DaMarcus Nelson

MULTIDISCIPLINARY DESIGNER | CREATIVE DIRECTOR

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Hi — I'm glad you're here and thank you for considering me as your creative partner.

DaMarcus Nelson is a multidisciplinary designer and creative director specializing in strategic brand design and visual systems that build trust, communicate clearly, and drive measurable results. With over eight years of professional experience, I bring an end-to-end creative skill set spanning graphic design, brand development, photography, videography, and digital marketing.

I've led projects for small businesses, nonprofits, and ministries helping organizations express their values through strategic visuals that reinforce clarity, credibility, and audience engagement. My process is collaborative and iterative, keeping clients involved from concept through completion to ensure alignment and avoid unnecessary pivots. My approach blends creativity with strategy, grounded in both faith and disciplined craftsmanship.

↔ **IMPACT BY THE NUMBERS**

20K+ SOCIAL IMPRESSIONS
generating **300+ followers** in one week

$1M+ INCREASE IN DONOR REVENUE
for OCEN SGO through **strategic marketing**

10K+ WEB VISITS
across client websites, with **measurable conversions**

100+ SUCCESSFUL PROJECTS
through pitch decks, identity systems and marketing assets that sparked **funding, visibility, and brand clarity**

SERVICES

Creative Direction and Asset Development

New Brands Start Here ↙

Brand Development

Logo and Visual Systems Design

Established Brands Start Here ↙

Web Design and Site Build

Video Production and Editing

Apparel and Merch Design

Photography & Visual Capture

Marketing Collateral & Print Design

Pricing Models

Ongoing Creative Partnership [Retainer]

A recurring agreement with a 3-month minimum commitment that provides access to ongoing strategic support, consultation, and creative execution. Ideal for multi-phase initiatives, evolving campaigns, and organizations seeking a reliable creative partner.

Project-based [Freelance]

$75/hr standard rate

Applies to scoped projects including design, production, and asset development. Ideal for defined, one-off deliverables or limited-scope creative needs.

TERMINOLOGY AND DEFINITIONS

Branding
The overall strategy and creative process that defines how a business is perceived including its voice, visuals, values, and positioning in the market.

Brand Kit
A packaged set of branding assets typically includes logo files, color codes, typography, and usage guidelines used to maintain visual consistency.

Creative Direction
The oversight and vision that guides the look, feel, and messaging of a brand, campaign, or project ensuring everything aligns with the brand's strategy and tone.

Conversion
A desired user action like signing up, buying a product, or submitting a form that reflects a successful interaction with your brand or website.

Graphic System / Visual System
A repeatable set of design rules and components (grids, patterns, icons, layouts, treatments) that create consistency across all brand visuals and collateral.

Guiding Principles
Core statements that define a brand's mission, vision, values, and brand promise forming the foundation for messaging and design decisions.

Mood Board
A curated collection of images, colors, textures, and styles used to visually communicate the intended aesthetic direction of a brand or project.

Marketing Campaign
A coordinated series of content and visuals designed to promote a product, service, event, or idea across digital, print, or social channels, with measurable outcomes.

Reel
A short-form video typically under 60 seconds designed for platforms like Instagram or TikTok to quickly grab attention, showcase content, and boost engagement.

Strategic Design
Design that's driven by goals, insights, and audience behavior combining aesthetics with problem-solving to drive results (engagement, conversion, visibility).

Video
A longer-form piece of visual content used for storytelling, announcements, testimonials, behind-the-scenes, or brand promotion often edited for clarity, mood, and tone.

Web Design
The design and layout of a website, focusing on user experience (UX), visual presentation (UI), structure, responsiveness, and brand alignment.

This glossary was developed to ensure clear communication throughout our project. By defining key terms, we create a shared language that helps align expectations, streamline collaboration, and maintain consistency from strategy to execution.

I hope this document provides clarity on my capabilities, services, and pricing. For any questions or next steps, I'm available by phone or email, and I look forward to connecting soon.

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