

# FRANCES BUERKENS

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## PORTFOLIO

### Strategic Branding Projects

- Maine Citizens Against Handgun Violence changed to Maine Citizens for Gun Safety in a strategic effort to become more inclusive of responsible firearm owners in Maine. I cultivated strong enough relationships with the board to ensure that re-branding was a unanimous initiative and solicited the support of a branding agency to guide our organization free of charge.
- [Promotional graphic](#) for Maine Citizens Against Handgun Violence
- [Logo design](#) for Maine Photo Works
- [Tagline](#) for Benjamin & Co.: "Dream. Devise. Build."

### Photography Samples

- Amazon Conservation Association: Published in [New Scientist](#) and [Sage](#) articles about gold mining.
- [Chewonki Foundation: Girls Outdoor Camp in Northern Maine](#)
- [June LaCombe Sculpture](#)
- [Papi & Romano Builders](#)

### Retail Packaging & Advertising Designs

- [Retail packaging](#) for 2 local, natural foods products
- ["Don't just sit on it. Pledge \\$5k for a bench today."](#)
- [Community Concert Promotion](#)
- [Invasive Species Removal: Take Back the Wall](#)

### Copy Writing Samples

- [Maine Citizens for Gun Safety: Press release](#) achieved national coverage.
- [Amazon Conservation Association: El Aguajal](#)
- [Willa Wirth Artist Statement](#)
- [Personal creative writing: SALT](#)

### Web Design Samples

- [My personal website](#)
- [Papi & Romano Builders](#)
- [Maine Citizens for Gun Safety](#)
- [Friends of the Eastern Promenade](#)
- [Realize Life](#)
- [Willa Wirth Silver Jewelry](#)

### Social Media Management

- [Ocean Approved: Facebook, Instagram](#)
- [Friends of the Eastern Promenade: Facebook, Twitter](#)
- [Maine Citizens for Gun Control: Twitter, Facebook](#)
- [My personal Instagram feed: Instagram](#)