

BRAND EXPERIENCE

For more than 20+ years, I have helped businesses define who they are, communicate their value, and position their brands for growth.

I began my career as a graphic designer and progressed into art direction, creative management, brand strategy, digital marketing, and business leadership. Since founding Mindstorm Communications Group, I have helped launch more than 200 brands and campaigns and led the rebranding of more than 30 companies.

My experience goes beyond creative work. As an agency owner, I have managed clients, teams, budgets, technology, business development, and company operations. This allows me to look at branding and marketing through both a creative and commercial lens.

I bring strategic thinking, creative direction, practical leadership, and personal accountability to every engagement. I can identify the big opportunity, develop the plan, lead the work, and make sure the final result supports the business goals.



CASE STUDY

AM REALTY

BRAND DEVELOPMENT

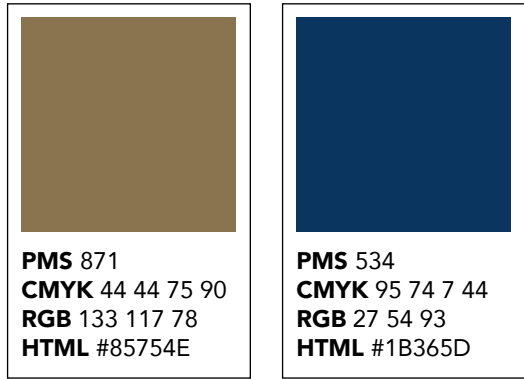
DELIVERABLES

Brand Foundation
Brand Logo
Brand Identity
Digital Assets
Signage

Jeff Masilun
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VISUAL IDENTITY



BRAND IN ACTION



CASE STUDY

FIVE DOGS COFFEE

BRAND AND PACKAGING DEVELOPMENT

DELIVERABLES

Brand Foundation

Competitive Landscape

Brand Logo

Brand Identity

Tagline Development

Digital Assets

Signage



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CASE STUDY

FIVE DOGS COFFEE

BRAND AND PACKAGING DEVELOPMENT

MY ROLE

Brand Foundation
Competitive Landscape
Brand Logo
Brand Identity

Tagline Development
Digital Assets
Website Design
SEO

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BRAND INSIGHTS



74%

OF AMERICANS DRINK COFFE EVERYDAY!

FEMALES

AVERAGE SPENDING **\$2,327**
A YEAR ON COFFEE

MALES AVERAGE SPENDING **\$1,934**
A YEAR ON COFFEE.

COFFEE DELIVERY SALES

HAVE JUMPED 340% SINCE 2019

109% INCREASE

IN COFFEE SUBSCRIPTION SALES
IN THE LAST 3 YEARS!

<https://coffeeaffection.com/online-coffee-sales-statistics/>

CONSUMER BENEFITS

FLAVOR-FULL/

Great taste
Freshest beans
NC roasted
Unique flavors
Ask about Personal Aromas!
Never stale

LICKING APPROVED/

Coffee causes extra licking*
Sip, drink or lick - we don't judge!
So good you may lick the cup for more

Dog focused coffee

SMALL BATCH/

Flavor
Brewing
Variety
Process
Delivery



BRAND LOGO



BRAND TAGLINE



**PAWSITIVELY
FRESH COFFEE**

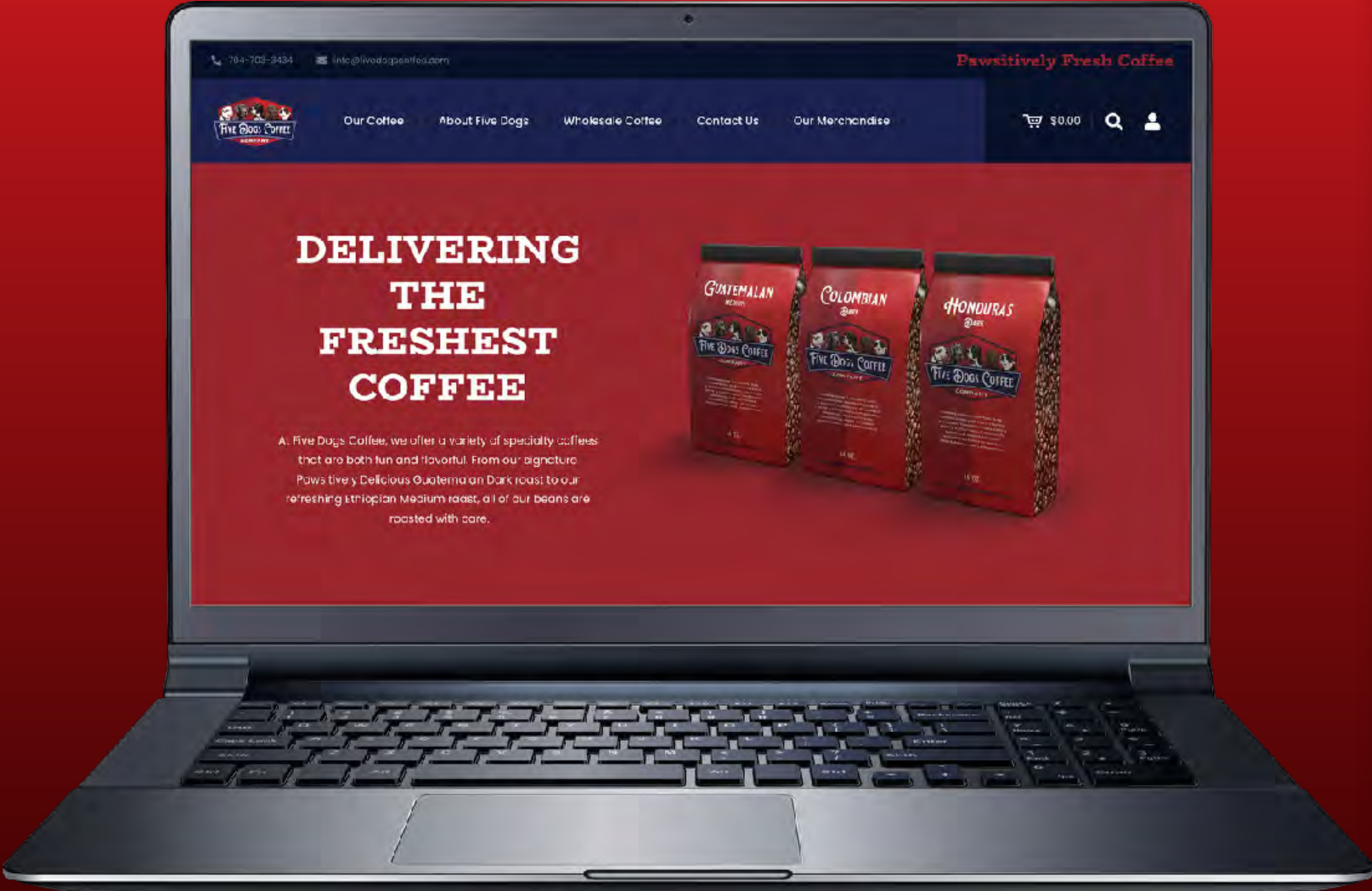
MOOD BOARD



PACKAGING



WEBSITE DESIGN



FIVE DOGS COFFEE FLAVORS



COLOMBIAN

Enchanting dance of bittersweet chocolate entwined with the velvety embrace of caramel, an intricate tango between the richness of almonds and the zesty whispers of citrus.

[Buy Now](#)



ETHIOPIAN

An explosion of intense fruit flavors that dances upon the palate. Unparalleled masterpiece, an embodiment of the untamed spirit of Guji's woodlands and a testament to the harmonious marriage of mankind and nature.

[Buy Now](#)



GUATEMALAN

Indulge in the rich and flavorful essence of Guatemalan coffee. Savor the luscious notes of smooth chocolate, the comforting hints of granola, and the delightful nuttiness that adds depth to every sip.

[Buy Now](#)



HONDURAS

A tantalizing tasting notes that mirror the delectable sweetness of a luxurious chocolate bar. Sourced from the rugged terrains of western Honduras, these beans thrive at dizzying heights, meticulously cultivated to ensure unparalleled quality.

[Buy Now](#)



APPROVED BY DOGS

Try our **SMALL BATCH, FLAVOR-FULL, BAD ASS BEANS.** They really is **PAWSITIVELY AWESOME!**

[See Our Flavors >](#)



CASE STUDY

ONCORE FILTRATION

BRAND LAUNCH

CHALLENGE

The goal was to create a new brand in this industry to provide USA Made pool and spa filters.

Create a fresh brand that will offer a comprehensive range of products in the pool and spa market... and make a splash!

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CASE STUDY

ONCORE FILTRATION

BRAND LAUNCH

MY ROLE

Brand Strategist
Creative Director
Graphic Designer
Website Strategist
Team Leader: Copy and Messaging Direction
Marketing Director
Project Lead

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CASE STUDY

ONCORE FILTRATION

BRAND LAUNCH

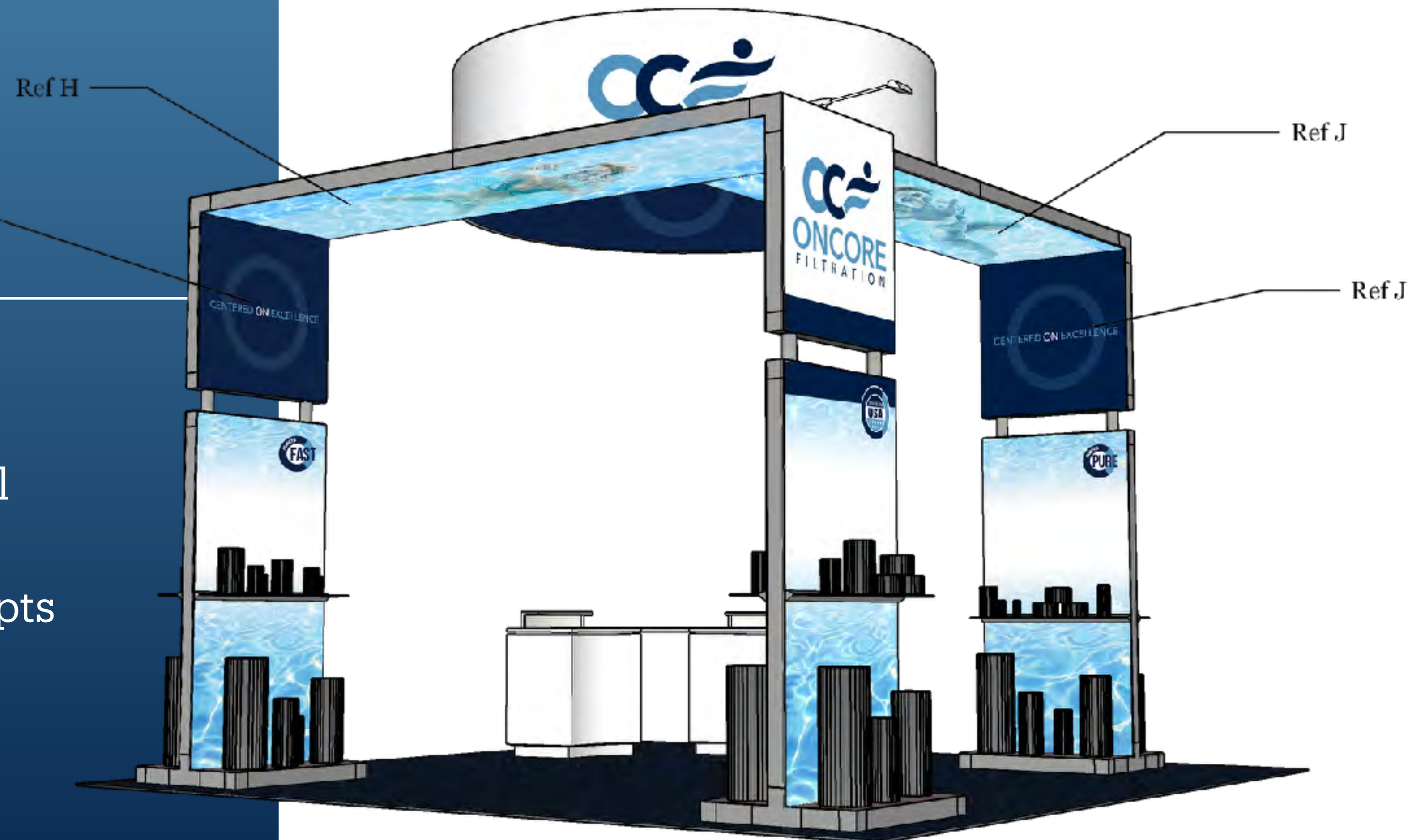
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DELIVERABLES

Brand Foundation
Competitive Landscape
Brand Name
Brand Logo
Tagline
Brand Development

Brand Video
Digital Assets
Collateral Material
Ad Concepts
Packaging Concepts
Tradeshow Booth



CASE STUDY

ONCORE FILTRATION

BRAND LAUNCH

OBSTACLES

New to the industry - Brand Acceptance

USA Made

West Coast Supplier

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BRAND NAME

ONCORE

WORD DEFINITION/

No English definition

PLATFORM/

PURE

DEFINE/ Continuous pool and spa water cleaning...day after day.

WHO WE ARE/ Dependable pool and spa cleaners.

POTENTIAL DESCRIPTOR/

OnCore Filtration

POTENTIAL TAGLINE/

Centered on Excellence

POTENTIAL URL/ oncorefiltration.com

BRAND IDENTITY



O = On



C = Core



F = Filtration



Pat



BRAND IDENTITY: TAGLINE

CENTERED ON EXCELLENCE

CENTERED ON EXCELLENCE

BRAND IDENTITY: ELEMENTS

Meet the Life Preservers!



MOOD BOARD



Fun pool photography and videos always where the PURE WATER IS ALWAYS the focus.



Product photography on an angle or unique perspective.

Brand Personality

FUN & ACCESSIBLE

THE FILTERS TO GET!

**FAST
EXCELLENCE
PURE**

TO A SUPPLIER...

Products in Stock
Better Experience
Trustworthy Resource

TO PRODUCT USER...

Count On
Better Product
Deliver Pure Water



Fun and meaningful DIDYOU KNOW series about keeping pool water Pure.



ONCOREFILTRATION.com

BRAND IN ACTION

WHY ONCORE



MADE IN USA
★★★★★

OnCore Filtration™ products are proudly manufactured and assembled in Manning, South Carolina. With a 72,000 square foot manufacturing facility, OnCore Filtration™ offers the latest tech and vertical integrations. The OnCore team has over 60 years of filtration experience and over 30 years in the Pool and Spa market to help meet our customer's individualized needs. All of our items are proudly assembled in the USA.

ALWAYS FAST

State-of-the-art equipment and best manufacturing practices makes OnCore Filtration™ always FAST.

ALWAYS PURE

Incorporating the finest polyester material and molded cores makes OnCore Filtration™ always PURE.

ALWAYS TRUE

Dedication to a quality product and exceptional customer service makes OnCore Filtration™ always TRUE.

CENTERED ON EXCELLENCE

ONCOREFILTRATION.com

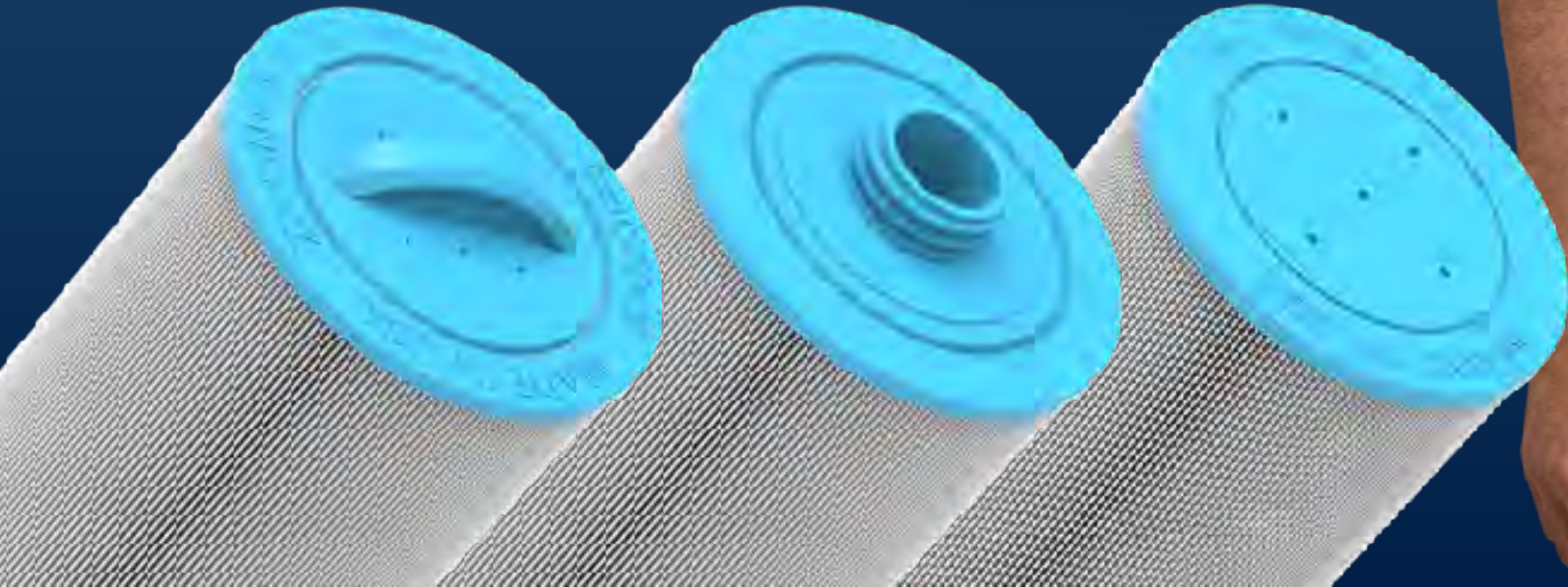




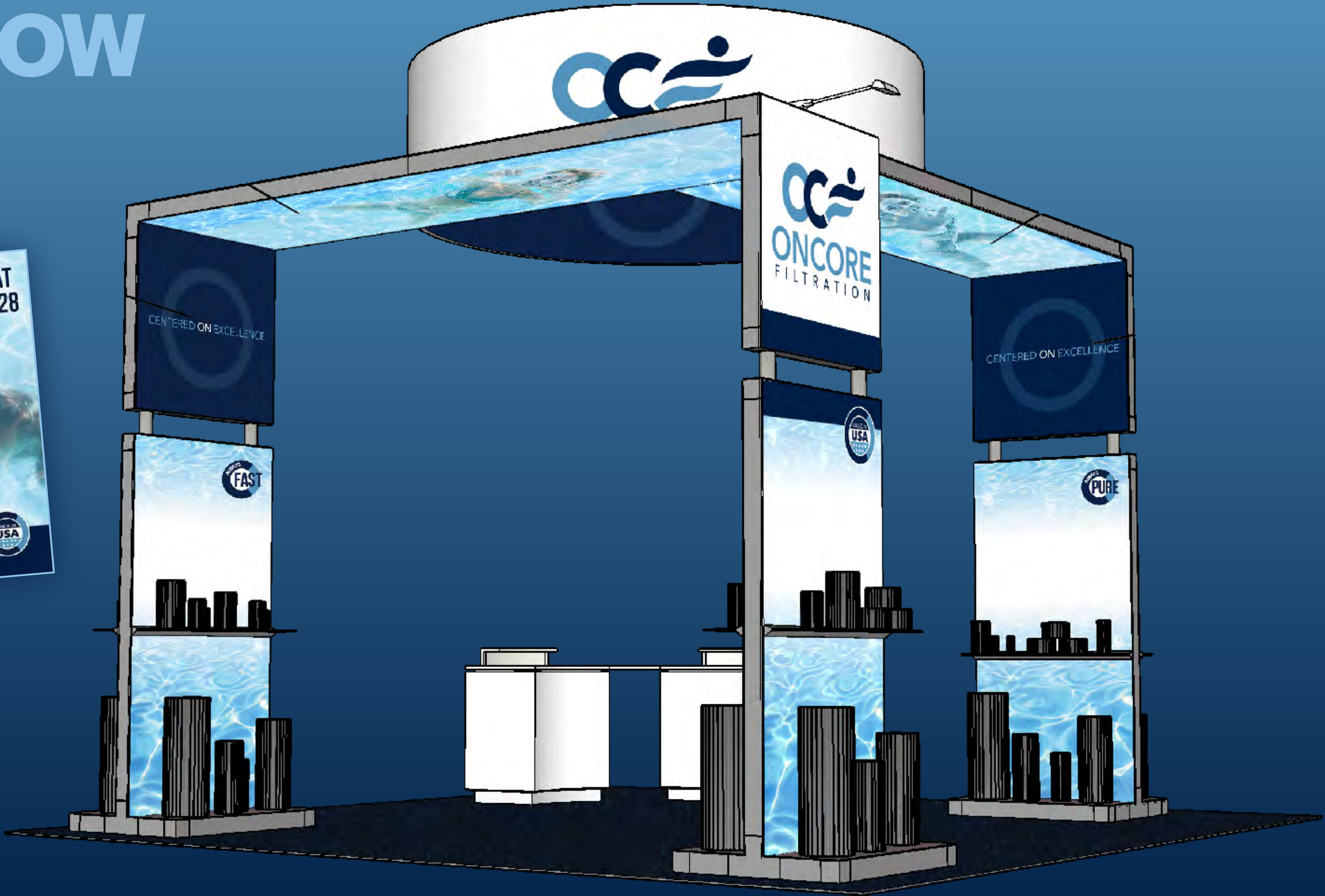
MADE IN USA
★★★★★

POOL & SPA FILTRATION PRODUCTS

CENTERED ON EXCELLENCE



TRADESHOW SUPPORT



WEBSITE DESIGN



THE RESULTS

The new brand, OnCore Filtration, was created and developed within just 9 months. During this time, the brand concept was developed and completed, and the brand was introduced to the pool and spa industry where it made a splash!

**ACCEPTANCE
BRAND IS RECOGNIZED
IN THE CATEGORY**

**MULTIPLE
INDUSTRY
AWARDS**



CASE STUDY

SCHLEICH USA

CONSUMER ENGAGEMENT CAMPAIGN

CHALLENGE

Increase online consumer sales
Improve the overall email marketing experience

Better engagement with their audience, drive conversions, and build long-term customer relationships—all while staying true to Schleich's playful and imaginative identity.

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CASE STUDY

SCHLEICH USA

CONSUMER ENGAGEMENT CAMPAIGN

MY ROLE

Engaging headlines and email content were created, featuring Schleich toys interacting/speaking with the headline words and letters.

- Strategic Planning
- Brand Creative
- Graphic Assets
- Email Content
- Email Management
- Email Reporting



CASE STUDY

SCHLEICH USA

CONSUMER ENGAGEMENT CAMPAIGN

THE SOLUTION

A sophisticated and engaging email drip marketing campaign. A drip campaign was created for 8 different users interactions. This interactions consisted of the following categories:

- | | |
|--------------------------|-------------------------|
| 1. Welcome Series | 5. Product Review Share |
| 2. Abandoned Cart Series | 6. Browser Abandonment |
| 3. Post Purchase | 7. Birthday |
| 4. Long Purchase | 8. Sunset (unengaged). |

Somebody wants to
meet
YOU!



Long Time...



WELCOME SERIES

An email drip campaign was created to trigger when a consumer signed up for the Schleich e-newsletter. The series was scheduled to send a sequence of emails over a 5-week period.





[Specials](#) [Farm World](#) [Horse Club](#) [Dinosaurs](#)



Congratulations and welcome to Schleich.
We're so happy you're here.

Your 15% Welcome Coupon

EXAMPLE15 Code

[SHOP NOW!](#)

With six play worlds and hundreds of authentically detailed characters and sets, we have so much for you to explore. Since you're the new kid in town, come on in and explore the power of imagination. Don't be shy—we don't bite! Whether our creatures do is up to you and your little storytellers.

Check out Some of our Favorites



Great White

[Buy Now](#)



Alligator

[Buy Now](#)



Baryonyx

[Buy Now](#)



Golden Retriever, female

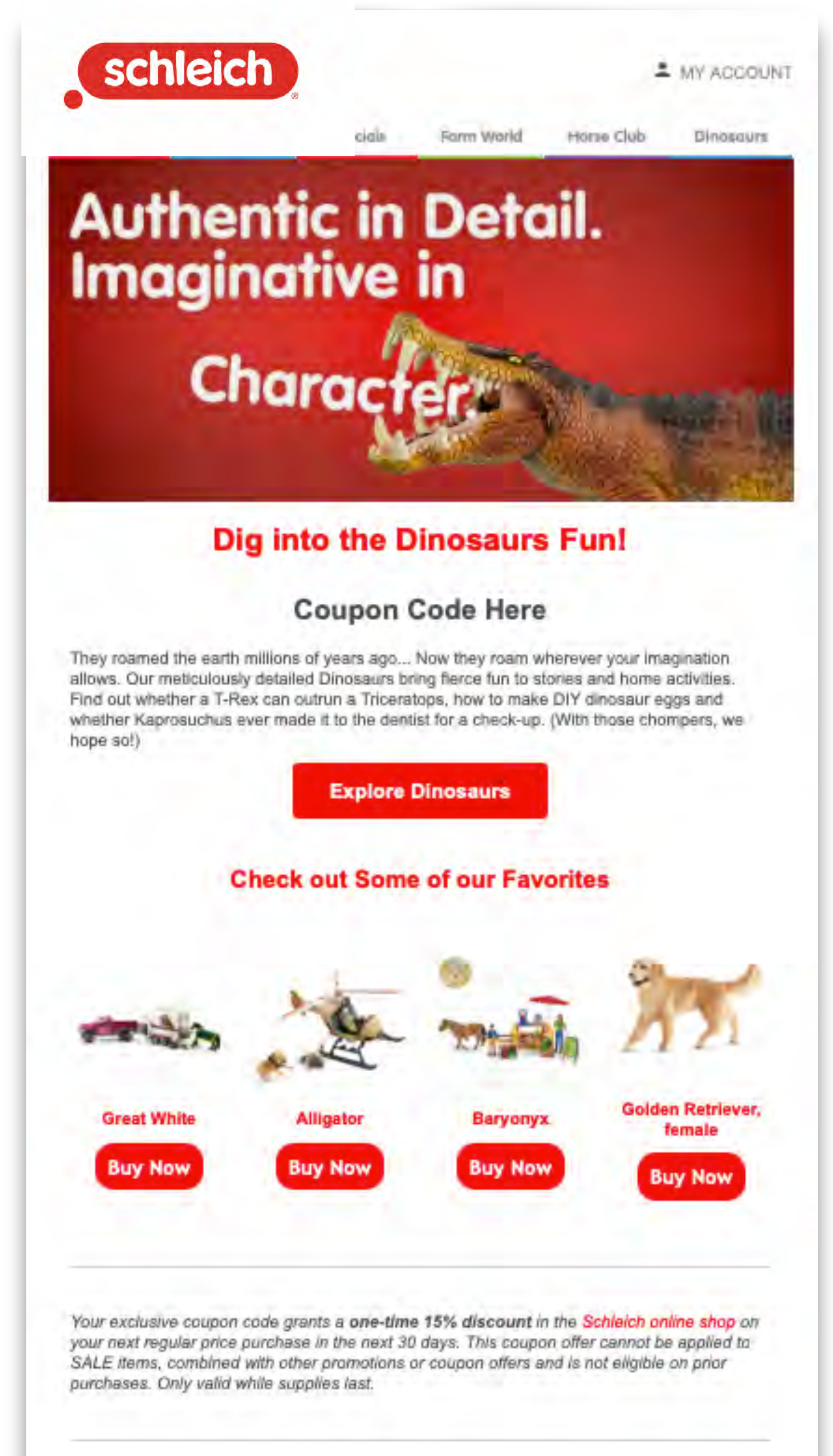
[Buy Now](#)

POST PURCHASE

This was the most elaborate series in the campaign. Multiple email funnels were developed based on factors like product purchased, purchase history, and site behavior.

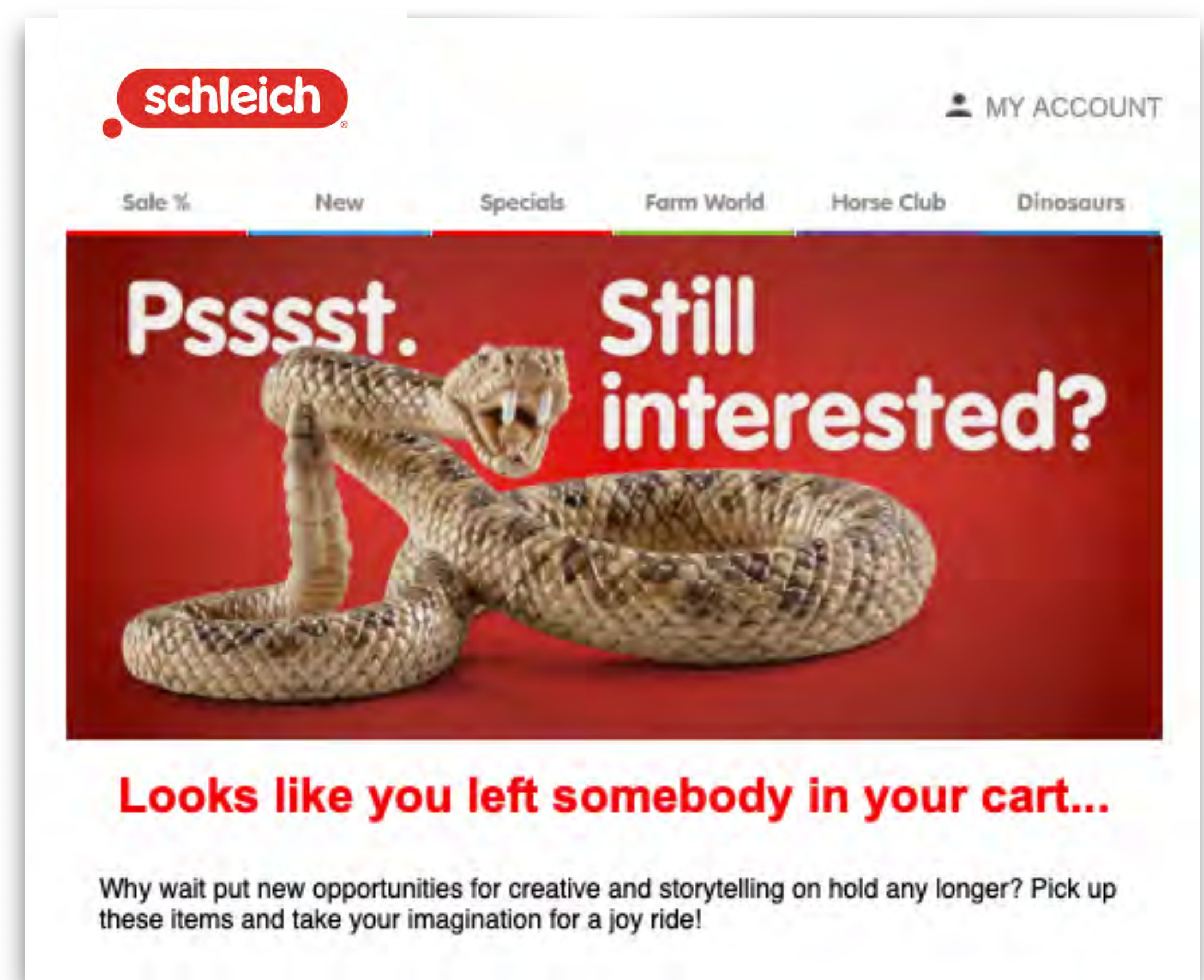
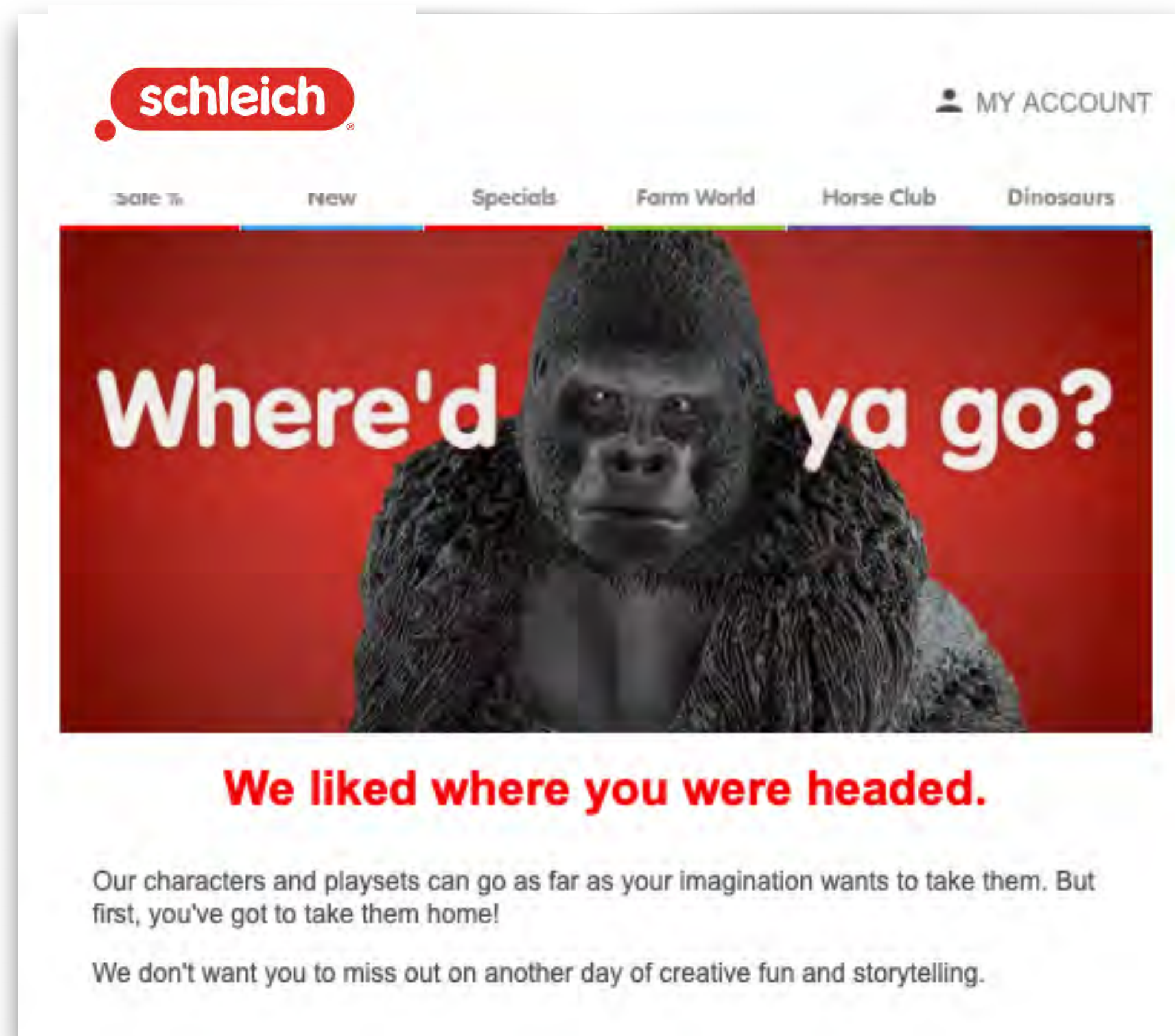


- 4 distinct funnels
 - 16 tailored emails
- Each funnel delivered relevant content to deepen engagement and encourage repeat purchases.



BROWSER ABANDONMENT

A series of emails for when a consumer would visit the website and no action was taken.



CASE STUDY

SCHLEICH USA

CONSUMER ENGAGEMENT CAMPAIGN

THE RESULTS

A total of 35 unique emails were developed for the campaign. The campaign:

Increased communication with both new and existing subscribers

Purged the list by removing unengaged contacts

Created ongoing value by establishing consistent, relevant touchpoints

The email series continues to expand and remains a key driver in keeping Schleich top of mind with its audience.



CASE STUDY

KENNEDYSTRONG

BRAND DEVELOPMENT

CHALLENGE

KennedyStrong Foundation needed a modern brand to increase awareness, attract donors, and support long-term growth beyond its existing audience.

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CASE STUDY

KENNEDYSTRONG

BRAND DEVELOPMENT

MY ROLE

Brand Strategist
Creative Director
Graphic Designer
Website Strategist
Website Design
Marketing Planner
Team Leader & Account Main Contact

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CASE STUDY

KENNEDYSTRONG

BRAND DEVELOPMENT

DELIVERABLES

Brand Foundation
Competitive Landscape
New Brand Logo
New Brand Identity

Tagline Development
Digital Assets
Marketing Plan
Digital Design

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BRAND INSIGHTS

80%

OF INDIVIDUALS WITH IDD LIVE
WITH THEIR PARENTS AFTER
HIGH SCHOOL*

54%

OF CAREGIVERS REPORT
THAT THEY **DO NOT** HAVE A PLAN
FOR THE FUTURE*

7.3

MILLION PEOPLE IN
THE USA HAVE AN IDD*

50%

OF YOUTH WITH IDD LEAVE
HIGH SCHOOL **WITHOUT** A DIPLOMA

* <https://thearc.org/blog/new-data-reveals-nation-failing-support-people-intellectual-developmental-disabilities/>

CONSUMER BENEFITS

[How your brand gets noticed]

[What key attributes would
motivate a consumer to engage]

EDUCATE/

Growth Minded
Leadership Based
Risk Taking
Helpful
Supportive
Purpose Driven

EMPOWER/

Inspirational
Challenging
Powerful
Impactful
Independence
Purpose Driven

LEAD/

Experience
Understanding
Compassion
Determined
Advocate
Positive
Relentless
Purpose Driven

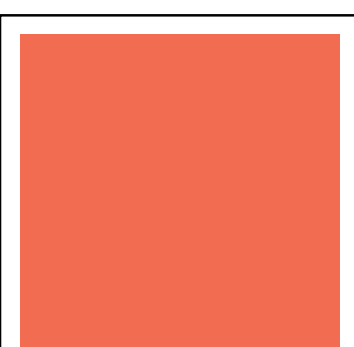


Inspiring Independence for Life

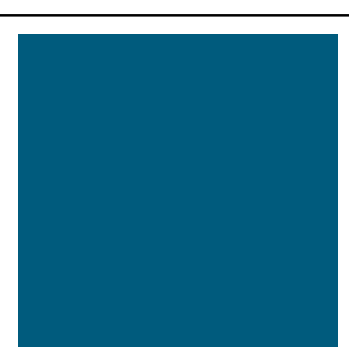
KSF Brand Attribute.

KSF Brand Mission and Vision
objective of empowering individuals
with IDD to gain independence.

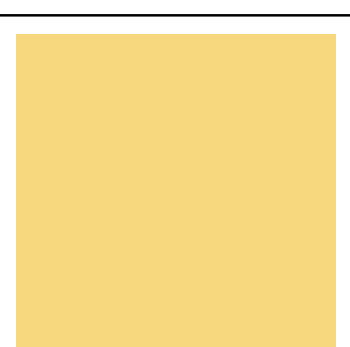
KSF education and empowerment
creates a way of life that is meant
to be used for life.



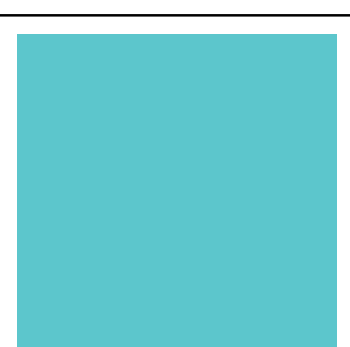
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CMYK 0 72 70 0
RGB 229 106 84
HTML #E56A54



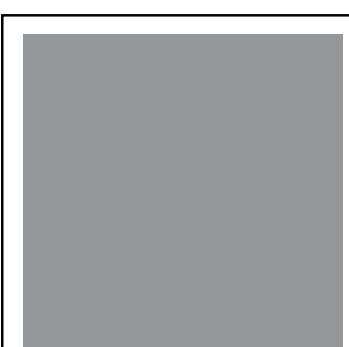
PMS 7700
CMYK 84 17 0 57
RGB 22 92 125
HTML #165C7D



PMS 7403
CMYK 1 11 58 2
RGB 238 212 132
HTML #F4DA40



PMS 319
CMYK 59 0 22 0
RGB 45 204 211
HTML #2DCCD3



PMS 422
CMYK 19 12 13 34
RGB 158 162 162
HTML #9EA2A2





KENNEDYSTRONG
FOUNDATION



KENNEDYSTRONG
FOUNDATION



BRAND VISUALS



EDUCATING &
EMPOWERING

WHAT WE DO!

Create programs and services to **SUPPORT INDIVIDUALS WITH INTELLECTUAL & DEVELOPMENTAL DISABILITIES** and their families as well as **PROMOTING ADVOCACY AND INCLUSION** to help them reach their full potential.



DID YOU KNOW...

80%

OF INDIVIDUALS WITH IDD LIVE WITH THEIR PARENTS AFTER HIGH SCHOOL*

54%

OF CARGIVERS REPORT THAT THEY **DO NOT** HAVE A PLAN FOR THE FUTURE*

7.3

MILLION PEOPLE IN THE USA HAVE AN IDD*

Let's educate & empower individuals with IDD to achieve their dreams of independence and employment.

KENNEDYSTRONG.ORG

KennedyStrong Foundation, is a 501(c)(3) non-profit charitable organization. All monetary and in-kind donations are tax deductible.

Programs Offered

Let's Get Inclusive

Training programs for businesses and governments that aim to create more inclusive workplaces and communities for individuals with intellectual and developmental disabilities (IDD).



Let's Make Connections

Providing inclusive and educational activities for individuals aged 18 and older, regardless of their abilities, elevating engagement and social interaction among diverse groups.



Let's Go To Work

A 12-month program designed for individuals with disabilities that enhances their endurance, and confidence, ultimately leading to an internship and full-time employment opportunity.



Let's Get Moving

An inclusive fundraising event, welcomes participants of all abilities to join in activities such as a 5K run, a Buddy Run, and an Activity Adventure Course, promoting inclusivity and community engagement.



KENNEDYSTRONG
FOUNDATION

Inspiring Independence for Life

KENNEDYSTRONG.ORG

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BRAND PHOTOS

Photos should always **focus on the participant**. Ensure that the participant is **engaged in an action**. Capturing the **empowering action** is the priority. The participant should also highlight socialization and when possible a connection with leadership.

*The participant does not need to be looking at the camera.
Showing the instructor/leadership is not necessary.*



BRAND WEBSITE

LET'S GET MOVING!



2ND ANNUAL

ALL BODIES-IN-MOTION 5K, BUDDY RUN, ACTIVITY ADVENTURE COURSE

Come join us for our annual fundraiser, an inclusive event for all! The festivities kick off at 8 AM with a DJ and a variety of activities suitable for everyone, including a 5K run, a Buddy Run, and an Activity Adventure Course.

[Register Now >](#)



Event information:

WHEN: Saturday, September, 21, 2024
WHERE: Vietnam Veterans Park in Concord
760 Orphanage Rd., Concord, NC 28027

SCHEDULE:

Festivities – including a DJ
8:00 a.m. until noon.

9:00 a.m. – Buddy Run starts
9:30 a.m. – 5K starts
9:30–10:30 a.m. – Activity
Adventure course is open as an alternative to the run/walk events
11:00 a.m. – Awards ceremony
Virtual 5K for those who cannot attend in person but want to participate where they are.

COST

1 Mile Buddy Run/Walk – \$0
5K – \$35
Decathlon Activity Adventure course – \$25
Virtual 5K – \$30



Buddy Run and 5K for All Abilities!



Activity Adventure Course



2023 Volunteers