

# Services

*Helping businesses bloom through reputation management  
& grounded communication practices.*

## Writing & Editing

The backbone of any public relations campaign is effective written communication. We can assist with the development and dissemination of consistent messages for a variety of purposes, including:

- \* corporate communications
- \* community relations
- \* fund raising
- \* business-to-business communication
- \* target marketing
- \* employee/internal relations

## Promotional Campaigns & Public Relations

Creative Types can help you identify your goals and strategies to achieve PR success by offering a complete spectrum of services, including:

- \* research
- \* planning
- \* implementation
- \* evaluation

*Supporting tactics may include:*

- \* press releases
- \* identifying media outlets for your message
- \* online media kits

## Advertising

Creative Types can incorporate an advertising campaign with your existing corporate image and public relations activities to form a constant message that reaches and motivates your key target audiences. We provide:

- \* writing copy
- \* photography/design
- \* placement

## Event Coordination

The partners of Creative Types have organized community events of all sizes, ranging from several hundred to several thousand attendees. No matter your audience or purpose, we can:

- \* coordinate your volunteers
- \* walk you through the planning stages
- \* coordinate a complete public relations plan to support your event
- \* write and design collateral materials

## Graphic Design

A major aspect of any public relations or marketing plan is the visual image that represents your company. Our goal is to turn your printed image into a working asset. Whether you are in need of an entire corporate identity or individual printed pieces, Creative Types can provide you with the graphic design services you need, including:

- \* logos
- \* web design
- \* newsletters
- \* ad design
- \* brochures
- \* flyers
- \* annual reports
- \* stationery
- \* media/information kit
- \* direct mail
- \* fund raising requests





# profile

## amy lyn boyle

Amy Lyn merged graphic design skills with a strong public relations background when she formed Creative Types in 2000. She contributes 10 years of marketing communications experience to Creative Types. Creative Types provides reputation management services through image building and branding, print and online publications, events and campaigns, the written word and candid consulting.

### Creative Types Client Services: 2000-Present

#### CULTURAL COUNCIL OF GREATER JACKSONVILLE

- Awards Program Publication, 2007  
Full layout, editing, sponsorship coordination and print management for 60+ page book. Achieved a 25% increase in sales over goal.  
- Web content manager, 2006

#### EARLY LEARNING COALITION OF PUTNAM AND ST. JOHNS COUNTIES

- Public Relations - Creating materials for Voluntary Pre-Kindergarten (VPK) awareness for coalitions (launch: Spring 2007) including public service announcements for TV, radio and web. Finding placement for PSAs.  
- Web design, 2005-2007  
Redesign of web site for an updated image. [www.sunkidz.net](http://www.sunkidz.net)  
- Print design for various projects

#### CRUSH BISTRO

- Public relations, 2006-2007  
Public relations services for upscale French restaurant. Identifying media, writing press releases, coordinating event opportunities to build community relations.  
- Graphic design, 2006-2007  
Design print advertising pieces to create a consistent image.

#### WILLIAM BRADFORD

- Online Reputation Management, 2006-2007  
Creating an image for attorney/professor

through web site design and monitoring web activity. [www.williamcbradford.com](http://www.williamcbradford.com)

#### BEACON ADVANTAGE SOLUTIONS (ATLANTA)

- Image Package Design, 2006-2007  
Created image and produced collateral pieces including company logo, stationery, brochure, and Power Point presentations.  
- Web design, 2006-2007  
Redesigned entire look and navigation. [www.beaconadvantage.com](http://www.beaconadvantage.com)

#### PLAN TO ADOPT

- Web site design, 2006-2007  
Redesign of web pages and creation of navigational structure to support a local adoption consultant in her public relations efforts.  
- Ad design, 2006-2007

#### R. ROBERTS GALLERY

- Media Relations, 2007  
Assisted with media relations campaign for *Renoir & The Impressionists* exhibit.

#### FRANK ADOPTION CENTER (NORTH CAROLINA)

- Web site design, 2006-2007  
Redesigned look and navigational structure. Included rewriting, design, layout and editing. (Site has not launched yet; can be previewed at [www.amylyn.net](http://www.amylyn.net))

#### CULTURAL CENTER AT PONTE VEDRA BEACH

- Fundraising piece, 2005  
Concept, design, print management of donation collateral.

#### PRODUCE FOR KIDS (PUBLIX)

- Media relations, 2005-2006  
Managed media relations and event coordination to promote healthy eating habits for children.

#### MAGGIANOS LITTLE ITALY

- Public Relations & Marketing, 2005  
Management of public relations and marketing efforts for the Jacksonville restaurant.

#### JACKSONVILLE FILM FESTIVAL

- Program Book, 2005  
Full layout, editing, sponsorship coordination and print management for 45+ page book; Distribution, 12,000+

#### FLORIDA THEATRE

- Quarterly Newsletter, Sightlines - 2005  
Layout and design of full-color member newsletter  
- Performance Season Program - 2003-2004 and 2004-2005  
Full layout and editing for all performances; sponsorship sales and print management; Distribution, 8,000+

(continued)

## Client Services, continued...

### ENDO EXO

- Web maintenance and online communication services for cosmopolitan nighttime venue - 2005

### FIRST COAST NO MORE HOMELESS PETS, INC.

- Fundraising Brochure, 2005  
Coordinated copy, full design and editing  
- Exhibit Display Design, 2004  
Designed display boards, banners and posters for events and trade shows

### THE ARC JACKSONVILLE

- Media Relations - 2004-2005  
Annual "Dinner With Bill" fundraiser event, 2004 and "The Power of A.R.T." Jacksonville Museum of Modern Art exhibit, 2005

### FIRST COAST FAMILY & HOUSING FOUNDATION, INC. (FAMILIES FIRST)

- Annual Report, 2001-2002  
- General Information Brochure  
- Newsletter

Design, writing and concepts

### TONI MOCK, REALTY EXECUTIVES

- Monthly Newsletter, Welcome Home, 2000-Present  
Writing, editing, design and printing

### HEALTH DESIGNS

- Web design  
- Copy writing and editing  
- Postcard, advertisements, and promotional material design  
- Consulting, 2000-2004

### GREATER JACKSONVILLE KINGFISH TOURNAMENT

- Media relations, 2002

### HEALTH SOURCE

- Research and writing for health magazine, 2003

### CONCEPTS IN FOCUS-ULRICH RESEARCH

- Award Winning Invitation Design for open house, 2002

### STEPHEN SAPP ACCOUNTING SERVICES

- Logo design and stationery package, 2002

## Prior Employment

1997-2000 - **MUSEUM OF SCIENCE AND HISTORY**, Public Relations Coordinator. Planned and implemented programs to bring awareness to museum, coordinated advertisement, media events and exhibit openings.

1993-1996 - **BEACHES LEADER** - Editing, writing, and circulation coordination for local newspaper.

## Dedication to Profession

**PUBLIC RELATIONS SOCIETY OF AMERICA** - Executive board member since 1998 for the North Florida Chapter. Currently President of the chapter, serving more than 160 members. Responsible for promoting the organization, creating professional development programs, managing membership and heading a 22-person leadership team.

## Awards

**IMAGE AWARDS** (8) for excellence in public relations from the Florida Public Relations Society including the 2003 Grand Image Award for Printed Tools.

**GOLD KEY AWARD** for highest excellence in public relations and for work in the society from the national Public Relations Student Society of America.

## Education

**UNIVERSITY OF NORTH FLORIDA**  
Bachelor of Arts in Communications, 1997.  
Internships at The Robin Shepherd Group and Glenn Overman and Associates Public Relations.

## Community Volunteer

**ST. PAUL CATHOLIC SCHOOL & PARISH** - Jacksonville Beach, Florida

Public relations and design services also donated in part or full to various organizations, including:

**BEST BUDDIES, ESPRIT DE CORPS, JUNIOR LEAGUE, & MS SOCIETY**