

# 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

MB Health and Performance

**20K+ SOCIAL  
IMPRESSIONS**

generating **300+ followers**  
in one week

OCEN Scholarship Granting Organization

**\$1M+ INCREASE IN  
DONOR REVENUE**

for OCEN SGO through  
**strategic marketing**

Across All Client Websites

**10K+ WEB VISITS**

across client websites, with  
**measurable conversions**

Since 2017

**120+ SUCCESSFUL  
PROJECTS**

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

## Brand Development + Visual Identity Design

Start here if you're building something from the ground up or rebranding with purpose.

### Brand Development

Research & Discovery

Brand Positioning Strategy

Audience Personas & Brand

Archetype

Messaging Development (tone, brand story, tagline)

### Visual Identity System

Discovery & Moodboard

Primary Logo & Alternates

Color Palette (HEX, CMYK, RGB)

Font Selection & Hierarchy

Graphic Style & Moodboard

Brand Guidelines PDF (usage rules, applications)

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Full Brand Build: \$4,200

Typical engagement length: 12-16 weeks

\*Visual Identity Only: \$2,625

Typical engagement length: 4-6 weeks

\*A foundational level of brand clarity is required to move forward with identity system design.





## Creative Assets + Add-ons

Design and production of creative assets to support and extend your brand. A finalized brand guidelines document is strongly recommended for consistency.

### Website Design & Build

Starting at \$3150

Custom design and development of a branded, responsive website.

### Marketing Collateral

Starting at \$315

Includes signage, pitch decks, print ads, and event banners.

### Apparel & Merchandise Design

Starting at \$840

Design of graphics and layouts for shirts, hats, packaging, or product-based branding.

### Photography & Visual Capture

Starting at \$630

Branded photography for products, events, or campaigns.

### Video Production & Editing

Starting at \$1050

Editing and creative direction for brand stories, promos, or reels.



## Retainer (1099)

A recurring monthly or quarterly agreement that reserves a set number of hours or services.

Ideal for brand development projects, ongoing campaigns, or organizations needing consistent creative direction and execution.

### **Benefits:**

Reserved priority access to time and services

Flexible scope based on evolving needs

Predictable billing structure

Minimum 3-month commitment required. Custom retainer rates based on scope.

Invoices issued biweekly or per project milestone.

## Freelance / Project-based

\$105/hr standard rate

Best for short-term or scoped projects including design, production, and creative direction.

### **Includes:**

Project-based timelines and deliverables

Flexible collaboration model

Flat-rate quotes available for larger scoped projects

50% deposit required to initiate projects. Final payment due upon delivery of final assets.



## NEXT STEPS

Thank you for considering me as a creative partner. I hope this document provides clarity on my services, process, and pricing.

For questions, to schedule an introductory call, or to request a quote, feel free to reach out using any of the methods below:

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