



inspired MELISSA

COMPANY OVERVIEW

Inspired Melissa

Melissa Tugmon, Creative Director

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NCAIS CODES

541430 Graphic Design Services

541511 Computer Programming Services

541613 Marketing Consulting Services

512110 Video Production Services

541618 Management Consulting Services

CERTIFICATIONS

Women-Owned Small Business (WOSB SBA)

Oregon Emerging Small Business (ESB)

Oregon Women Business Enterprise (WBE)

CORE COMPETENCIES

-  Graphic design
-  Data visualization and infographics
-  Website and CMS design
-  Brand and identity development
-  Interactive media
-  Video and presentation design
-  E-mail design and marketing
-  Strategic marketing consultation
-  Advertising and marketing

OUR COMPANY

Inspired Melissa is a full-service creative agency that specializes in creating branding, marketing, strategy, and design for companies in the civilian and government sector.

With over ten years experience, we work with a broad spectrum of clients and audiences, including international, military, non profit, public entities, state and local.

We are sought after because our approach combines creativity with strategy to deliver products and services that you would expect from an in-house marketing department. We work virtually and pride ourselves in creating the feeling of having an in-house Creative Marketing Director & Team, so you can focus on your high-priority tasks.

DIFFERENTIATORS

No matter where you are in the world, working with Inspired Melissa's team feels like having a local partner or in-house marketing department.

We are capable of handling all aspects of your project, using a communicative and collaborative approach that alleviates the pressure of trying to manage the process on your own.

With a combination of creative talent, strategic marketing insight, and technical know-how, our services are customized to meet your unique needs and objectives.

CAPABILITIES & PAST PERFORMANCE

We are uniquely qualified to launch, brand and market new initiatives, programs and businesses that serve the public sector. Our expertise in design and marketing helps our clients reach the right target audience with the right messaging because we take the time to thoroughly understand the purpose and goals of our clients.





A HANDFUL OF CLIENTS & PROJECTS

Northwest Crossing Saturday Farmers Market

Inspired Melissa supported the Northwest Crossing Saturday Farmers Market with leadership and management through strategic event design and production, marketing, and on-site operations with a logistic approach. This partnership attracted 5,000+ attendees for each of the market's weekly events.

Tamarack Sheds

From business conception to brand development, Inspired Melissa worked alongside the owner to establish Tamarack Sheds with professional planning, strategic support, and a creative initiative for optimal growth. Inspired Melissa provided the start-up with distinct deliverables such as logo and website design, and social media management.

Transform African Ministries

This international non-profit organization needed a redesign project after reaching its ten-year mark of service. In order to understand the cross-cultural challenges and the impact that the organization has on impoverished Ugandan's, Melissa personally conducted over 30 interviews. Inspired Melissa's team developed and designed the new website to showcase the story of the ministry's success with outreach, missions, and the impact of their programs.

Powell Butte Community Preschool

After purchasing a preschool, owner and head teacher reached out to Melissa for guidance in creating a new vision for the school's branding and identity. It was important to honor the foundation that the school had been built on, the community that supports it, and this developing vision for the schools new offerings. Inspired Melissa revamped the school's identity with a fresh letterhead design, website design, business cards, and e-commerce solution for taking tuition payments.

Lava Island Builders

A community contractor wanted a website to promote his business and enhance his credibility by presenting his past luxury remodel work. To gain inspiration and identify best practices for the website redesign, Melissa conducted a competitor analysis. The creative assets delivered included his logo and website design in addition to website hosting, search engine optimization, and ongoing maintenance.



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