

**I HAVE AN UNCANNY
ABILITY TO KNOW
WHAT'S NEXT**



WHAT I DO

PERFORMS A VITAL ROLE FOR CLIENTS IN NEW BUSINESS DEVELOPMENT AND OPPORTUNITIES

CONCEPTUALIZES, SELLS, AND IMPLEMENTS ON-BRAND STRATEGIES AND CREATIVE

GUIDES THE DESIGN AND AESTHETIC EVOLUTION OF A FIRM'S BRANDING PLATFORM

MONITORS BOTH INDUSTRY AND BUSINESS DEVELOPMENTS TO ANTICIPATE CLIENT NEEDS

COMMUNICATES CLEARLY AND CONCISELY, BOTH VERBALLY AND IN WRITING

PLANS AND MANAGES SCHEDULES FOR MULTIPLE AND INTEGRATED TASKS

FOSTERS TEAMWORK AMONG DIVERSE PERSONALITIES AND DISCIPLINES

EXECUTES INITIATIVES IN ACCORDANCE WITH ESTABLISHED PRINCIPLES AND BUDGET CRITERIA

I can help your marketing team build a brand platform that connects with audiences on all levels: brainstorm new design paradigms; negotiate branded entertainment opps; freshen current communications; corral both in-house and out-of-house resources; act as interim creative director; and serve as liaison between upper management and creative, presenting trends in the marketplace in terms the former group understands...

CALL IT TALENT, A WOMAN'S INTUITION OR THE FACT THAT I'M DOUBLY A PISCES IT'S WHAT I DO



Danny Clinch

As a creative strategist and brand catalyst, I inspire the best use of creative development in the brand context to improve well-being and prosperity. Through thoughtful guidance and coaching of your team, I help you bring the brand platform alive within all aspects of your organization — with no lapse or gaps in interpretation of your messaging or its larger goals.

— **barbara kwasnicki** (a.k.a kwas)

FROM DEFINING THE CONCEPTS OF A BRAND'S INITIAL PERSONALITY TO ENSURING THAT IT PLAYS WELL THROUGHOUT EVERY FACET OF YOUR BUSINESS, KWAS PAVES THE WAY FOR TRENDS TO COME

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**BRAND
Y♥URSELF
MADLY**

VISIT [BRAND-GIRL.COM](http://brand-girl.com) TO LEARN MORE ABOUT WHAT KWAS LOVES IN BRANDING TODAY.
TO READ MORE ABOUT KWAS' BRANDING AND ADVERTISING PHILOSOPHY, THE KWAS LOFT SPACE,
AND PORTFOLIO OF PAST KWAS INC CLIENTS AND PROJECTS, VISIT [BRAND-GIRL.COM/KWASINC](http://brand-girl.com/kwasinc).

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