

Isata Batchilly Fall 2019 Internship

COMD 4900

Introduction

- Interned at a newspaper company
- They deliver international news to the Caribbean community
- They provide services and classes as well

My Responsibilities

- Designed ads for the newspaper's numerous websites
- Created flyers for upcoming events
- Sourced images for the ads and flyers

Projects



Software: InDesign
Image: Shutterstock

- First project created on the job
- Personal Injury Ad, placed on newspaper website

Projects

Start Making Book Sales Now **MARKETING 101** For Self-Published Authors

"Before anything else, preparation is the key to success."
-Alexander Graham Bell

For many self-published authors, book marketing can be intimidating. But if it's your goal to reach readers other than friends and family, then self-promotion [marketing] is a must.



Topics:

- Social media and advertising for authors
- Why every book needs a sales letter
- Getting yourself on radio and in newspapers
- How to use Amazon to sell print books, ebooks and audiobooks
- Tips for radio interviews
- Your online presence
- Why savvy self-publishers sell beyond the bookstore

Special Presentation:
*An intro to
copyrights &
trademarks!*

JOIN US!

On Friday, October 18th, 2019
Program starts at 10:00a.m. SHARP

FEE: \$10

Light refreshments will be served.

Presented By:



Location:
26 Court Street, Suite 701
Downtown Brooklyn

- Flyer for a marketing event
- It was for the Chamber of Commerce

Software: Illustrator
Image: Shutterstock

Projects



- Women's Leadership Conference flyer

Software: InDesign

Images: Shutterstock, Google

Projects

Do you want a website that executes your business plan?

The IQINC team is ready to help you design your website for online success. Great website design built for your budget.

Get Your Website Now!

Invest at only \$499*
*Conditions apply

Special Offer!

- 5 web pages
- Stock images
- Domain & hosting

Additional Services:

- ◆ Logo design
- ◆ Content writing
- ◆ Blog setup with 2 articles
- ◆ Website maintenance
- ◆ Business cards
- ◆ Letterhead design
- ◆ Social media setup and management

Stay ahead of your competition! Call (718) 771-0988
For a free consultation

- Web design services flyer

Software: Photoshop
Image: Shutterstock

Projects



Do you need help setting up your blog?
WE CAN HELP!

For only \$250!

Get:

- Domain registration and hosting for 1 year
- Stock images
- Blog setup
- Instructions to update your blog
- Tips to monetize your blog
- One article* posted on www.caw NYC.com or www.workersworldtoday.com
*subject to approval

**Schedule your appointment today.
Call (718) 771-0988 and ask for Ms. Phillip.**



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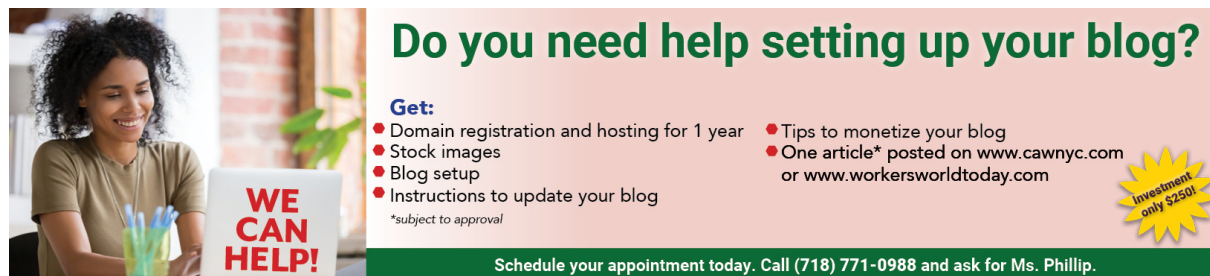
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- Ads on the newspaper website



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Images: Shutterstock

Projects

Start Your Own Blog

ROOTCAMP

Why Blogging Is Vital to Your Business

Adding a blog to your marketing repertoire is one of the easiest and least expensive things you can do to build your business and your brand. If you follow the advice provided in this bootcamp, a blog can be a huge asset to your business, with the ability to generate new leads and make your business grow.

Topics:

- **Blogging for Beginners – An Introduction**
 - What is a Blog?
 - Benefits of Blogging
 - Tips to Setting Up Your Blog
- **Blogging for Social Media**
 - How to Make Visual Stories
 - Sharing Your Visual Stories
 - Integrating Your Blog With Social Media
- **Blogging as a Marketing Tool**
 - Ebooks/Learning Opportunities
 - Converting Blog Content into Publications
 - Using Stories to Plug Content
- **Monetizing Your Blog**
 - Strategies to Monetize Your Blog
 - Tools for Monetizing Your Blog
 - Ways to Monetize Your Blog
- **Promoting Your Blog**
 - Preparing for Promotion
 - Ways to Promote Your Blog
 - How to Attract and Scale Traffic

Register at:
www.nacc.nyc

Wednesday, December 12, 2019

Fee: \$30.00 *Your fee will be used as a discount towards our Blog Set-Up Package.*

Presented by:


Time: 6pm-9pm
Location: 26 Court Street, Suite 701
Downtown Brooklyn

- Flyer for blog setup classes

Software: InDesign
Image: Shutterstock

Self-Evaluation

- Learned to work real world projects
- Learned to work on projects with a tight turn around time frames
- Learned to design for real target market
- Learned to work under pressure
- Ensured all images sourced were appropriately credited