OCTOBER 2026

Presented by Natalie Guse

# *Creative Portfolio*



# Table of Contents

Introduction

Education Background

Working Experience

Projects

# Hello! My Name is Dr. Natalie Guse

Dr. Natalie Guse is an industry expert in Shopify Development, Content Creation, Creative Writing, SEO, Marketing and Digital Marketing. She is very passionate about marketing and how it can change and impact the business revenue of companies. She was an early adopter of Digital Marketing and E-Commerce Strategies. She has developed Internet Marketing strategies for the Soccer FIFA World Cup in 2006 for the city of Stuttgart, one of the host cities of the World Cup. She has applied a mixture of social media marketing, web development strategies, SEO, and traditional advertising strategies to help the city of Stuttgart to attract more tourists, residents, and businesses to their destination.

In 2008, she decided to live her dream and to start a new career in the U.S. In 2008, she founded Majestic Social Media, a full-service social media, Web-Design, SEO, and Internet Marketing company. While building her own company, she has also completed her Doctorate Degree in Business. Her doctoral thesis focused on the correlation between digital marketing strategies and the business revenue of U.S. based companies. Dr. Natalie Guse also has a Master's degree in Marketing and a Bachelor's degree in Journalism and PR.



# Education Background

*2004*

BACHELOR'S DEGREE IN JOURNALISM & PR

01

*2007*

MASTER'S DEGREE IN BUSINESS

02

*2017*

DOCTORATE DEGREE IN BUSINESS ADMINISTRATION

03

# Working Experience

*2017-2026*

**OWNER & DIRECTOR AT THE BUSINESS BUREAU**

Helping companies grow providing Fractional Marketing & COO Services, including Web Development, Digital Marketing and Social Media Marketing.



*2010-2017*

**FOUNDER & E-COMMERCE DIRECTOR AT "ALL THINGS E-COMMERCE"**

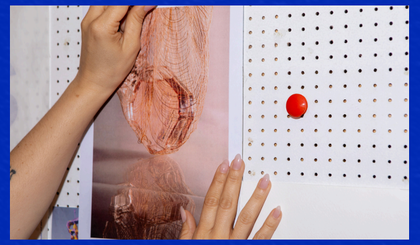
Consumer Brand Agency with its own marketplace offering products including fun party games, custom gifts and rare products.



*2008-2017*

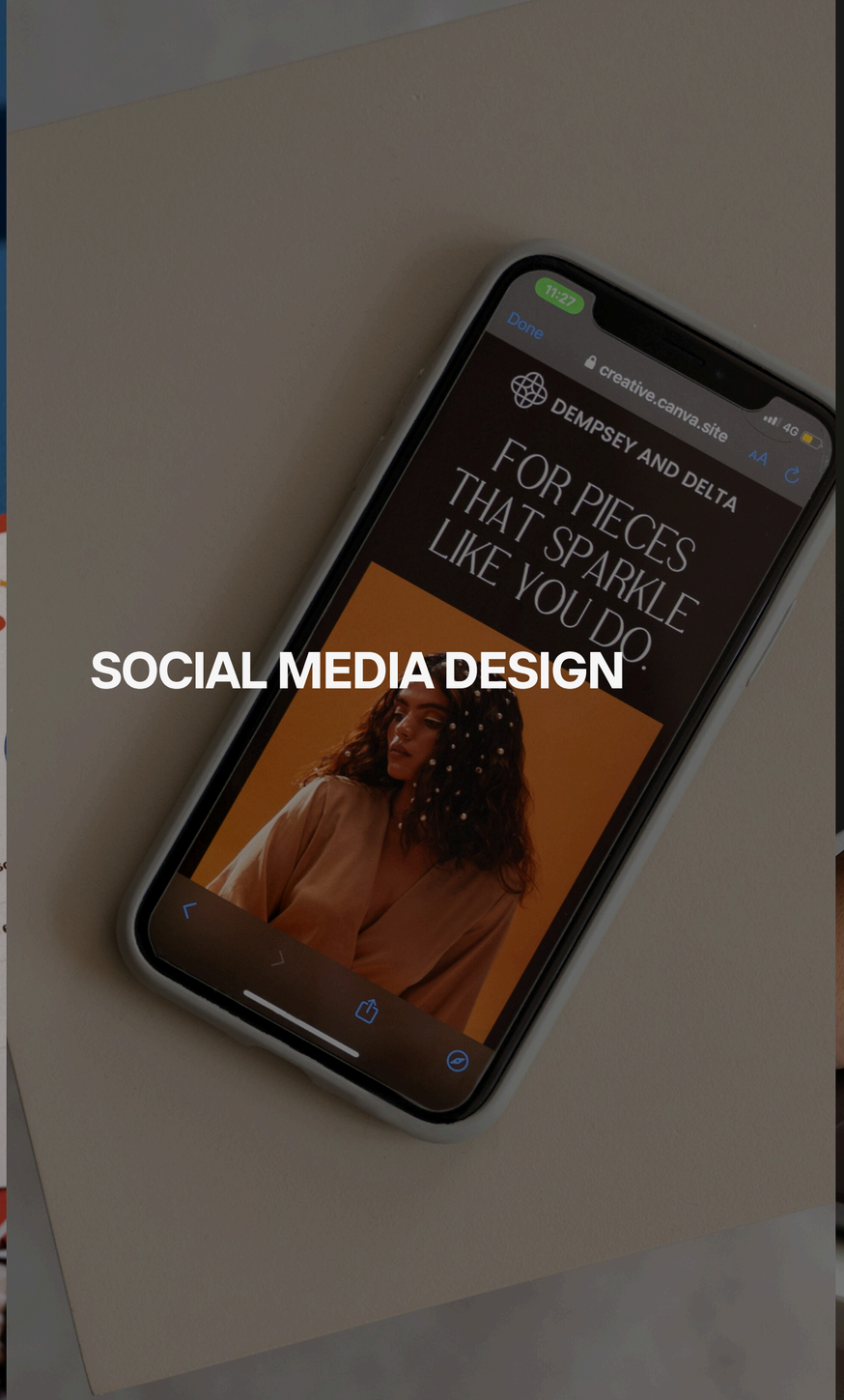
**FOUNDER & E-COMMERCE DIRECTOR AT "MAJESTIC SOCIAL MEDIA"**

Full-Service Marketing Agency including Shopify Development, SEO, Social Media, Marketing, E-Commerce.






BRANDING



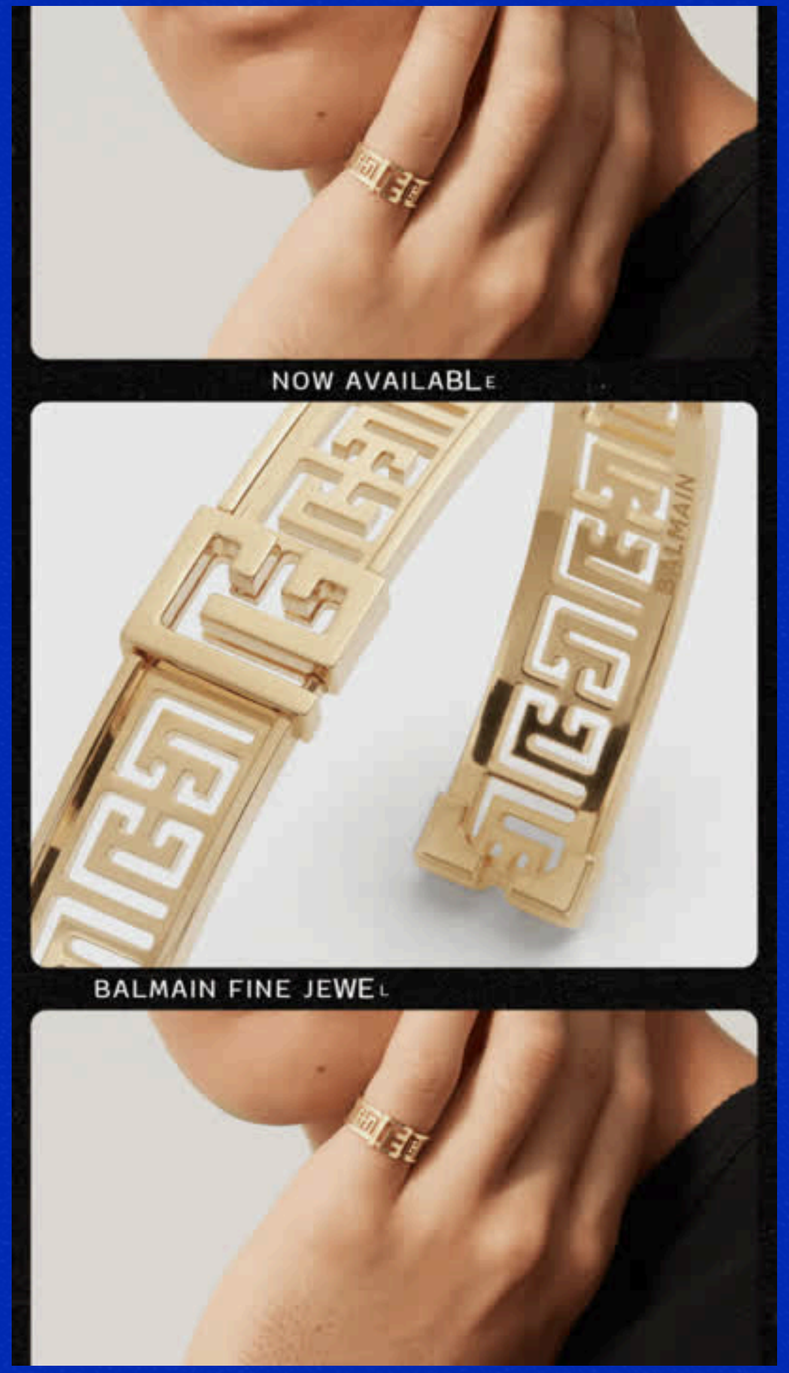

SOCIAL MEDIA DESIGN

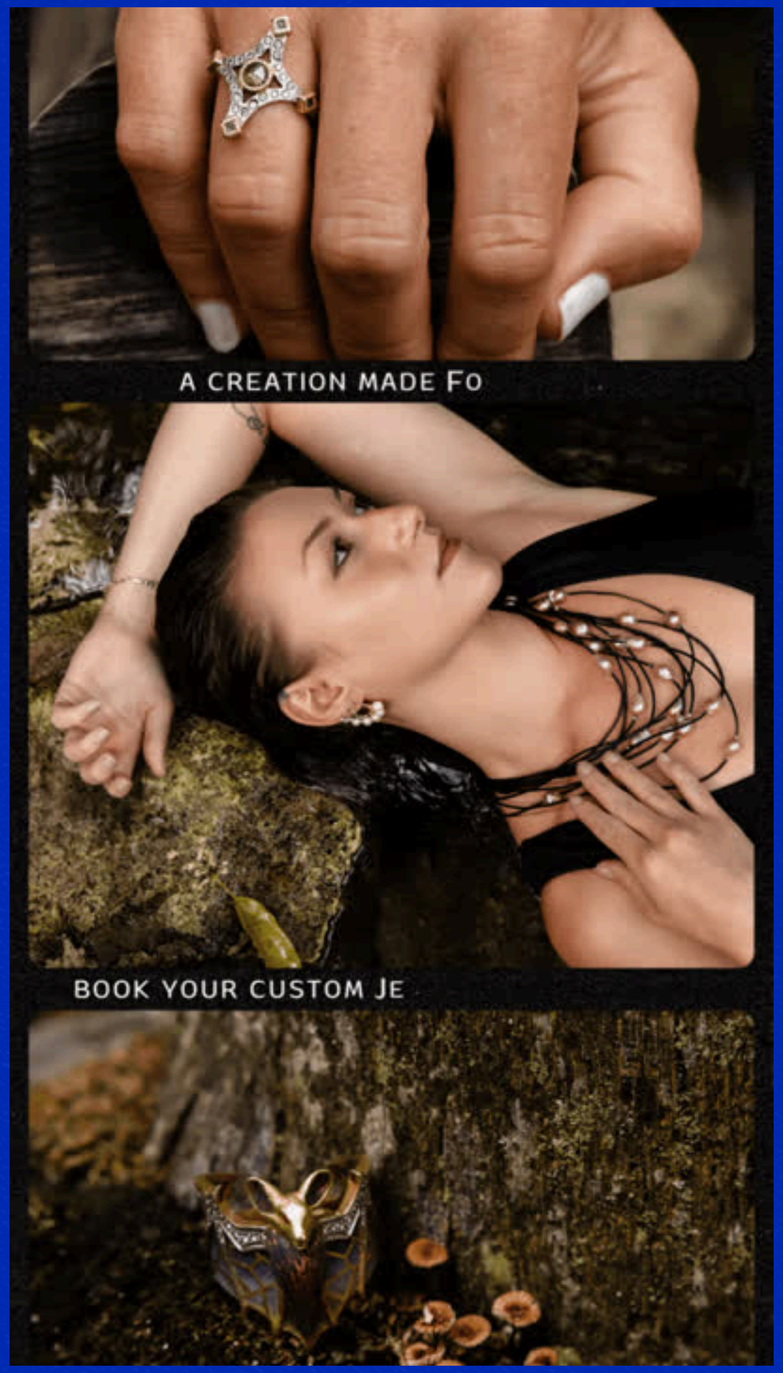



WEB DESIGN

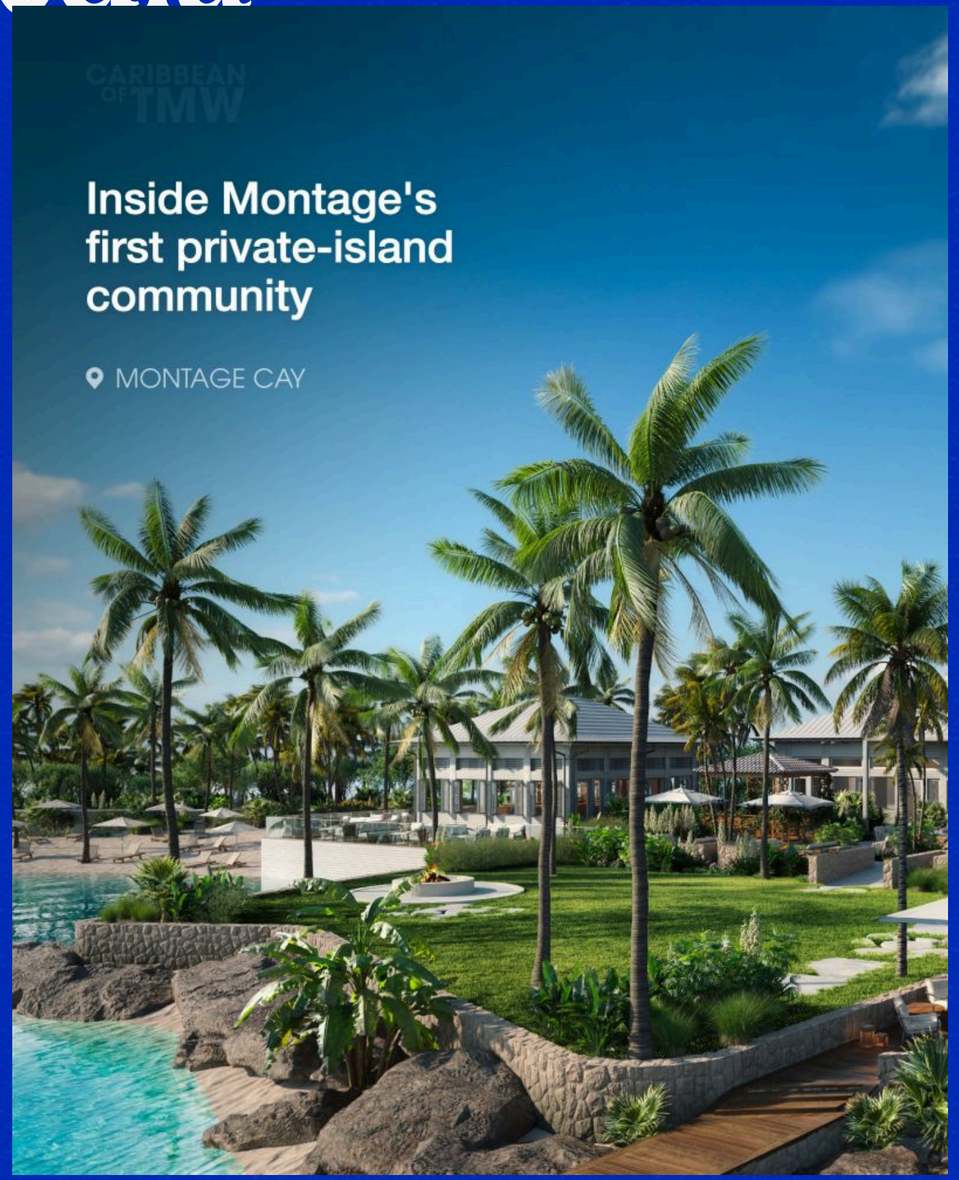
# Portfolio

# Social Media



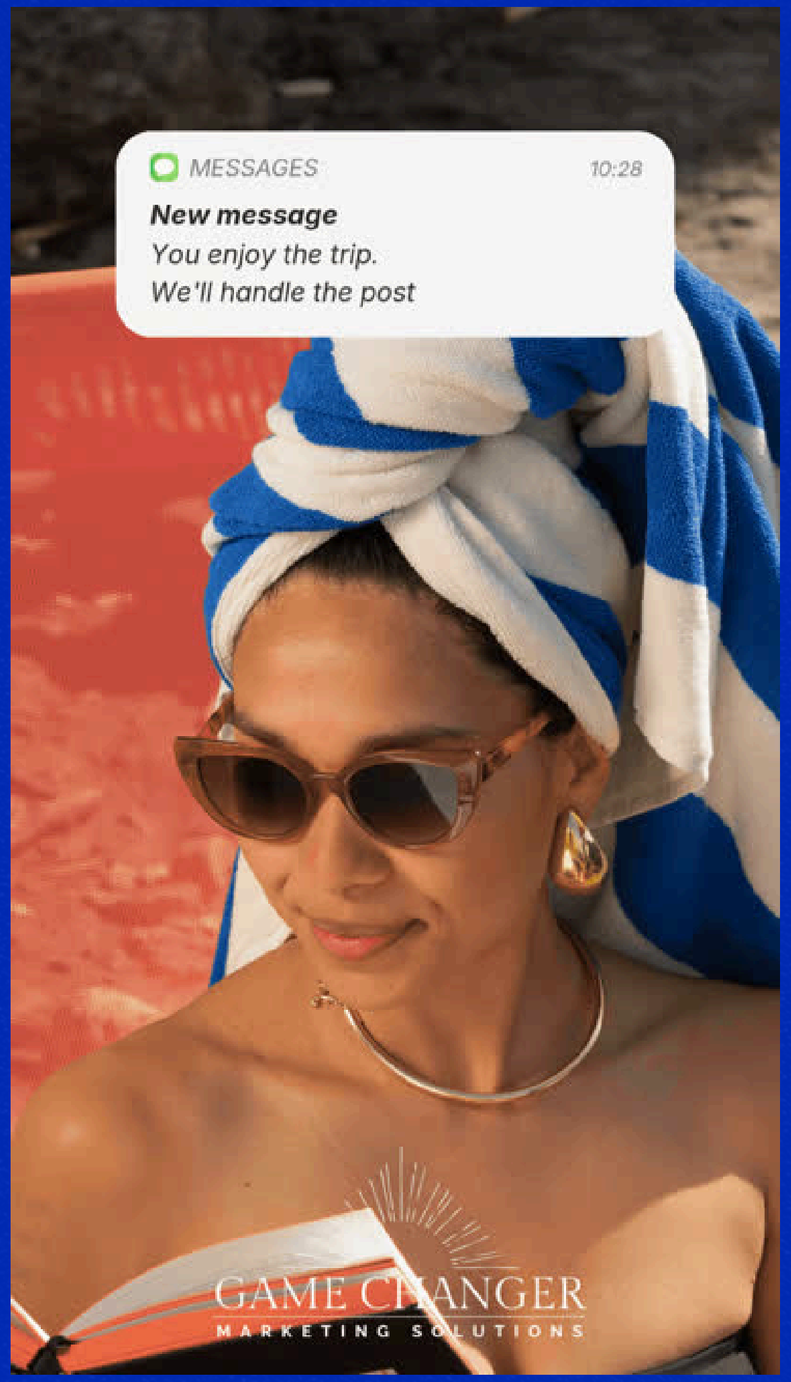



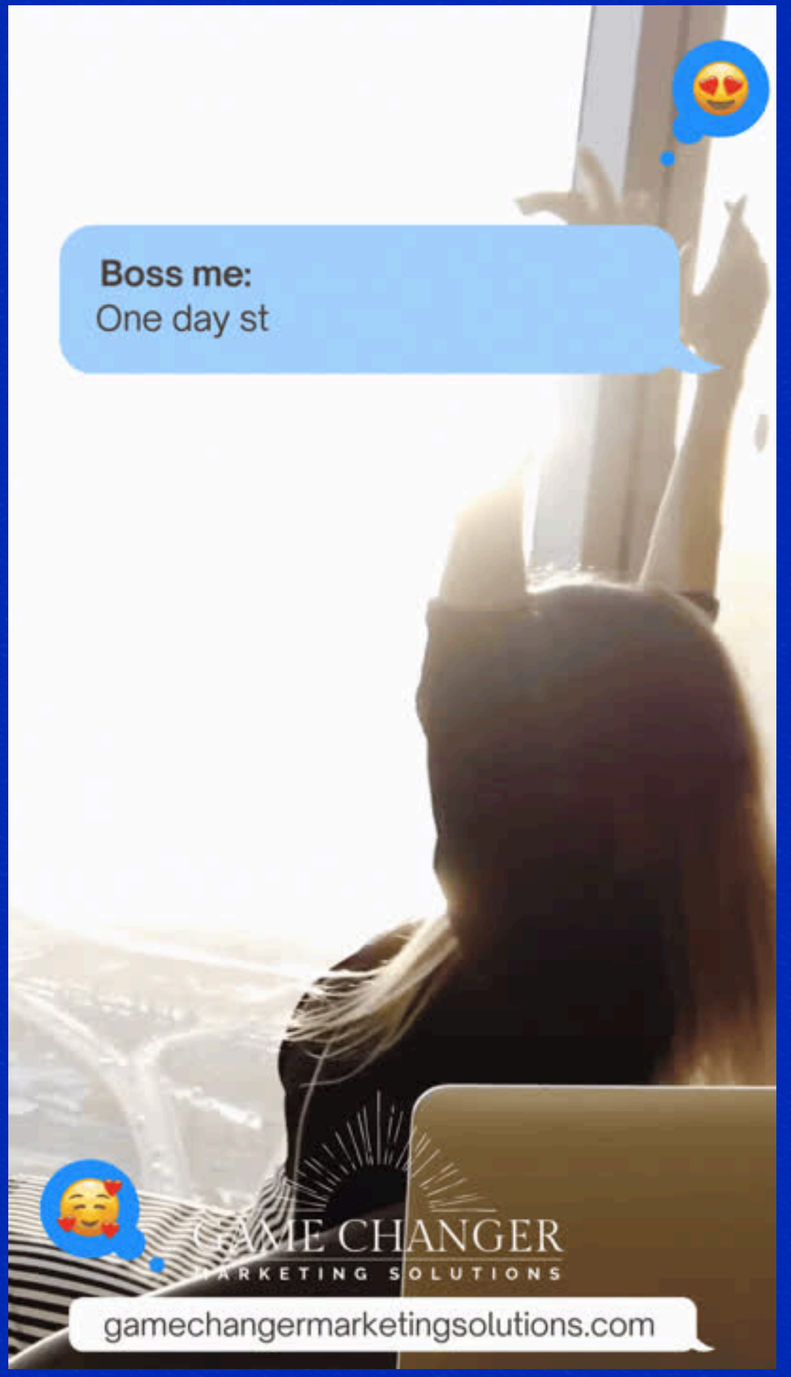
# Social Media





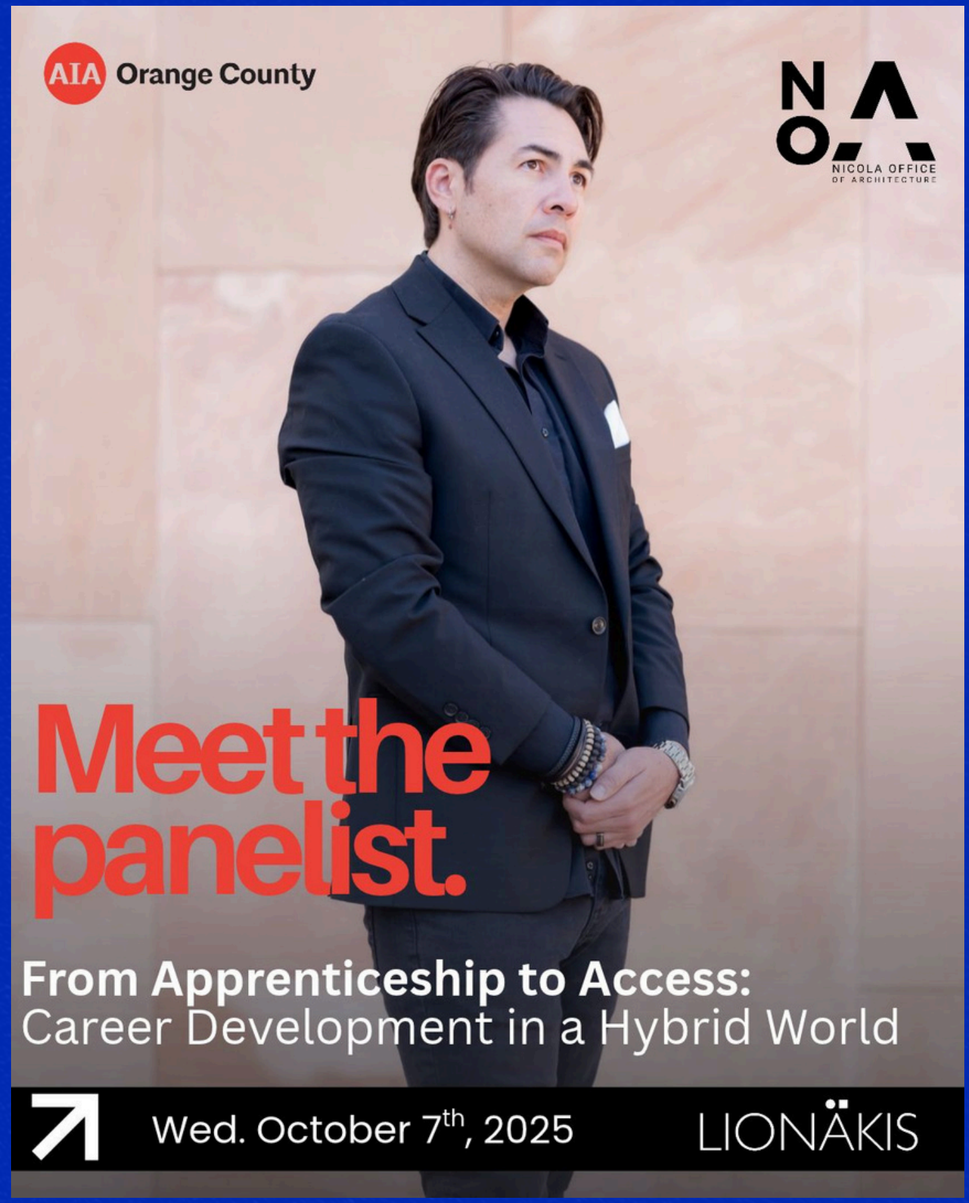

# Social Media



# Social Media



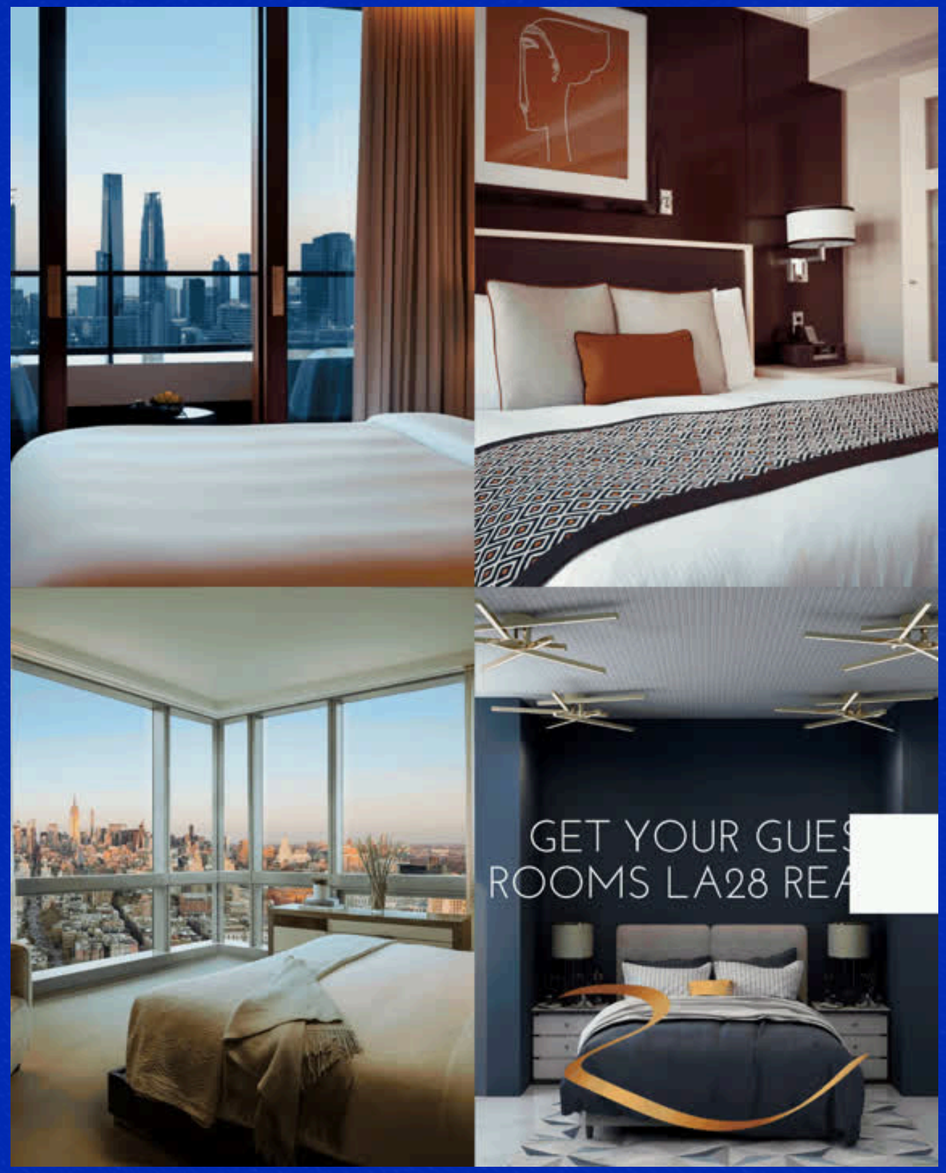
# Social Media






# Social Media



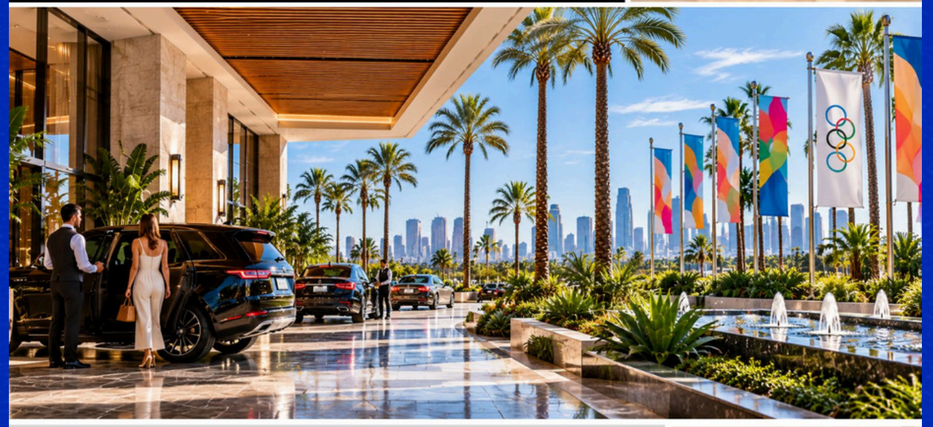



# Social Media

RAAD GHANTOUS
& ASSOCIATES

## IS YOUR PROPERTY READY FOR LA28?



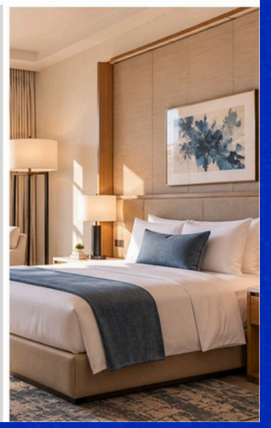


## LET'S GET **YOUR PROPERTY READY** FOR THE BIG STAGE

The LA28 Olympic are expected to **welcome 15 million spectators** & generate more than $19 billion in economic impact. Millions of visitors will experience Southern California - not just its venues, but its **hotels, restaurants, resorts, retail destinations, and communities.**

## DESIGN SERVICES FOR LA28

- ✓ Refresh Arrival Experience
- ✓ Modernize Lobby Spaces
- ✓ Upgrade Lighting & Wayfinding
- ✓ Improve Outdoor Gathering Areas
- ✓ Reimaging Food & Beverage



## DESIGN **SOLUTIONS**

RAAD GHANTOUS
& ASSOCIATES



### ARRIVAL EXPERIENCE & GUEST ROOMS

With LA28 approaching, now is the time to **elevate your property's guest experience**. From refreshing **arrival areas and modernizing lobbies** to **upgrading guest rooms**, strategic improvements can make a lasting impression without a complete renovation.

**Raad Ghantous & Associates** can help you implement **high-impact design upgrades** that enhance guest experiences, strengthen property appeal, and create **lasting value** well beyond LA28.

### UPGRADE **LIGHTING** & **WAYFINDING**

Make your property **easier to navigate and more inviting** for LA28 visitors. From modernizing **interior and exterior lighting** to **upgrading signage and wayfinding**, thoughtful improvements can **enhance first impressions**, improve guest flow, and **elevate the overall experience.**

**Raad Ghantous & Associates** can help you identify and implement strategic upgrades **that improve functionality, enhance your property's appeal, and deliver lasting value** beyond LA28.






### IMPROVE **OUTDOOR GATHERING** AREAS

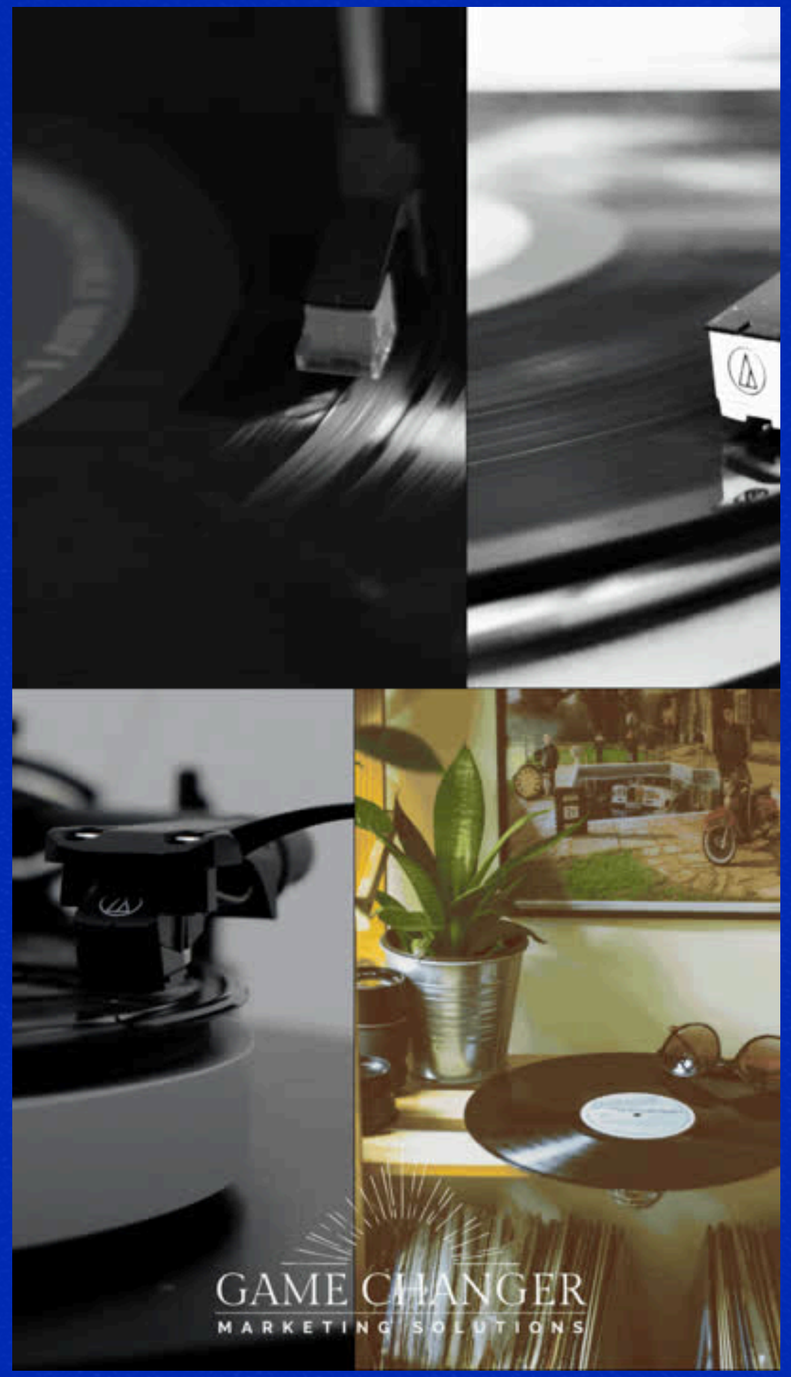
Transform your **outdoor spaces** into inviting destinations **for LA28** visitors. From **refreshing patios and pool decks to enhancing courtyards, lounges, and outdoor dining areas,** strategic improvements can create memorable **gathering spaces** that encourage guests to relax, socialize, and stay longer. **Raad Ghantous & Associates** can help you maximize your outdoor spaces through updated **furnishings, landscaping, lighting**, and thoughtful design solutions that enhance **guest experiences** and create lasting property value beyond LA28.

### REIMAGINE **FOOD & BEVERAGE**

Elevate your **food and beverage spaces** to welcome **LA28** visitors. From refreshing **restaurants and bars to enhancing lounges and outdoor dining** areas, strategic improvements to seating, lighting, furnishings, and finishes can create inviting destinations that **encourage guests to dine, gather, and return**. Raad Ghantous & Associates can help you reimagine **existing spaces through thoughtful, high-impact design upgrades** that enhance the dining experience, strengthen your property's appeal, and create lasting value beyond LA28.

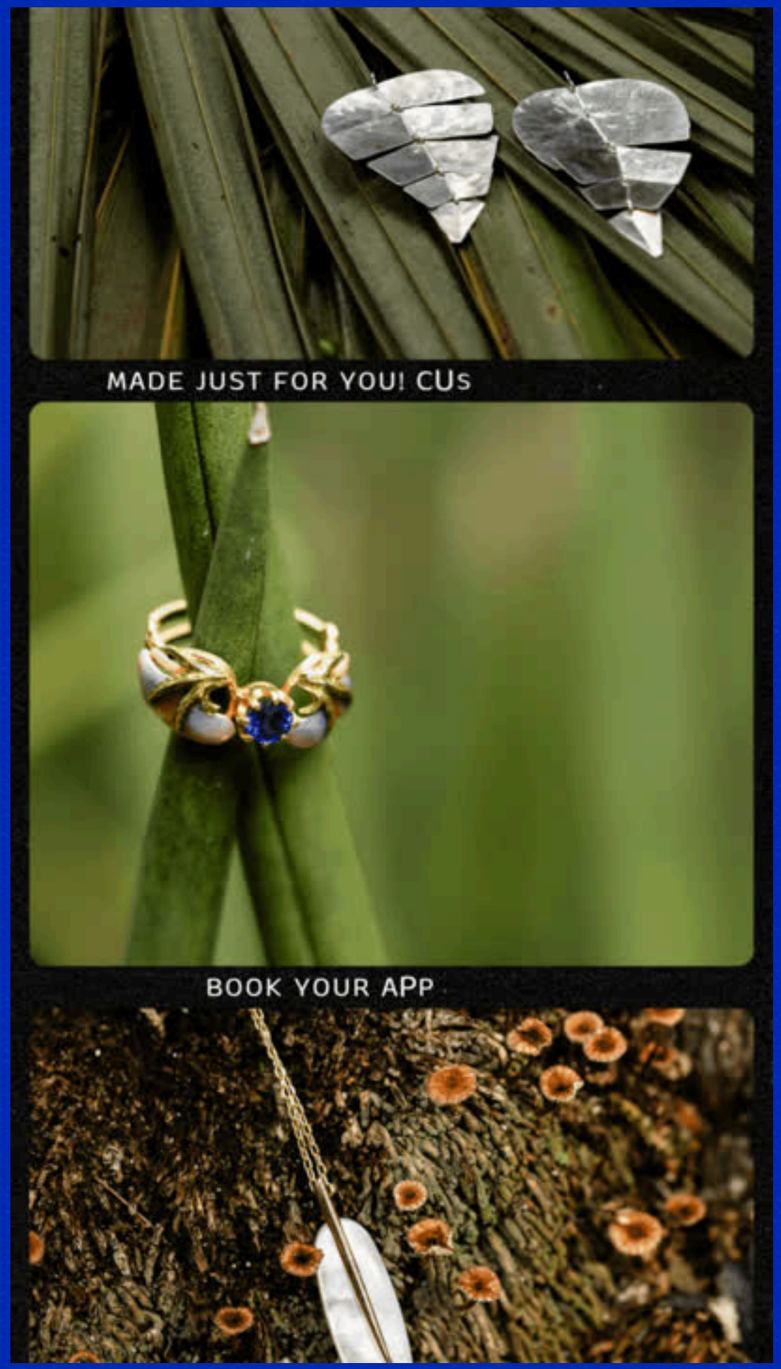


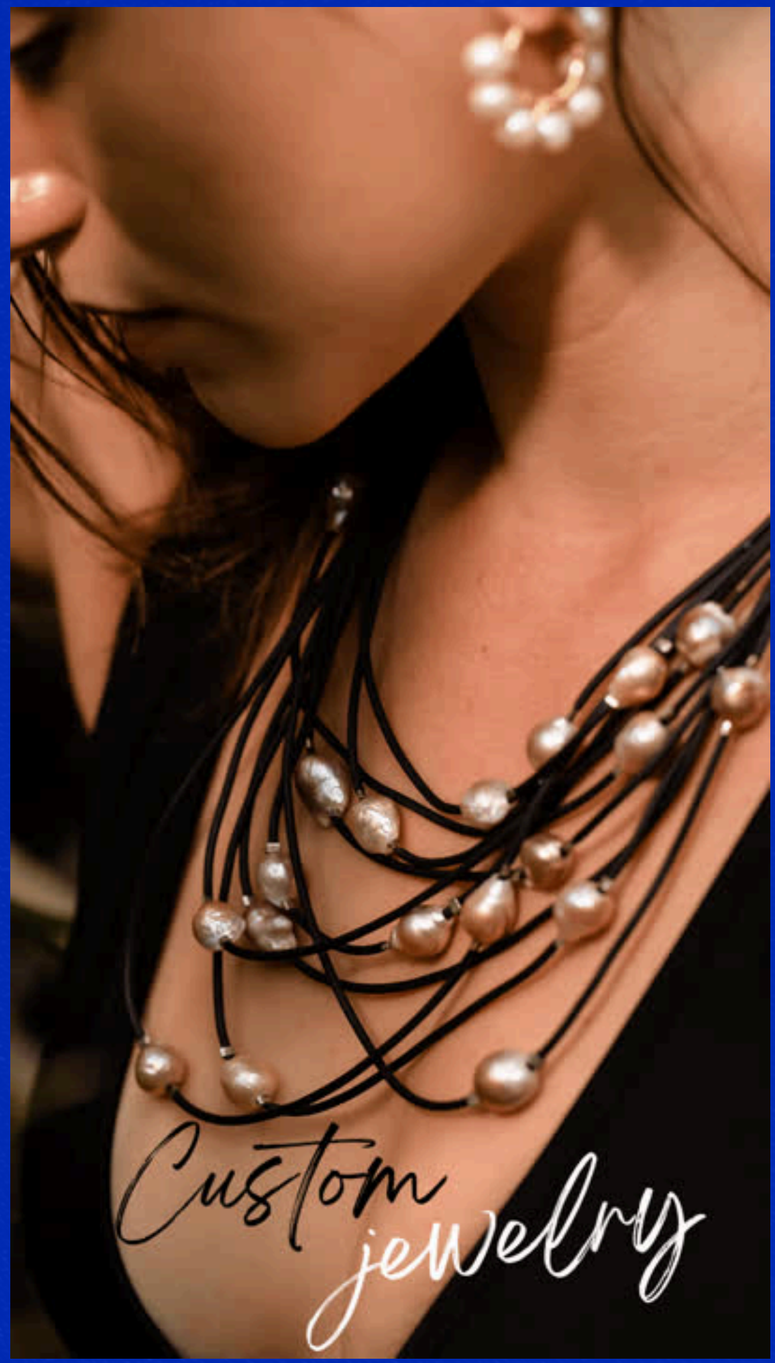
# Social Media






# Social Media



# Social Media






# Social Media




YOUR FUTURE AWAITS!

Get in contact and talk with one of our patient coordinators!

accordmh.com



DISCOVER ACCORD

Your path to

accordmh.com

# Social Media



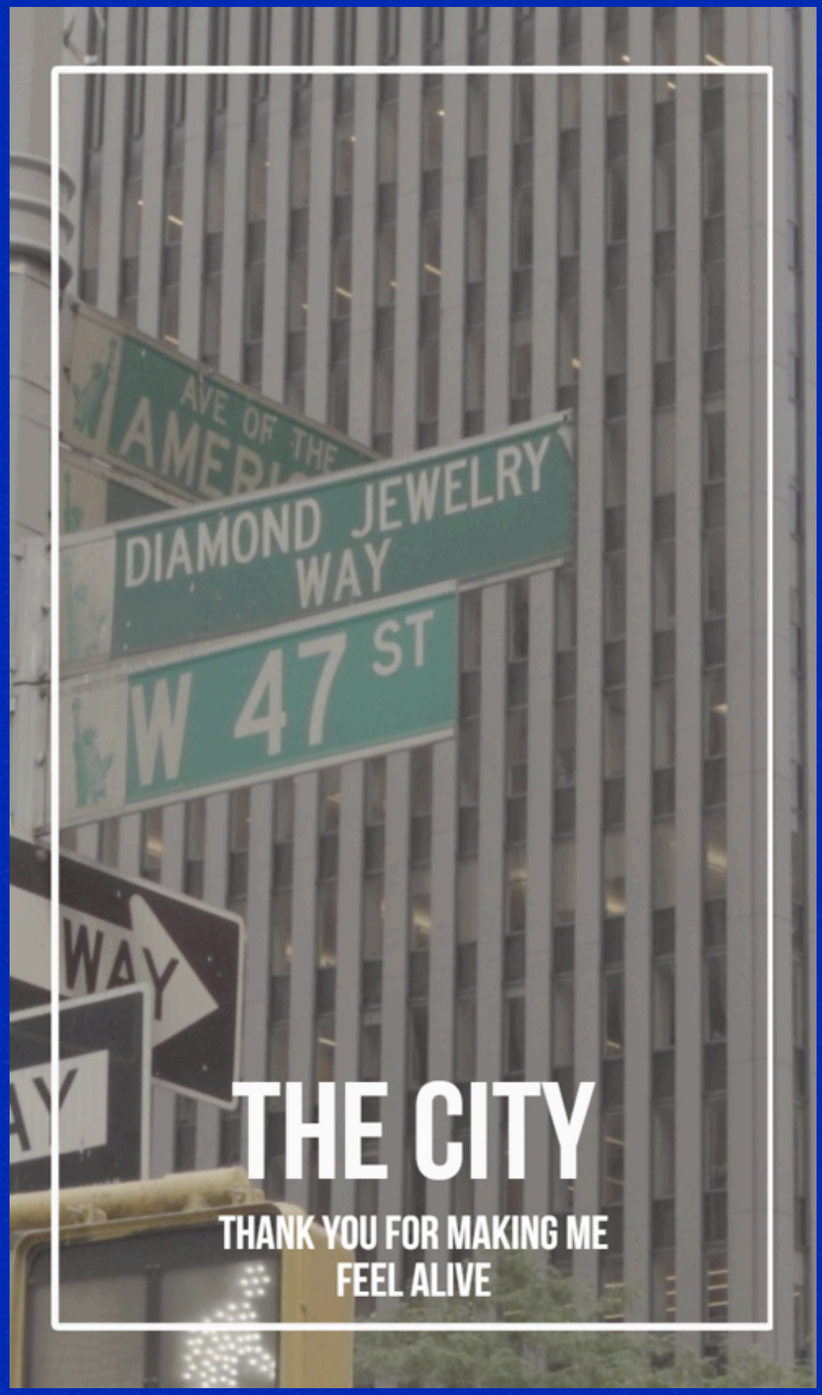






# Social Media



# Social Media






# Social Media






# Social Media






# Social Media






# Social Media






# Social Media

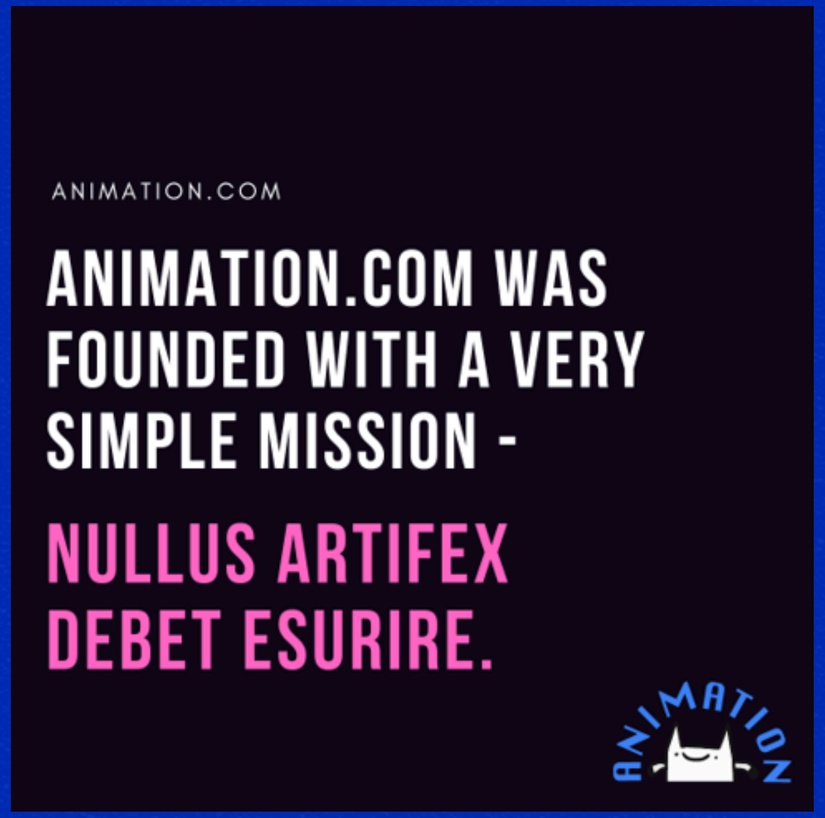







# Social Media






# Social Media



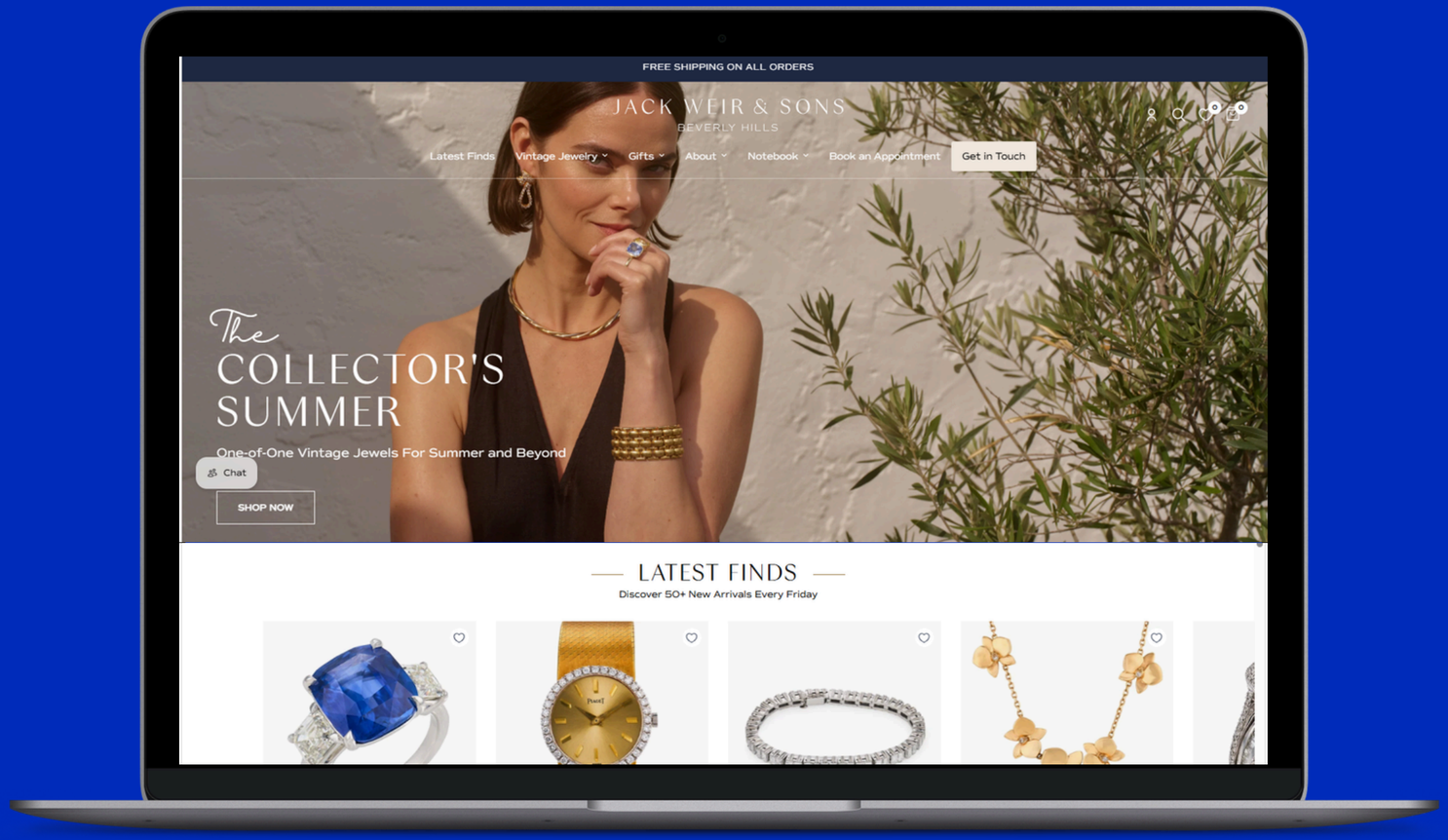






# Web Projects

## *BORCELLE JEWELRY*

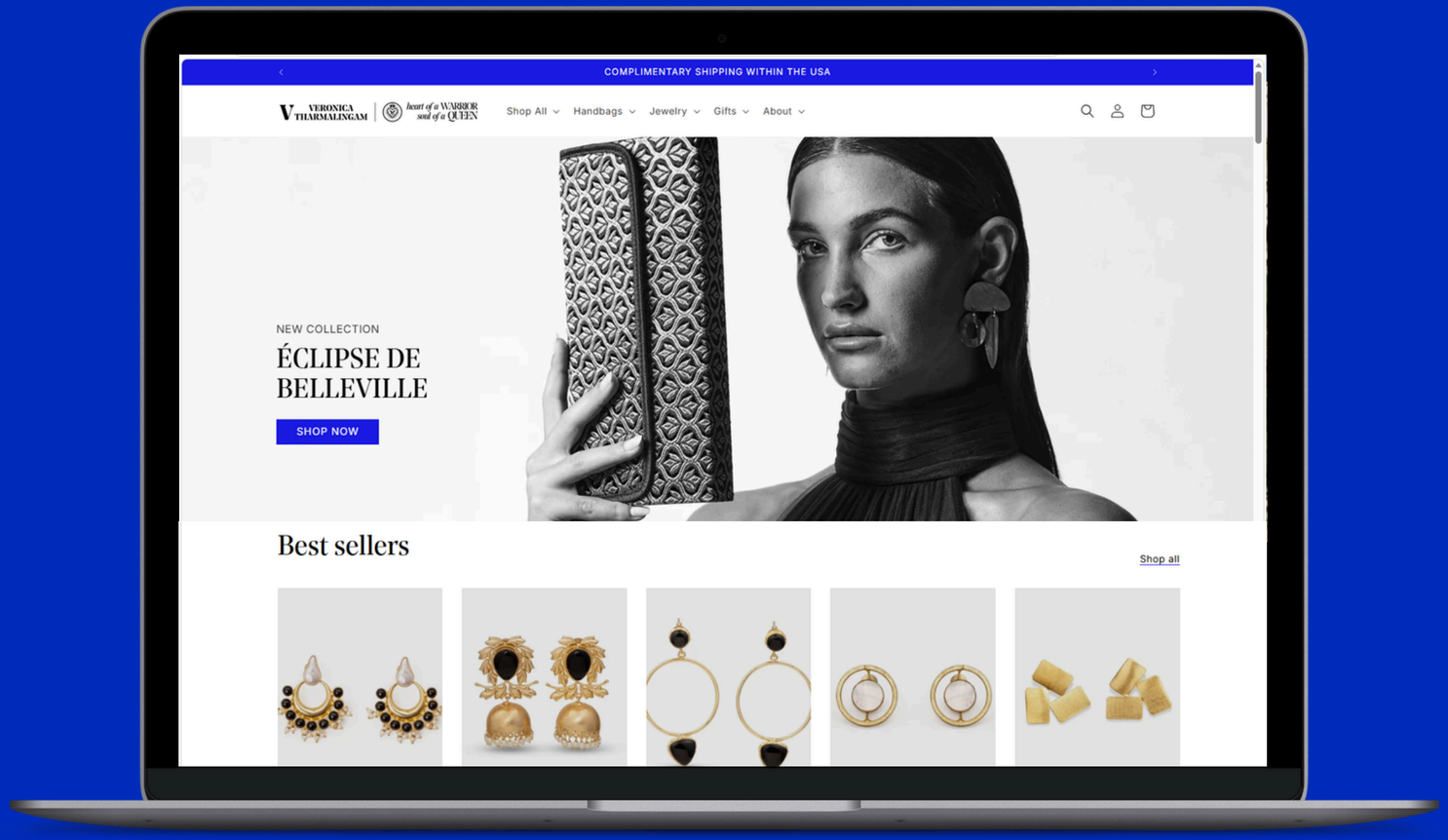



**WEBSITE DEVELOPMENT FOR JACK WEIRD & SONS**

https://jackweirandsons.com/

# Web Projects

## *VERONICA THARMALINGAM*




**WEBSITE DEVELOPMENT FOR VERONICA THARMALINGAM**

https://veronicatharmalingam.com/

# Web Projects

## *LUMINEUX*

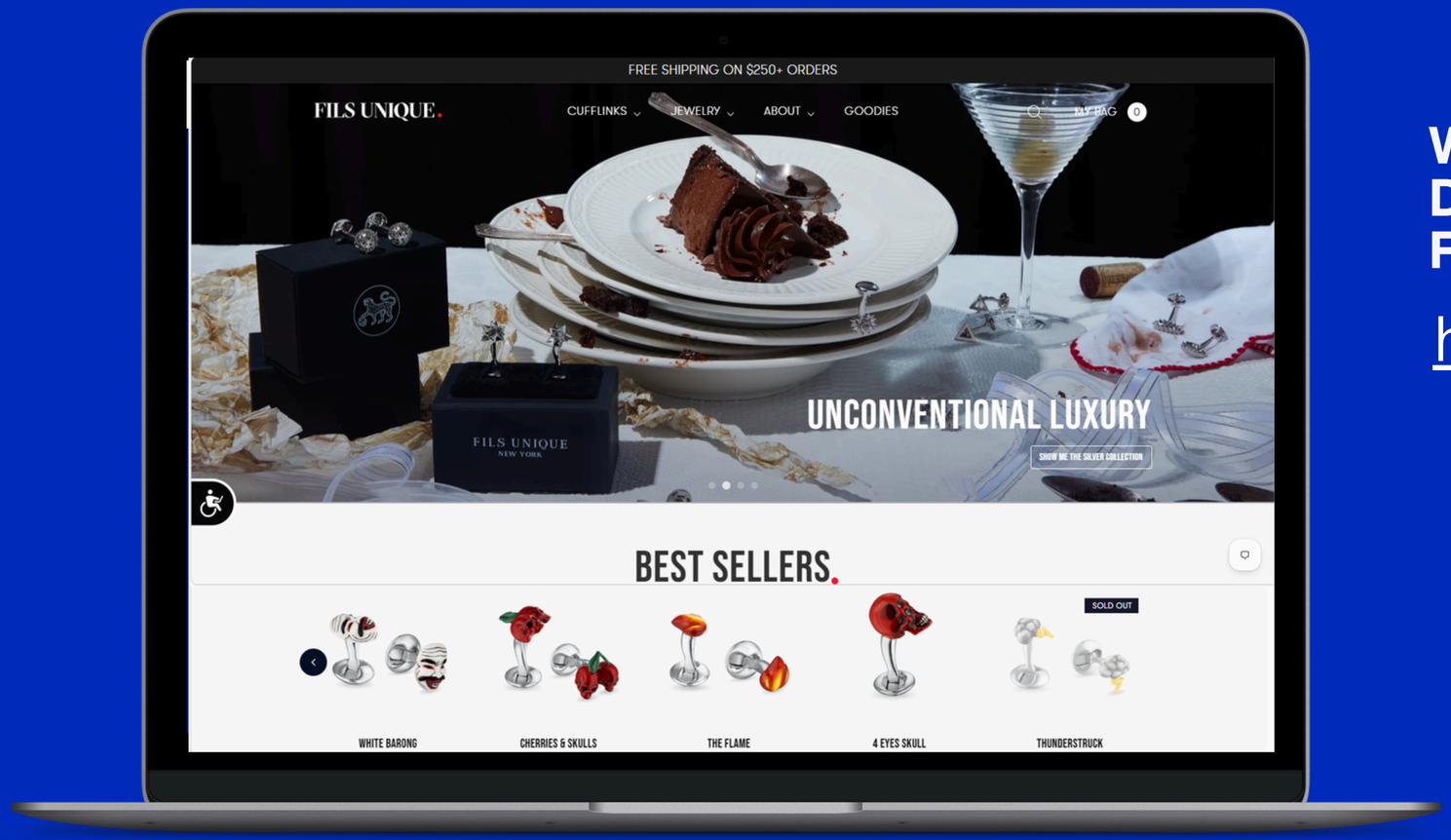



**WEBSITE DEVELOPMENT FOR LUMINEUX**

https://lumineuxhealth.com/

# Web Projects

## *FILS UNIQUE*

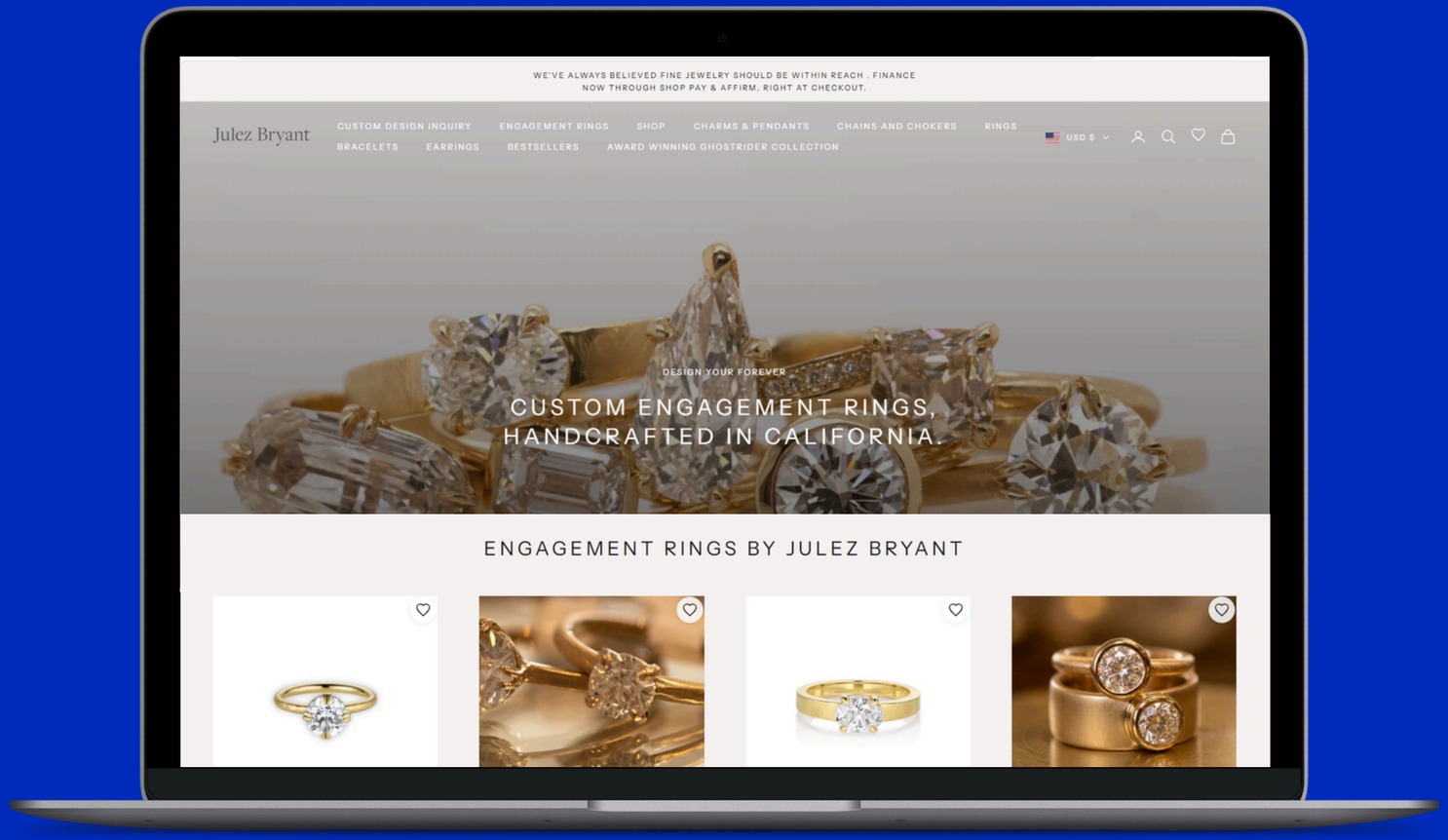



**WEBSITE DEVELOPMENT FOR FILS UNIQUE**

https://www.filsunique.com/

# Web Projects

## *JULEZ BRYANT*

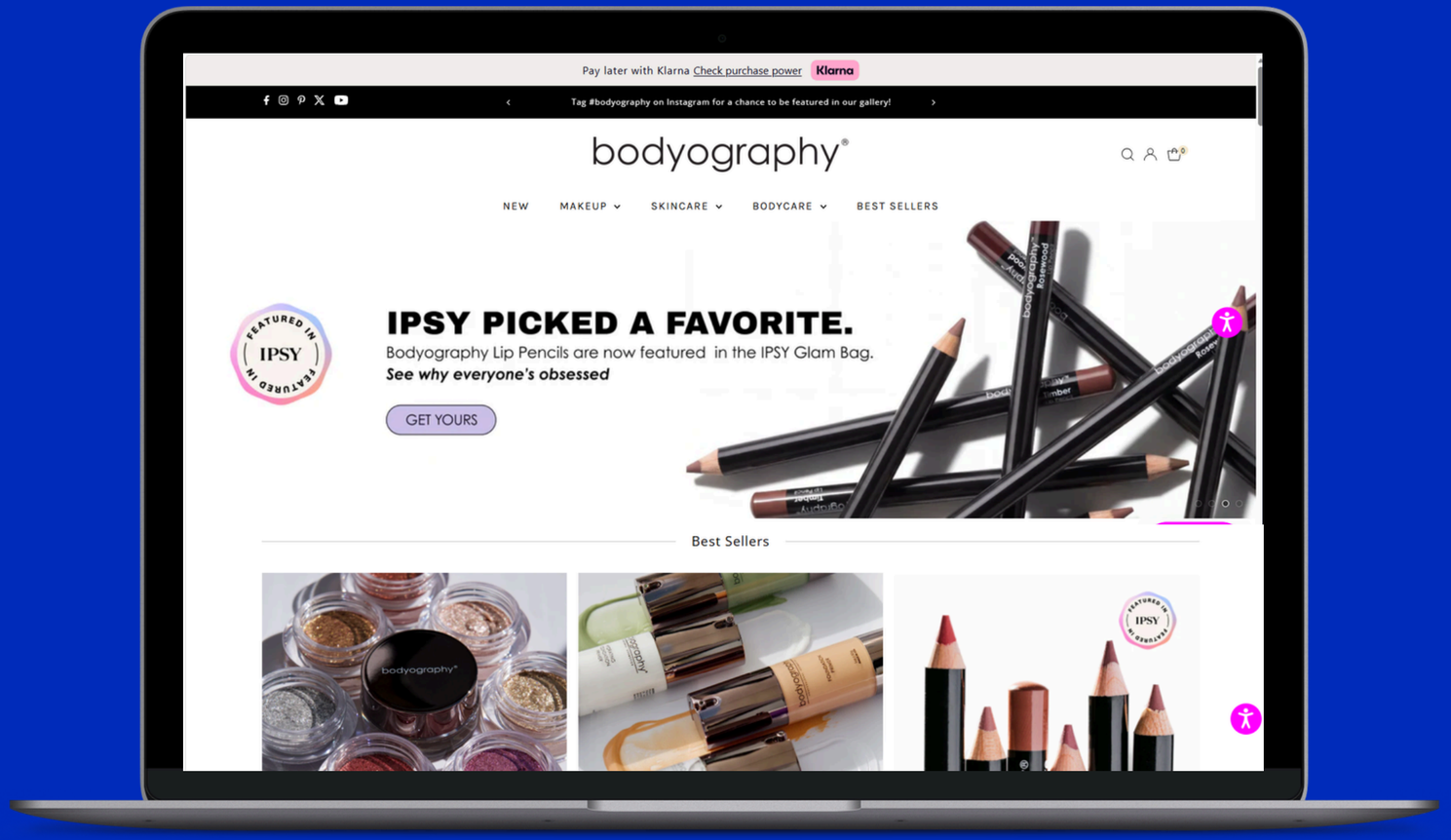



**WEBSITE DEVELOPMENT**
**JULEZ BRYANT**

https://julezbryant.com/

# Web Projects

## *BODYOGRAPHY*




**WEBSITE DEVELOPMENT BODYOGRAPHY**

https://www.bodyography.com/

# Branding






# Branding


Slender Me Medical
WEIGHT LOSS AND AESTHETICS CENTER, INC.
A PROFESSIONAL MEDICAL CORPORATION


JOYCE AYCOCK MD
PLASTIC SURGERY

# Branding



MODIV





MODIV

# Branding

PaliBu
MALIBU • PACIFIC PALISADES
CHAMBER OF COMMERCE

aim
sports medicine

THE
NEW WAY
*WINE OPENER*

**WORLD'S FASTEST, EASIEST, MOST FUN!**

# Branding


SCORM
Southern California Center
for Reproductive Medicine

# Success Stories

1

**Source Intelligence**

Located in sunny southern California, Source Intelligence provides around-the-clock support for due diligence, compliance, and reporting requirements. Their leadership team is comprised of athletes, rock n' rollers, doctors, parents, and friends – Each team member has a unique strength to lend.

Their mission is to bring transparency and visibility to the supply chains of companies around the world. Their goal is to provide an environment through platform technology where suppliers, partners, vendors, small businesses, and global brands have the ability to proactively address their compliance and transparency needs.

**Status Quo**

- Competition was very active on the Web
- Source Intelligence had no internal content creation or digital marketing department responsible for developing a strong and integrative marketing concept
- They have been struggling to get the word out through social media
- They had no funnel nor marketing strategy
- Their website was not ranked for any relevant keywords
- They had no no Blogs, Facebook, Twitter, Linkedin profile.

# Success Stories

1

**Assignment**

• Create a strategic and integrative Digital Marketing Concept including a Social Media Strategy, Digital Marketing Strategy, SEO, and Web Support.
• Lead the implementation of the Social Media Strategy
• Content Creation (Blogging, Social Content, Keyword heavy content for other publications including their website and other digital outlets)
• General Digital Marketing Support
• Developing a Lead Generation Funnel through Social Media and SEO
• Implementation of Strategies
• Development of their website including their Resource Center
• Search Engine Optimization
• Benchmark Analysis
• Keyword Analysis
• Competition Analysis
• Developing a SEO Strategy based on relevancy of keywords, keyword volume and competition.
• Mentoring and Coaching internal team to take over the Digital Marketing Concept.

# Success Stories

1

**Quantifiable Accomplishments**

- Ranked for 15 highly relevant keywords within three months
- Increased sales by 15% within four months of implementing the SEO strategy
- Connected with 1,000+ targeted professionals on LinkedIn
- Connected with 5,000+ industry professionals on Twitter
- Grew LinkedIn industry groups to 1,500+ members
- Turned social media channels into active lead-generation funnels
- Increased social engagement, followers, search visibility, and overall brand recognition

**Other Deliverables**

- I have built the entire functionality of their Resource Center online
- Including Live Webinar Features
- Survey Functionalities
- Live Support and Chat
- I was collaborating with the PR Team and other internal teams covering Trade Shows and other events
- For each Trade Show and Event, I have developed a promotional plan including a posting plan on Social Media
- I have created a Social Media Guidebook for employees of the company.
- On-location photoshoots featuring team members, followed by creative photo editing and the integration of relevant props and visual elements to produce engaging, polished, and professional social media content.

# Success Stories

1

https://www.instagram.com/veronicatharmalingam/

One example is my work with Veronica Tharmalingam, a luxury jewelry brand. When I took over, the brand had significant exposure, including features in Vogue and influencers wearing the jewelry on red carpets, but no cohesive digital strategy and very limited online sales. I conducted a target audience review, developed a cohesive brand and content strategy, introduced product tagging, and established Instagram Shopping to create a direct path from discovery to purchase. As a result, online sales increased by approximately 15%.

2

https://www.instagram.com/ginandthebanker

I currently manage Gin & The Banker's integrated marketing strategy across social media, email, SMS, events, print, and digital, and have already increased newsletter open rates by 10%, social media views by 10%, and engagement by 12%. I implemented the brand's SMS marketing program and develop and execute campaigns promoting exclusive trunk shows and events featuring internationally recognized designers. I am also working closely with the design team on a complete redesign of the Gin & The Banker website and collaborating directly with the photographer to establish the brand's visual direction, photography style, and overall look and feel.

# Success Stories

3

https://www.instagram.com/joyceaycockmd/

Another example is my work with Dr. Joyce Aycock, a board-certified plastic surgeon. When she came to me, she had an established medical practice but wanted to reposition her brand to attract a higher-end, private-pay clientele and increase profitability. I developed a comprehensive brand and digital strategy encompassing her social media, website, messaging, content, and digital assets. The strategy helped shift her client mix significantly: approximately 65% of her clients are now higher-paying private clients (up from 30%), with only about 35% coming through her previous referral model. Today, the brand reflects the premium positioning we set out to create, a boutique practice with 100+ five-star Google reviews and a strong digital presence built around personalized, high-end care.

4

Source Intelligence - B2B Digital Marketing & Lead Generation
Source Intelligence is a B2B supply-chain compliance technology company. I developed and implemented a comprehensive digital marketing, social media, SEO, content, and lead-generation strategy.

- Ranked for 15 highly relevant keywords within three months
- Increased sales by 5% within four months of implementing the SEO strategy
- Connected with 1,000+ targeted professionals on LinkedIn
- Connected with 5,000+ industry professionals on Twitter
- Grew LinkedIn industry groups to 1,500+ members
- Turned social media channels into active lead-generation funnels
- Increased social engagement, followers, search visibility, and overall brand recognition

# Success Stories

5

Little Critterz® is an established collectible figurine brand with a strong history in traditional retail but limited success in eCommerce. When they engaged my company, their website was not functioning effectively, did not integrate properly with inventory, and lacked SEO, digital marketing, content strategy, and a structured approach to online sales.

I developed and implemented a comprehensive eCommerce and digital growth strategy, including a complete Shopify website rebuild, inventory integration, SEO, social media, email marketing, PPC and remarketing campaigns, promotional planning, content development, and product-launch strategy.

Results included:

- Tripled online sales within four weeks
- Grew eCommerce to 15% of total company sales within four months
- Reached 1,000+ products sold online per month
- Ranked for 20+ relevant keywords within two months and eventually 40+ keywords
- Grew Facebook audience from 0 to 3,100+ followers
- Implemented PPC, remarketing, abandoned-cart, email, and subscriber campaigns
- Developed ongoing seasonal promotions, contests, content, and product-launch campaigns
- Built a scalable Shopify site that integrated with inventory and captured customer data

# Let’s Work Together & Create Something Great!

**Contact Information**

NATALIEGOTHRIVE@GMAIL.COM