

Angela Durden: Representative Project List

TYPES	GOALS	PROJECTS	**NOTES
<p>Car dealership groups Individual car dealerships</p> <p>New and used commercial truck dealer groups Individual used commercial truck dealers</p> <p>Truck parts distributors</p> <p>Individual and group-owned paint/body repair</p> <p>Resellers of semi-trailers</p>	<ul style="list-style-type: none"> • Form design systemizes customer/work-flow and company-wide processes • Confirm proper legal language is consistent on all customer related forms throughout all locations • Consistent use of proper branding colors and design • Build up company spirit and employee morale <p style="text-align: center;">Lead manufacturer-mandated commercial truck dealer validation processes: Rollout, inspection, and compliance</p>	<p>Forms: Design and fulfilment</p> <ul style="list-style-type: none"> • Service • New Sales • New Sales Prep • Used Sales • Used Sales Prep • Parts Dept. • Wholesale Parts <p>Nametags **1 Business Cards **3 Company-wide newsletter</p> <p>Banners, interior use Banners, exterior use Signage, interior Signage, exterior Photography: Locations, employee, product **2 HR video introducing new employees to overall scope of the company</p>	<p>**1 By deploying a one-stop design, print, and order fulfilment system for business cards, I saved one multi-location dealer group over \$70K per year compared to their former mishmash of several vendors. Quality was very high; branding remained consistent company-wide.</p> <p>**2 Scriptwriter. Director. Producer.</p> <p>**3 By telling the story of an individual employee and how they did their job (good attitude, excellent conduct, and persistence to overcome challenges), we can demonstrate how a company's goals are met, they are profitable, and jobs are secure.</p>
<p>Machinery Movers Construction/Inspectors Design and fabrication Pest Control Hair salons Property management Medical/Dental Practices Loan companies Motorsports Event facilities</p>	<p>Branding**1 Signage Advertising Social media setup Email marketing campaign setup Editing of content before it goes out to customers Introductory branding videos</p>	<p>Logo design Business card design Brochures Postcards Customer database:</p> <ul style="list-style-type: none"> • Build • Duplicate removal • Prep for ZIP+4 bulk mailing of ad material <p>New office setup</p>	<p>**1 Designed a brochure for a two-person company. After mailing to current and potential customers, the company had to hire three extra men to keep up with the work generated and move into a much larger (and owned) building. They now have seven employees.</p>

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Independent used car dealers Restaurants Accounting, bookkeeping, CPA Custom clothiers	Branding Signage Advertising Social media setup Email marketing campaign setup Editing of content before it goes out to customers Introductory branding videos	**1 Ad design for submission and inclusion in trade/industry publications Menus Forms	**1 Using graphic design program's full capabilities, the more affordable one- and two-color ads had bigger impact than full color.
Product manufacturers Product distributors Salvage operations Yellow iron wholesalers Ornamental iron	<ul style="list-style-type: none"> • Consistent logo usage • Consistent contact information • Correct placement and usage of legal warning language and symbols**3 	**1 Label design for private-label retail distribution **2 Product demonstration video for manufacturer.	**1 Paint and tire industry distributors and retailers around the world **2 Those videos then had logos and other contact information inserted for tire industry wholesalers, distributors, and retailers in India, England, Canada, and U.S. **3 Changed all labels over to the new Globally Harmonized System
Individuals such as: CEOs Authors Job seekers Home health Realtors Ind. Manufacturers' reps Carpet cleaners Consultants	Branding Social media setup Email marketing campaign setup Editing of content before it goes out to customers	**2 Writing columns/articles for CEOs and other C-suites Editing Book design Resumés Event invitations Service discount coupons Wordpress websites: <ul style="list-style-type: none"> • Build/redesign • Publish articles 	**2 Get to know the person by interviewing them. Confirming their goals are written in such a way as to be clearly understood by all employees

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Mothers of brides**1		<ul style="list-style-type: none"> Social media publishing coordination 	**1 Never again. Ha!
School Systems	<p>To have students understand the ultimate goals of writing.**1</p> <p>Take away the fear of writing because of having to remember rules and replacing that fear with fun. **2</p>	<ul style="list-style-type: none"> Consultant One-time language workshops (Grades 3-5) Multi-month language workshops (Grades 3-5) Fun reading programs (Grades K-2) 	<p>**1 Entertain. Be clear. Don't aggravate the reader.</p> <p>**2 Show the student that it is okay to not worry about the rules of punctuation while drafting a story since that will only slow them down.</p>
Non-profits based on Industry Cause HOAs	<p>Repairing reputation</p> <p>Growing readership</p> <p>Getting industry support</p>	<p>**1 Executive Editor of industry newsletter</p> <p>Business group volunteer</p>	**1 Guided an international non-profit's industry newsletter from unsophisticated and incomplete to becoming highly respected.
Software Inventor	<p>Controlled intake, documentation, and validation of complete set of necessary information crucial to proving ownership, right to license, and clear placement license for songs.**1</p>	<p>Invented SaaS MyDigitalCatalog.com</p> <p><i>SHUT DOWN THE SaaS SERVICE 12/31/17.</i></p>	**1 Songwriters do not have under their control a catalog listing their properties. Scattered documentation leaves their songs as orphan works.
Music	<p>Music publishing</p>	<p>Second Bight Publishing produces clear-license songs for whoever needs them and is willing to pay.</p>	
Songwriter	<p>To always provide clear-license songs that have interesting stories told with the use of clever, witty language and build on or mix the standard progressions.</p>	<p>Record high-quality, clear-license demos for pitching to film, TV, ad agencies, and artists looking for songs to include on upcoming albums.</p>	<p>Writes songs in various genres.</p> <p>Writes lyrics to other people's music.</p> <p>Put music to other people's lyrics.</p>

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Books: Crime novel series General novel series Stand-alone crime	Be signed by a publisher or agent with ties to film industry	Case Files of Smith and Jones Dance Floor Wars Whitfield, Nebraska (PUBLISHED)	Case Files and Dance Floor Wars are series.
Books: Children's series Self-help (sort of) Memoir Business		A Mike and His Grandpa Story <ul style="list-style-type: none"> • Heroes Need Practice, Too • The Balloon That Would Not Pop Eloise Forgets How to Laugh Twinkle, a memoir Navigating the New Music Business as a DIY & Indie: Coming Clean With the Down and Dirty Nine Stupid Things People do to Mess Up Their Resumes Men! K.I.S.S. Your Resume and Say Hello to a Better Job Ladies! K.I.S.S. Your Resume and Say Hello to a Better Job (Kindle) Music Business Survival Manual	
Books: Humor	Release a series of humor books based on my blog/columns	<ul style="list-style-type: none"> • Dancing at the Waffle House — and Other Stories Neal Boortz Only Wishes He had Told¹ 	¹ Published 2018

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		<ul style="list-style-type: none"> • Nagging Women and Clueless Men — and Other Stories Rush Limbaugh Should Tell • Mind Your Manners,² Comprende? — and Other Stories Sean Hannity Should Have on His Really Big Show³ • Conversation in Hyperreality and Other Thoughts Umberto Eco and Dave Barry Never Had. 	^{2&3} 2019 expected publication dates
Website content for: SaaS ¹ Construction ² Consultants ³	<ul style="list-style-type: none"> • Engage customers • Confirm path to closing, upsell, or other goals are clear 	<ul style="list-style-type: none"> • ¹Pindify.com: Full edit and/or rewrite of all content for three core customer groups. • ²OrionDesignGroup.com: Wrote all content, including short bios and technology section • ³TheBellonGroup.com: Site design, edit and publish blogs. 	
Sisters in Crime <i>Female crime novelists</i>	<ul style="list-style-type: none"> • Marketing events • Education events • Industry outreach 	<ul style="list-style-type: none"> • Panel moderator: Self-Publishing and Hybrid Publishing. 	National member Atlanta Chapter member 2018 Chapter VP 2019 Chapter President

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Atlanta Songwriter's Club 4221 members (06/18/17) 4751 members (04/01/18) 4,994 members (11/25/18)	<ul style="list-style-type: none"> For songwriter's who want to network with, relate to, become friends with, intermingle among, get and give support to, and learn from other songwriters. 	<ul style="list-style-type: none"> Host twice-monthly Open Mic/Song Discussion Set up Field Trips Organize other meetings with focus on other aspects of the music business 	Our Meetup.com page
RightingontheWallz.com	<ul style="list-style-type: none"> Conservative blog roll 	<ul style="list-style-type: none"> Write opinion pieces about current subjects. Mostly focusing on anything that attacks and attempts to destroy Constitution of U.S. and deny protections under the Bill of Rights. 	Representative articles: Article Article Article Article
RightingontheWallz.com	<ul style="list-style-type: none"> Damn Fine Entertainment 	<ul style="list-style-type: none"> Humorous articles about a wide variety of subjects. 	Representative articles: Article Article Article Article
AD² [AD Squared]	<ul style="list-style-type: none"> Form creative and business partnership in order to put on shows, record music, release music, sell music. 	<ul style="list-style-type: none"> Duo shows with Alan Dynin and AKD Retro Hipster Variety Show 	
Blue Room Books	<ul style="list-style-type: none"> Publisher 	<ul style="list-style-type: none"> I AM ISRAEL — Lions and Lambs of the Land¹ Anthologies² 	¹ Published 2018 ² Two in process
Second Bight Publishing	<ul style="list-style-type: none"> Business books for DIY/Indies 	<ul style="list-style-type: none"> Music Business Survival Manual 	