



EFFECTIVE DESIGN, ADVERTISING AND MARKETING SOLUTIONS

SERVICES

- Graphic Design
- Advertising
- Illustration
- Corporate Identity and Branding
- Collateral Marketing
- Publication Design
- Web Design
- Trade Show Display Graphics
- Printing and Production

natalia rodriguez
954.214.6010
natalia@studiorod.com
www.studiorod.com
fort lauderdale, florida



THE WORK









Destination LUXURY

Chartering a luxury yacht has never been easier. Enjoy the serenity of an open private world. Elite luxury yachting experiences set in the world's most beautiful locales. Powered by discreet, personalized service with every amenity, your desires unfold at whatever destination you desire. Set yourself apart. Call us today.

WHISPER YACHT
AT CHURCHILL YACHT
PARTNERS DESIGNED
THE CARRISMAN, NEW
ENGLAND, ITALY,
MEXICO, GREECE,
TURKEY, CROATIA,
NORTHERN EUROPE,
ALASKA, MEXICO,
THE CARIBBEAN,
THE FAR EAST, AND
THE SOUTH PACIFIC.

RIKIDAVIS
Churchill Yacht Partners

954.761.3237
charter@rikidavis.com
www.rikidavis.com

CHURCHILL YACHT PARTNERS
LUXURY YACHTING

Destination LUXURY

THE SERENITY OF YOUR OWN PRIVATE WORLD

Chartering a luxury yacht has never been easier with our exclusive charter fleet. Enjoy luxury getaways and be pampered by the most discreet and personal service, with every amenity on board and tailored to your personal desires. Set yourself apart...contact us today.

WHISPER | THE FONTAINE HOD BLOP | FROM \$99,500/WK
GUESTS: 9 | CABIN: 5 | DISTANCE TO THE SHORE: 100 YARDS
IMMACULATELY MAINTAINED EXTERIOR AND INTERIOR LUXURY
ALL AT ONCE ENJOY EXCELLENT VIEWS FROM THE RAISED POOTHOUSE

RIKIDAVIS
Churchill Yacht Partners

YACHT CHARTERS | 954.761.3237
charter@rikidavis.com | www.rikidavis.com

CRUISE THE CARIBBEAN

ISLAND HOPPING IN PRIVACY AND STYLE
DISCREET, PERSONAL SERVICE

► **DESTINATION FOR HIRE TOO** | 107' Tropic 107 | From \$250,000 per wk
Guests: 11 | Crew: 5 | Winter: Caribbean, Bahamas | Summer: New South
Contact us to discuss about the ultimate partying sailing library in New South

► **DISCOVERY LA OLA** | 104' Puma Neo 104 | From \$100,000 per wk
Guests: 11 | Crew: 5 | Winter: Caribbean | Summer: New South
Contact us to discuss about the ultimate partying sailing library in New South

► **LIBERTY** | 107' Tropic 107 | From \$250,000 per wk
Guests: 11 | Crew: 5 | Winter: Caribbean, Bahamas | Summer: New South
Contact us to discuss about the ultimate partying sailing library in New South

► **DISCOVERY** | 104' Puma Neo 104 | From \$100,000 per wk
Guests: 11 | Crew: 5 | Winter: Caribbean, Bahamas | Summer: New South
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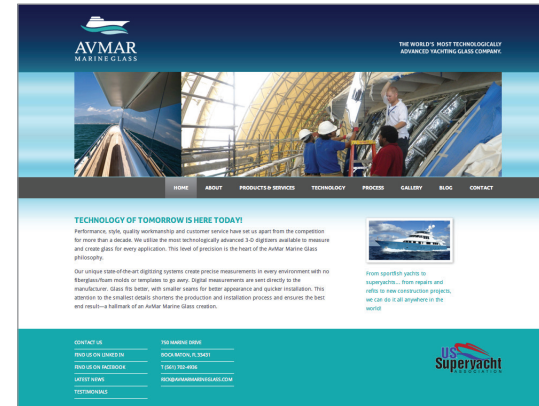
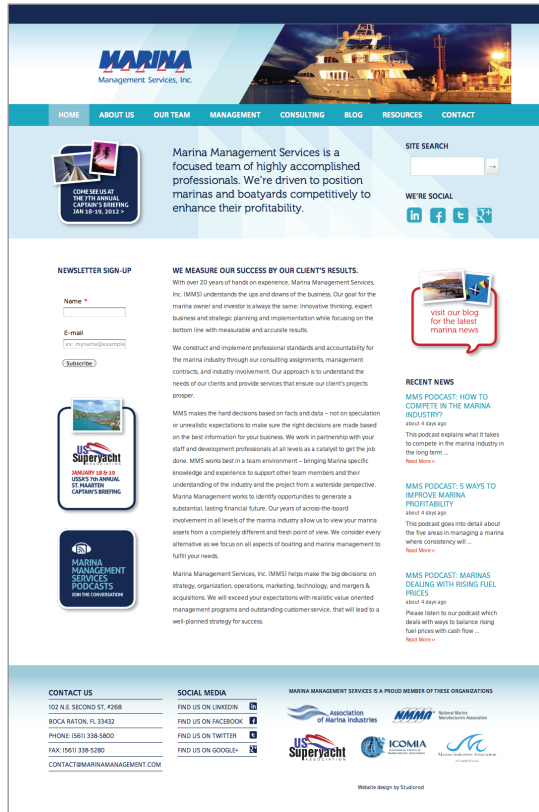
► **DISCOVERY** | 104' Puma Neo 104 | From \$100,000 per wk
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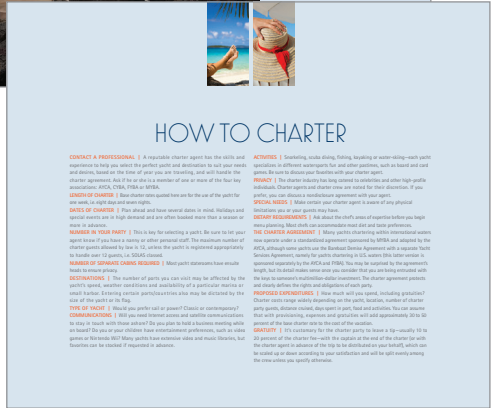
CHURCHILL YACHT PARTNERS
LUXURY YACHTING

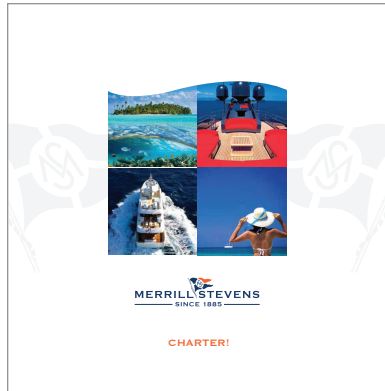
CHARTER MANAGEMENT | +1.954.527.2526
charter@churchillyachts.com | www.churchillyachts.com











Merrill Stevens

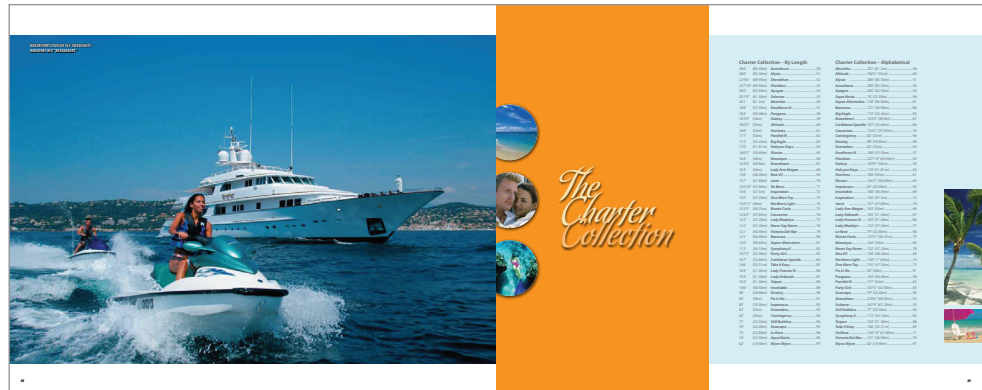
- Design and image for 72 page yacht charter guide featuring corporate information, destinations, and charter yachts
- Production coordination
- Photo research and purchase
- Yacht content coordination
- Project Management





International Yacht Collection

- Design and image for 104 page luxury travel publication featuring corporate information, 17 destinations, and 49 charter yachts
- Production coordination
- Watercolor Map Illustrations
- Photo research and purchase
- Yacht content coordination
- Project Management





STUDIOROD CASE STUDY

SELF PROMOTION THE MUST HAVE LIST

- Logo and brand
- Consistent Corporate ID
- Resumé
- Business Cards
- Stationery
- Email Signature
- Domain Name
- Website / Blog
- Portfolio: Print + Digital
- Social Media
- Name Tags

SELF PROMOTION ADDITIONAL ITEMS

- Printed Material
- Email Marketing
- Blog
- Seasonal: Greeting cards, postcards, gifts
- Events: Shows, networking
- Non Profit Events:
Causes you support



this is in your handout

studiorod
GRAPHIC DESIGN

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GRAPHIC DESIGN

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GRAPHIC DESIGN





NATALIA RODRIGUEZ

c (954) 214.6010 | e natalia@studiorod.com

w www.studiorod.com | www.facebook.com/studiorod

GRAPHIC DESIGNER | ART DIRECTOR | ILLUSTRATOR

Versatile designer with experience in all print media, web design, trade show displays and illustration. Strong conceptual problem solving skills, project planning and organization abilities. Passionate about typography. Innovative, efficient and accurate. Strong written and verbal skills. Superb client contact.

EXPERIENCE

2000 – Present | Studiorod | Art Director

- Provide full creative services from concept development to production and completion.
- Develop client partnerships to identify key needs and create unique marketing solutions.
- Manage project life cycle including budgeting, estimating, conceptualization, art direction, design, production, copy editing, color correction, photo editing, prepress, press checks, vendors' relations, and invoicing for projects up to \$20M.
- Design Annual Luxury Travel Guides (100+ pages) for ShowBoats International Magazine 2007–2010, generating an innovative sales tool and strengthening relationships with major advertisers.
- Develop and design marketing strategy for DHL Cargo Latin America and UK over 5 years while ensuring brand compliance. Projects include: Annual cargo trade show displays, international advertisements and collateral pieces.
- Create successful ongoing self promotion tools to increase sales over 11 years.
- Clients include: Churchill Yacht Partners, DHL Cargo Florida and UK, Fort Lauderdale Biltfish Tournament, Horizon Yachts USA, KoRes Real Estate, Marinas of the Caribbean, Palm Harbor Marina, Port de Plaisance Yacht Club, Roscioli Yachting Center, SAP Latin America, ShowBoats International Magazine, Unisource, US Superyacht Association.

2004 – 2010 | Laser Advertising • Fort Lauderdale, FL | Art Director

- Conceptualized, designed and produced advertising, collateral and marketing materials for national and international clients in the luxury lifestyle industry.
- Designed and produced over 75 luxury brochures for sales and charter yachts from 80 to 200 feet, valued from \$5MM to over \$20MM each, as part of sales and charter strategy.
- Created and produced entire line of product brochures for Westport Yacht Sales for luxury vessels ranging from 98 to 164 feet, leading to increased sales and business expansion.
- Designed websites and managed content organization for over 10 corporate and independent businesses and individual luxury yachts, leading to increased sales and improved corporate image.
- Directed, trained and inspired team of 3 artists in design, efficient production, quality control and client relations resulting in timely and accurate completion of projects and excellent team dynamics.
- Coordinated estimating / budgeting process with vendors and clients. Researched and selected printers, photographers, display designers and other specialty contractors.
- Developed and implemented new agency branding (corporate identity, collateral design, website and blog planning, design and implementation) leading to business growth.
- Organized agency promotion in Monaco, Fort Lauderdale, Miami and Palm Beach Boat Shows.

2000 – 2004 | Laser Advertising • Fort Lauderdale, FL | Senior Graphic Designer

- Designed and produced advertising and collateral for clients in the luxury yachting industry.
- Led print production process and conducted press-checks in the USA and Italy to ensure timely and quality completion of luxury style books ranging from 100 to 150 pages.
- Conceptualized, designed and managed production of 3 Private Yacht Charter Guides 150+ pages each, resulting in improved charter revenues and boosting corporate image.
- Performed copy editing, color correction, digital photo editing and retouching minimizing number of revisions per project and maximizing client satisfaction and turnaround times.
- Created illustrations in both traditional and digital media.

1997 – 2000 | Laser Advertising • Fort Lauderdale, FL | Associate Graphic Designer

- Conceptualized and designed logos, advertising brochures, newsletters, invitations, greeting cards, posters, catalogs, web pages, signage, trade show displays, and other collateral pieces.

EDUCATION

Bachelor of Science
Graphic Design | Art Institute
of Fort Lauderdale | 2000

Graphic and Desktop Design
Diploma | Art Institute
of Fort Lauderdale | 1996

OTHER

Guest lecturer
Florida International University
2004 – Present

Designer | Fashion of Paper Miami
Grand finale costume | 2003 – 2007

HOW Design Conference
Boston, MA | 2008

Yearly courses | Creative Suite
InDesign, Photoshop, Illustrator

Illustration and painting
(digital and traditional media)

Languages: Spanish, Italian

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branding | collateral marketing | web design

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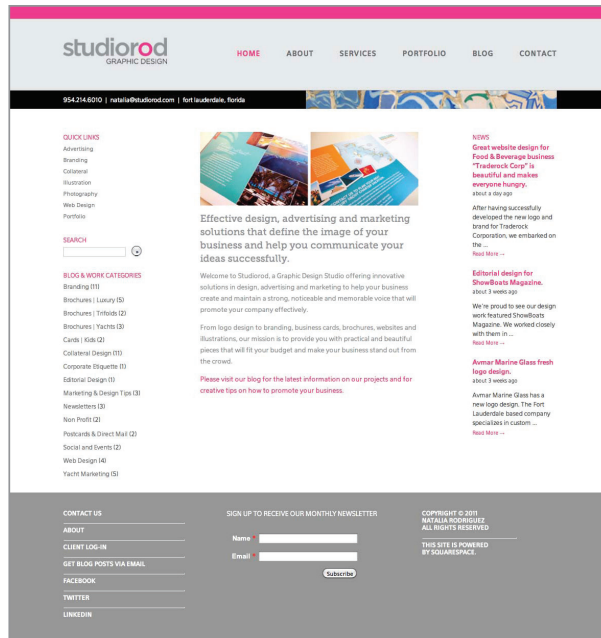
Natalia Rodriguez

Re: Margo's Book Party - Nov. 10th from 6-9 PM
October 23, 2012 3:36 PM

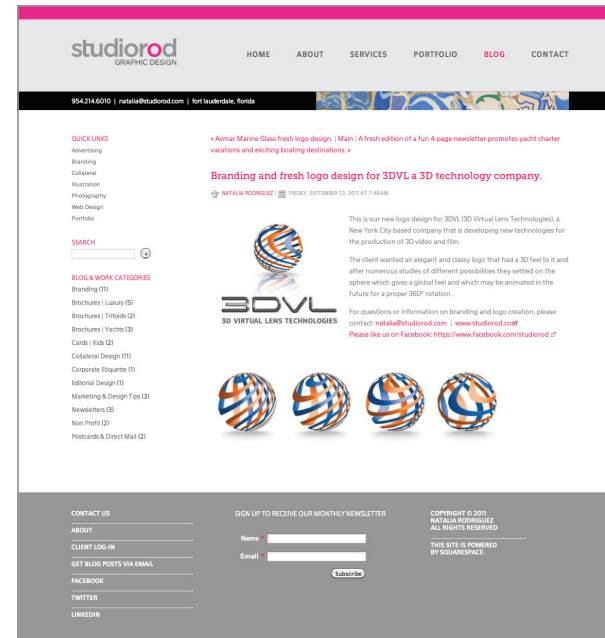
Perfect! Thanks so much.
Looking fwd to seeing you then :)
Natalia

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Natalia Rodriguez
Studiosrod | Fort Lauderdale
Graphic Design | Advertising | Illustration
Cel: 954.214.6010
New Studiosrod Email: Natalia@studiorod.com
Welcome to our new Website: <http://www.studiorod.com/>
Like us on Facebook: <https://www.facebook.com/studiorod>



WWW.STUDIOROD.COM



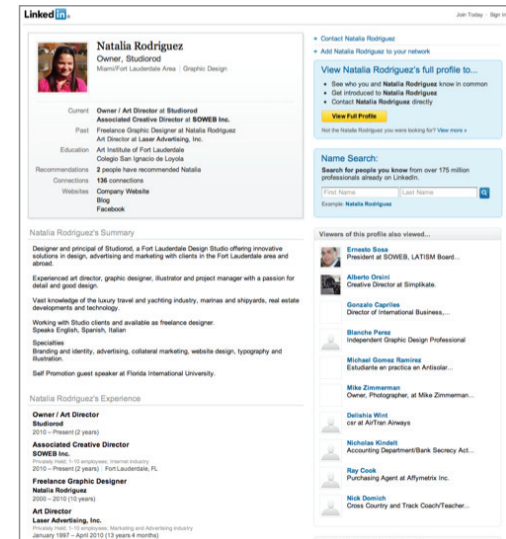
WWW.STUDIOROD.COM/BLOG



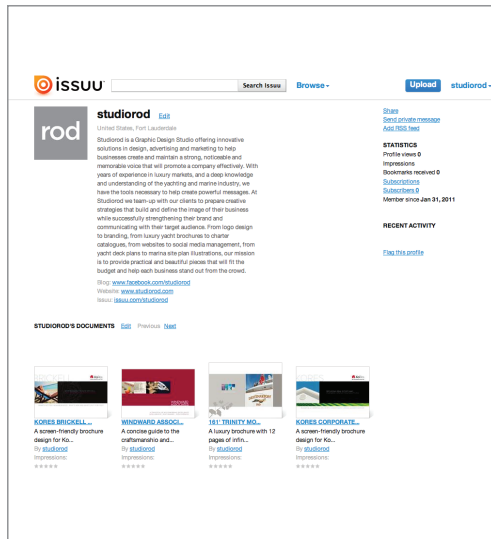
FACEBOOK.COM/STUDIOROD



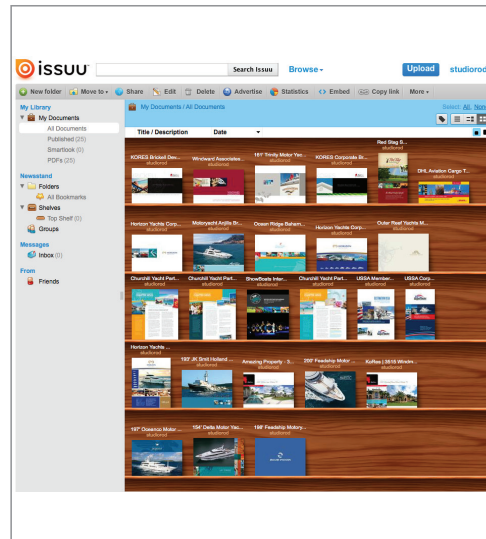
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ISSUU.COM/STUDIOROD



ISSUU LIBRARY

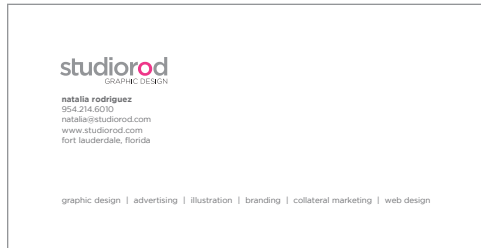


CUSTOM PDF PORTFOLIOS

CHOCOLATES PROMOTION

Mailed to yachting and marine industry clients about a month before the Fort Lauderdale International Boat Show.





OTHER PROMOS I USE

- PDF & Online Custom Portfolios
- Thank you Cards
- Seminars and Talks
- Boat Show Attendance (industry specific)
- Paper Show Participation
- Support of Special Causes

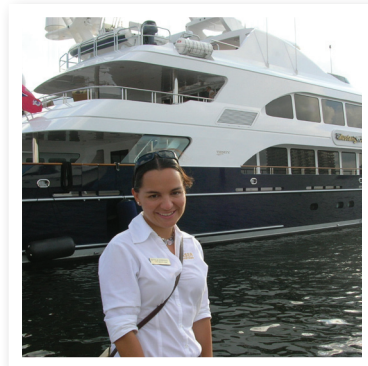
PROMOS IN THE WORKS

- Email Marketing
- Studiorod Memory Sticks
- Embroidered Corporate Shirts & Tote Bags
- Print Promotions (brochure)
- Design Contest Entries

EVENT PARTICIPATION



EVENT PARTICIPATION, CAUSE SUPPORT, NETWORKING





SELF PROMO SAMPLES & TIPS

SELF PROMOTION TIPS

- Sell yourself and your services well. (Personality, strengths)
- Produce a beautiful piece within your budget
Design | Typography | Grammar | Production | Budget
- Communicate properly, excellent verbal skills are important.
- Write correctly and proof-read your work.
- Dress well for interviews and events. First impressions count.
- Be social, network, and participate in relevant events.
- Present your work and portfolio impeccably.
- Improve yourself constantly, become valuable.
- Research and check out the competition.
- Use your resources / friends wisely. It's ok to get help.
- Search for constant inspiration.



1
TITLE
 StaySharp Designer
 Self-Promotion
DESIGNER/ILLUSTRATOR/
COPYWRITER
 Nicholas Prestileo,
 Philadelphia;
www.nickprestileo.com
INSTRUCTOR
 Linda Karp
SCHOOL
 The Art Institute of
 Philadelphia, Philadelphia;
www.artinstituteofphiladelphia.edu/
 philadelphia



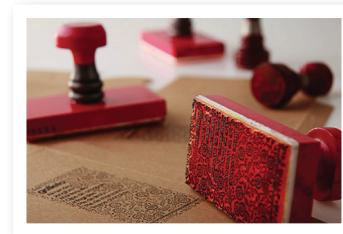
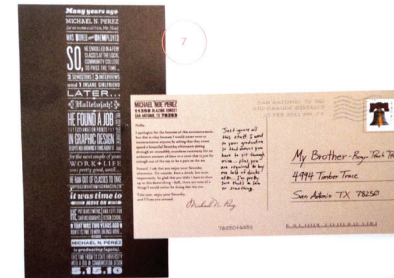
1 The box is an updated look on the classic PLAN regarding its complete with perforated circle on the back where you can set dead eggs to dry. The multi-colored scheme was printed in the spot colors a pattern incorporated with clear photography provides a tactile quality.

TITLE Hatch's Design (1st Annual Easter Egg Coloring Kit)
DESIGN FIRM/CLIENT Hatch Design, San Francisco; www.hatchdesign.com | **ART DIRECTORS** Katie Jan, Just Douglas | **DESIGNER/ILLUSTRATOR** Leslie T. Clark | **COPYWRITER** Lisa Fennick | **PRINTER** REA



9
TITLE
 Belief Ray and Muller
DESIGN FIRM/CLIENT
 Rizzo Design, Monacaqua, NJ; www.rizzodesign.com
ART DIRECTORS
 Keith Rizzo, Jennifer Pease
DESIGNER
 Jennifer Pease
COPYWRITER
 Debra Rizzo
PRINTERS
 Curpage
 Print Promotions Inc.





SELF PROMOTION

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GRAPHIC DESIGN



RESOURCES

RESOURCES:

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- www.creativefreelancerblog.com
- www.internationalfreelancersacademy.com
- www.howdesign.com
- www.neenahpaper.com
- www.curiouspapers.com
- www.4over.com
- www.48hourprint.com
- www.highvalue.us
- www.ffffound.com



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THANK
YOU!

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GRAPHIC DESIGN

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