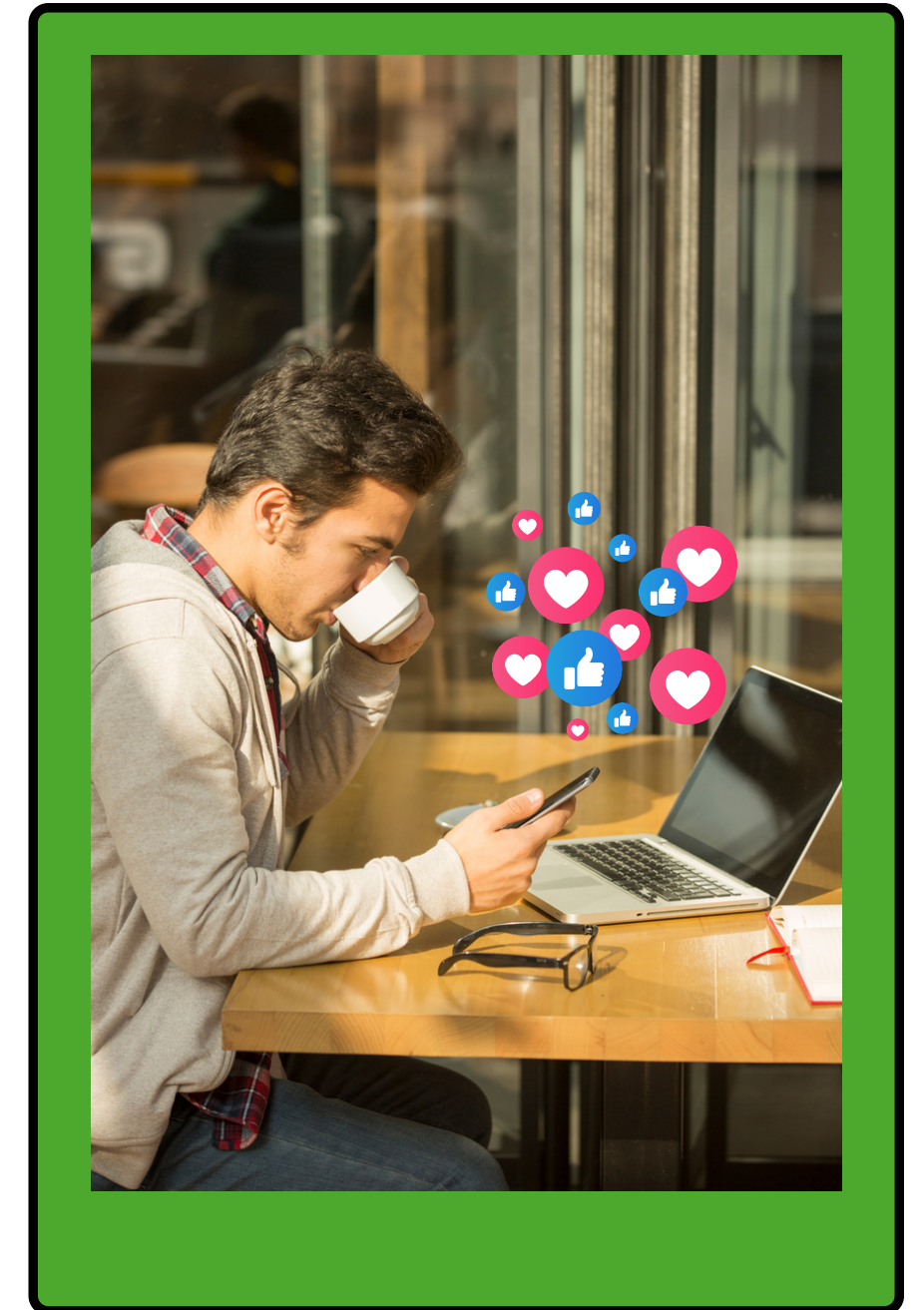
Book your spot in our upcoming lash lift class today! Discover the art of lash transformations and unlock a world of endless beauty possibilities. Don't miss out on this exclusive opportunity to become a certified lash lift specialist.

Reserve Your Spot Now

*Social*  
**MEDIA**  
And Branding

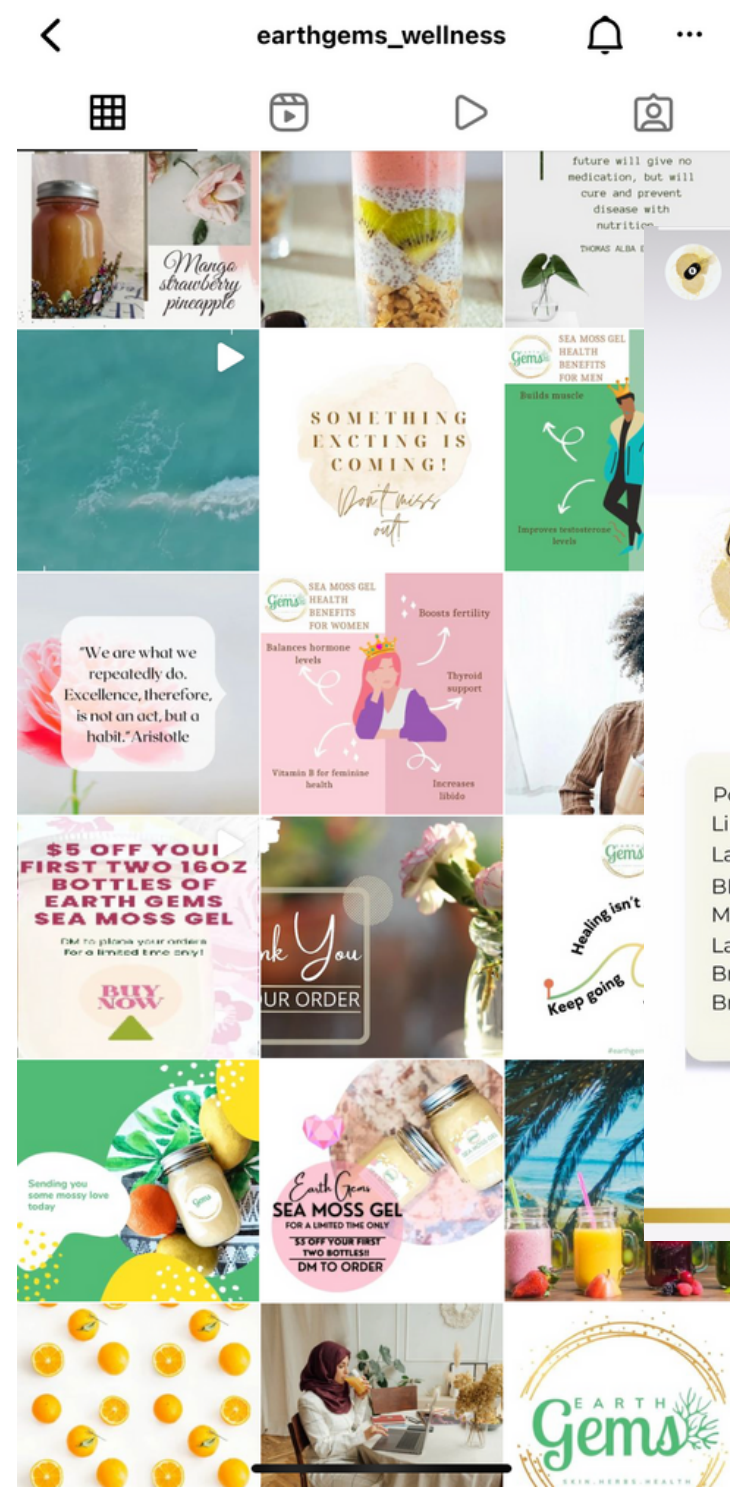
Look no further than our comprehensive Social Media and Branding Package, a tailored solution designed to transform your online presence into an influential force.

From elevating your brand identity to captivating your audience through compelling content, my team and I will craft a dynamic online presence that sets you apart from the competition. Let's create a digital footprint that resonates with your audience for years to come!



# Social MEDIA

Get a consultation and manage your own social media like these clients



Prices 58w

**Like and share!!!**

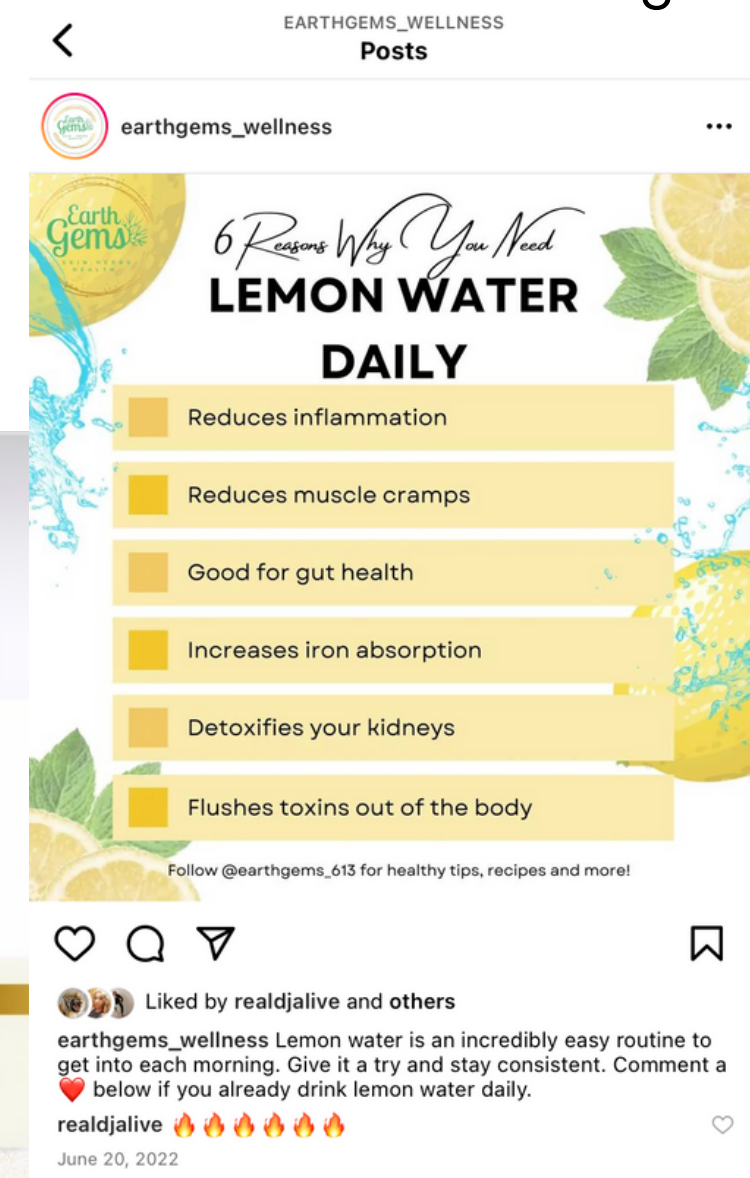
**Bf BEAUTY FACTORY BY ZARA**

*Bf Glow Price list*

Powdered Brows	\$500
Lip Blush	\$500
Lash Enhancement	\$300
BBGlow	\$150
Mesotherapy Facial	\$150
Lash Lift + Tint	\$85
Brow Shaping	\$25
Brow Tint	\$20

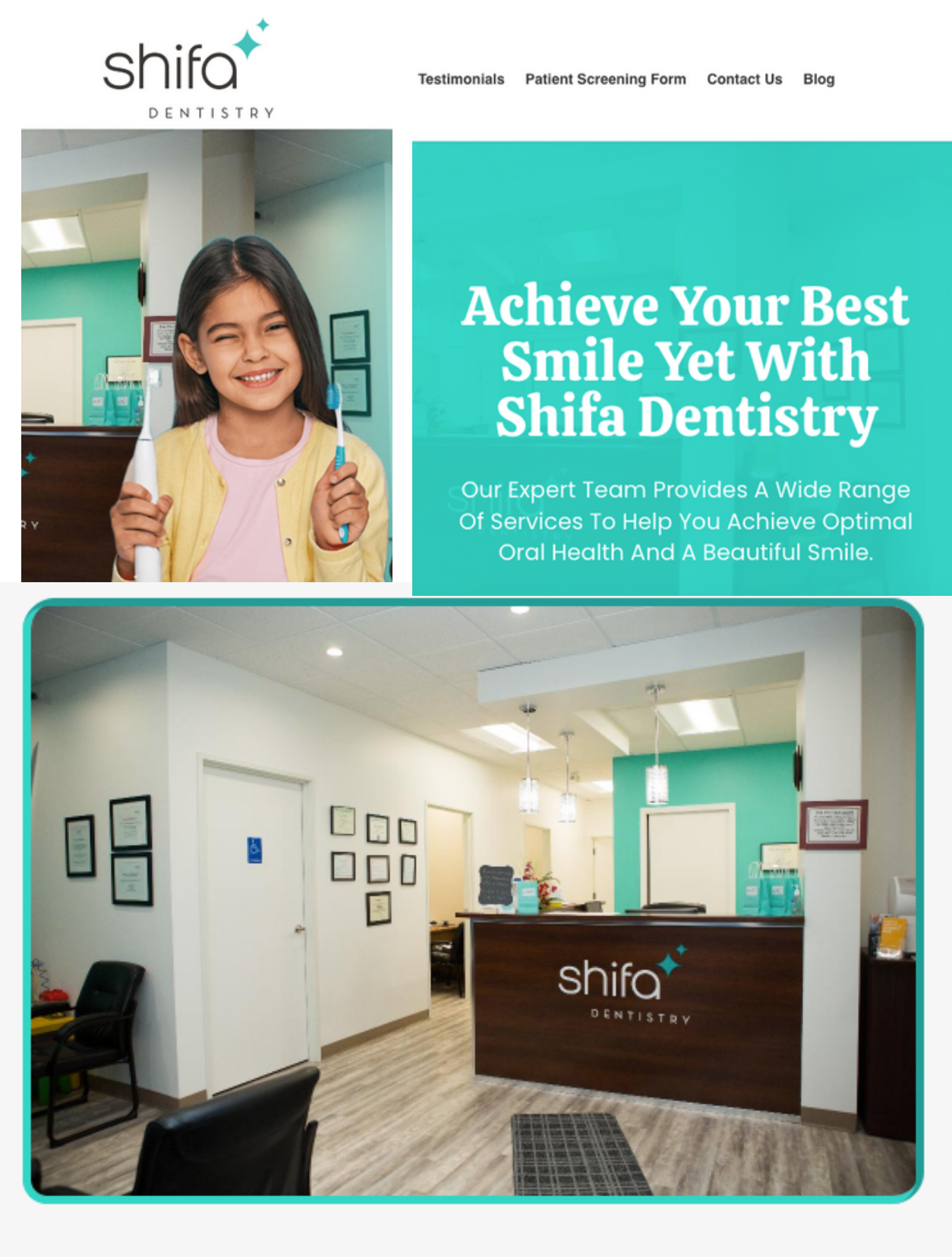
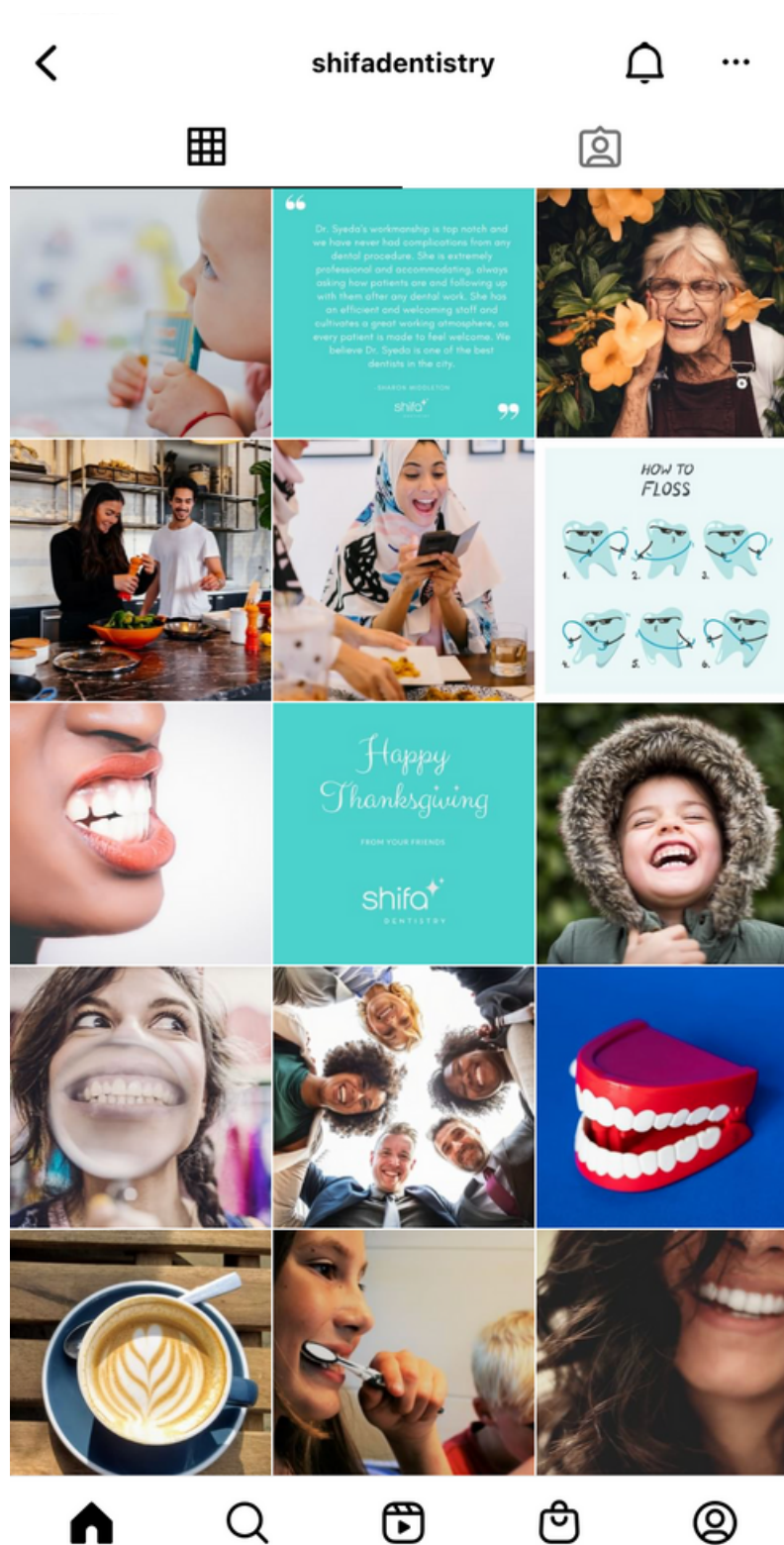
**MICroneedling SPECIAL OFFER**  
\$300 per session and \$699 for 3 sessions

BOOK YOUR FREE CONSULTATION  
www.beautyfactory.ca  
613 858 3223



# Social MEDIA

Create a new brand or rebrand and get a complete social media strategy done for you like this client





*Let's work*  
**TOGETHER**

Thank you for joining me on this artistic journey. Let's embark on a collaborative adventure and bring your design dreams to life. Together, we'll create visuals that transcend expectations and leave an everlasting impact.

Let's create a success story together!

**[Book a call with me today!](#)**