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WEB SOLUTIONS

# OVERVIEW

AvisTech Web Solutions is focused on business to business interaction. we help companies develop a brand for themselves by building them a website, a digital marketing strategy, and helping to execute our marketing plan.

Benefits of using  
Contact Forms

Generate Leads  
...  
Increase conversion  
...  
Follow up  
...  
Build Relationships





Don't just **Survive** this digital world.  
**THRIVE IN IT.**



**THE PROBLEM** most companies have; is that they don't know the intricacies of how to develop your business' brand. It can be overwhelming to try and understand your users and to develop a strategy to form a relationship with your users. What do they need? How can we help them? What value can we offer them? It is all confusing to someone who has never been through the process. It is difficult in this day of information on the internet to stand out and get noticed in a crowded digital space.

**OUR SOLUTION** is a deep understanding of how to form and execute a strategy to help a business to market themselves and use that information to build a website that will drive a good experience for their users. This is accomplished through detailed planning and communication with the users and meeting the needs of the business. Below is a digital marketing audit (shortened version) that I designed using Figma and created text fields, radio buttons, and hint text using Adobe Acrobat. The audit would help us to understand their current marketing efforts for a starting point.



Digital Marketing Audit

Business Name

Business Industry

Do you have a one-sentence statement that clearly describes what you do?

Do you have a website?

Yes

No

If **yes**, what is the url?

www.example.com

How often do you post on social media?

Daily

3+ Posts a Week

1-3 Posts a Week

1-3 Posts a Month

Inconsistently

Never

What do you post? Select all that apply

Copy


Short-Form Video


Long-Form Video

Graphics

Other

Thank you for completing your free digital marketing audit! Our goal is to optimize your strategy to increase your sales and revenue. Scan the QR code to set up a meeting with our team to learn more about how we can help you make that happen. For additional questions or comments, please email us at [contact@avistechwebsolutions.com](mailto:contact@avistechwebsolutions.com).





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# MY ROLES AND RESPONSIBILITIES

Head of Design	Documentation
Empathy mapping	Copywriting (websites and marketing)
Client interviews	Visual Design / Design System
Digital Marketing	High fidelity wireframes
User story mapping	Building websites in Wordpress
Site mapping	Implementing client / user feedback

# PROCESS AND WHAT I DID

During my time at AvisTech I have worked on six (6) unique and custom tailored websites which I designed in Figma and Developed in the Divi Builder through Wordpress. As well as producing all of the copywriting, design, and functionality on said websites. When I talk about functionality I am mostly talking about websites that our client wanted to be sales driven. Creating an e-commerce website was a challenge to me at first but I was glad to have the opportunity to work on it as I was able to fully understand how it is built and how to create sales funnels that point users in the direction of buying a product. Using tools such as calls to action and information architecture was very satisfying to me. I was also able to get experience in designing sales modules such as the shopping and cart pages, which have to be very detail oriented; maximizing the amount of information you have available in a small space.

I have also edited around thirty (30) videos for use in an online course and various content marketing. I have created many (45+) graphics and social posts with copywriting to be used in marketing efforts, and even designed storefront decals for a veterans non-profit organization.



**IN CONCLUSION** By developing a strong brand identity and building websites, I was able to strengthen my design skills from multiple facets and gain an understanding of what a company needs to create a successful brand. I believe these skills will easily transition into any challenge I might take on in the future and expand the impact that I have in any position. I also have a new found respect for the developers on my projects, and understand the difficulties of work that it takes to develop something. This experience will help me to streamline my relationship with the Devs on my team, as I can be a more helpful designer.