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Hey There!

I'M PATSY COLLINS

MARKETING SPECIALIST



Let's Connect!

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About Me

I am a freelance marketing consultant and founder of **Patsy Collins Consulting LLC**.

I'm a marketing wiz with 5+ years of experience in digital marketing, social media content, graphic design, website design and brand strategy. I believe in the power of data-driven tactics and empathetic storytelling to drive results.

As an artist and community activist myself, I specialize in working with non-profits, small businesses, and educational institutions.



I received a B.A. from Emory University's Goizueta Business School, with a concentration in Arts Management.

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Areas of Expertise



BRAND STRATEGY



**SOCIAL MEDIA
MANAGEMENT &
CONTENT CREATION**



**WEBSITE DESIGN &
DEVELOPMENT**



GRAPHIC DESIGN

Happy Clients Say



EMILY CARGILL

Patsy offered a very innovative, timely, and organized experience... with an approach that felt very professional and easy to work with. Love the final product!



JACQUELYN PRITZ

Our organization now has a solid, consistent voice and brand.



SAMMY SPRIGGS

Patsy is able to balance professionalism and warmth in a way that makes working with her a true pleasure. I trust that she is on top of the best ways to share our voice effectively.



KENDALL SIMPSON

I could write several paragraphs on what a positive and important impact she has had on our program.



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Current & Past Clients Include



EMORY
UNIVERSITY



ATLANTA
WOMEN'S
FOUNDATION
a catalyst for change

Purpose



Possible

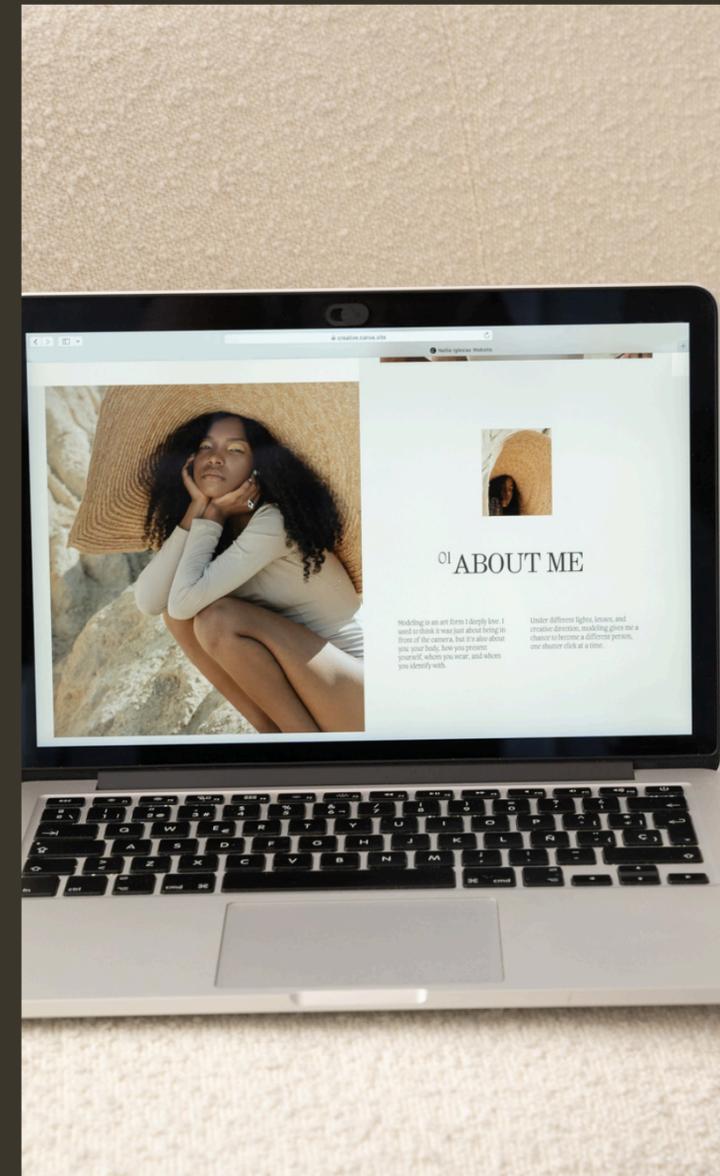


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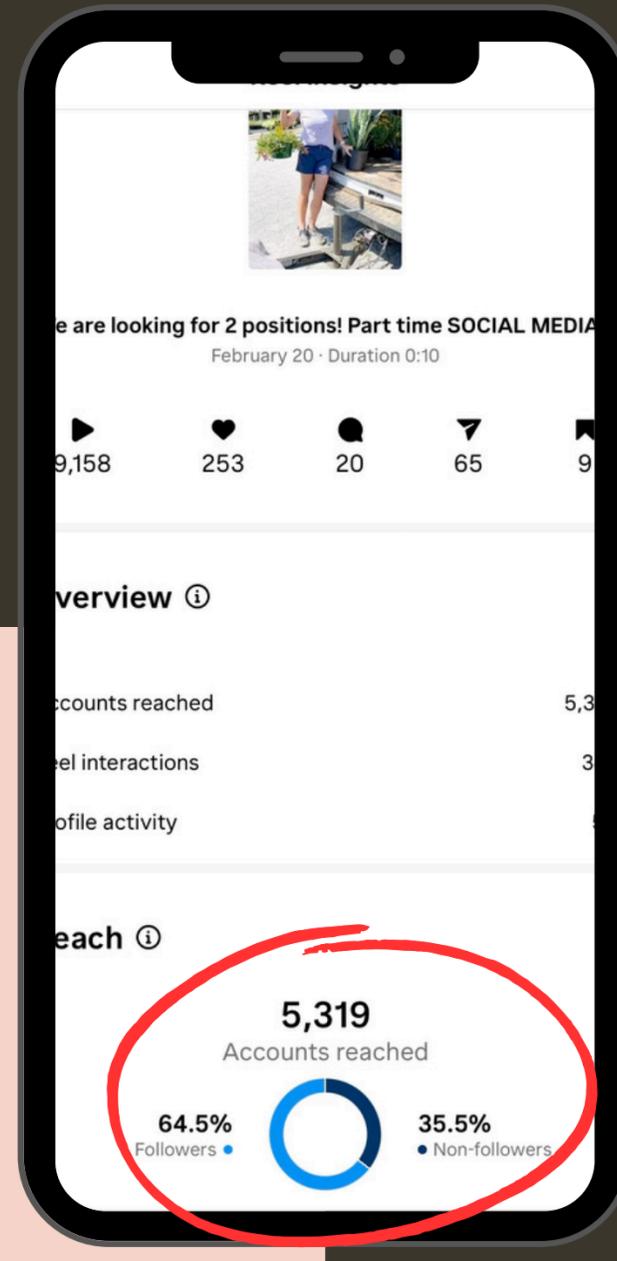
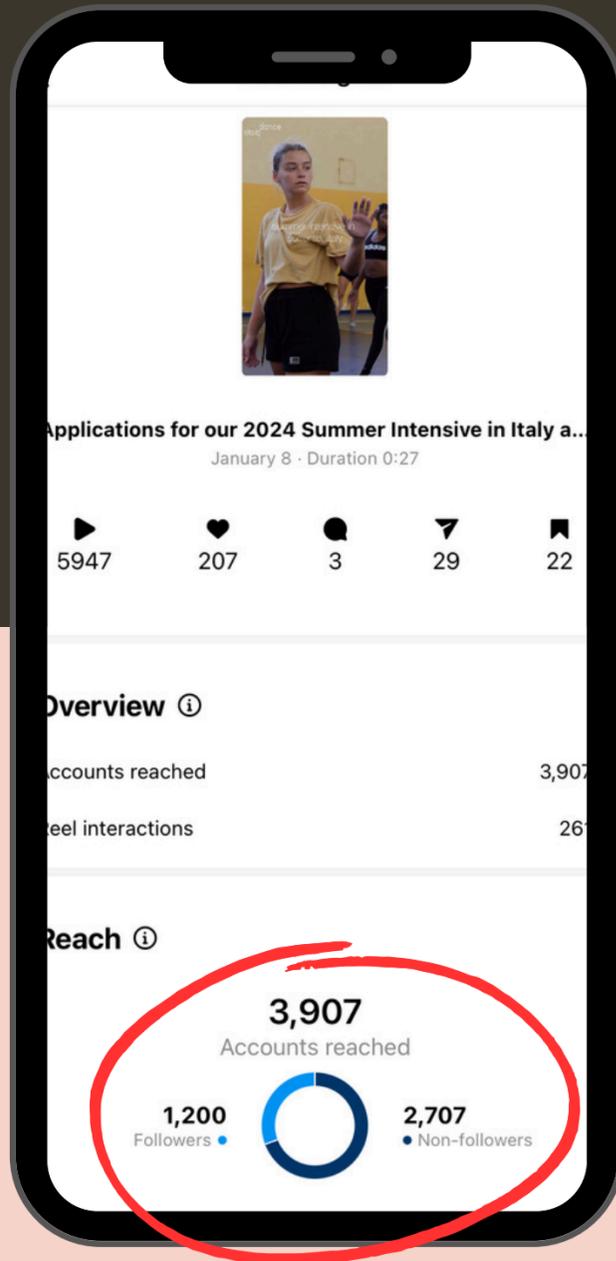
Brand Strategy

I specialize in elevating brands through strategic marketing initiatives. With a keen focus on branding and data-driven storytelling, I collaborate with businesses to navigate the ever-evolving landscape of consumer engagement. My expertise lies in crafting compelling narratives that resonate with target audiences, creating a seamless blend of innovative marketing tactics and cohesive brand identity.

Whether you're aiming to revitalize your brand presence, streamline your marketing efforts, or embark on a comprehensive strategy overhaul, I'm here to guide you toward impactful solutions that transcend industry norms.



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*analytics from current clients

Social Media Management & Content Creation

My passion for social media lies in crafting compelling and shareable content that not only captivates but also converts. From developing engaging social media strategies to curating visually stunning content, I work with clients to establish a meaningful online presence.

I have extensive experience with creating unique graphic and written content for the platforms shown below, aligning with brand goals and analytic insights. Let's transform your social media into a dynamic storytelling platform that sparks conversations and fosters lasting connections.



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Website Design & Development

My focus is on creating not just websites, but impactful online experiences through innovative design. I collaborate closely with businesses to craft visually stunning and user-friendly websites that align seamlessly with their brand identity. From concept to execution, I bring a strategic approach, ensuring your website is not just a digital presence but a powerful tool for engaging and converting visitors.

Whether you're launching a new site or looking to revamp your online platform, I'm here to elevate your brand with a website that not only impresses but delivers results. Let's embark on a journey of digital excellence together, where your website becomes a dynamic hub for connecting with users.

Skills:

Search Engine Optimization
Web Performance Optimization
Responsive Mobile Design
A/B Testing
E-Commerce

Platforms:

Squarespace
Wix
Wordpress
Finalsite
Little Green Light



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Graphic Design

I am dedicated to transforming your brand's narrative through captivating graphic design. My creative aesthetic strikes an intentional balance between audience connection and elevating brand identity.

Whether you're launching a new campaign, revitalizing your brand, or seeking impactful visual content, I bring a strategic and creative touch to every project. Let's collaborate to turn your ideas into visually stunning realities, ensuring your brand stands out in a crowded digital landscape.

Content Types:

Digital Portfolios/Presentations
Logos
Pamphlets/Brochures
Emails/Newsletters
Advertising
Billboards
Print Signage
Swag

Platforms:

Photoshop
InDesign
Illustrator
Canva

NEW WORK

The choreographic impetus for much of staibdance's work is **steeped in story-telling** that identifies meaningful Iranian Armenian cultural traditions and reveals Staib's unique journey. Though deeply personal, the themes are universal - foibles, disappointments, joys, humiliations, fears, hopes - **the human experience is limitless.**

Since its founding, staibdance has premiered **8 evening-length works**, toured to **5 cities** and received support from the following funding organizations: National Endowment for the Arts, South Arts, New England Foundation for the Art, New Music USA and others.

ARARAT

Staib's newest work ARARAT premiered to sold out audiences in October 2023. ArtsATL.org describes, "ARARAT is a sobering stunner that confronts genocide, acknowledges it and shows us more fully the preciousness of life and the value of new beginnings."

fence

Premiered in 2019, *fence* combines intensely physical movement with traditional Iranian dance in a work described as "deeply affecting and rhetorically expressive" by ArtsATL.org. *fence* has since toured to 5 cities and performed at the American Dance Festival and Alabama Dance Festival.

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Moat

Attic

danceat.org/support

GIVING TUESDAY

emorydance
cultivating creative scholars

BA in dance and movement studies
dance.emory.edu

EDC

The Emory Dance Company (EDC) fall concert in November featured five new works choreographed by 2023-24 Emory Arts Fellow Annalee Traylor, guest artist Celeste Miller, and Emory dance faculty Gregory Catellier, George Staib, and Lori Teague.

The works that premiered explored a wide range of topics including polyphonic chaos sounds, the cyclical nature of repair in the body, and the physical manifestation of expressivity.

[Learn more about the choreographers!](#)

George Staib
Artistic Director

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learn more

ARARAT
the beginning

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