

Professional Promotion Pack

Business Card



A choice of Business Cards



Business Card back and front



Alternative Business Card



Logo

A4 Paper



I experimented with the possibility of a floral border at the top of my A4 paper. However, I thought it looked too dated and so I decided to use my logo which would add colour to the paper but not be too overpowering. I decided that the logo could be a feature on all stationery.



Claire Mainwaring
Surface Pattern Design

Mobile: 07581003541
E-mail: clairemainwaring70@gmail.com

Website: 1706525.wixsite.com/claire-mainwaring
Instagram: [clairemainwaringg](https://www.instagram.com/clairemainwaringg)



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A4 paper to use for a letter, estimate, invoice and statement

Presentation Folder



cardobserver.com



feedproxy.google.com

However, if a presentation folder was to be sent to an important business, then I would have a few specially printed with an indented design for the floral areas on the front and the logo inside. I would like the center of the poppy to be printed with gold metallic paint so the it really stands out.

I based my presentation folder on this example because it is an A4 simple design. If I need to give out lots, it would keep the costs down.



rojofotodesign.com



aliexpress.com



designaglow.com



paperpresentation.com

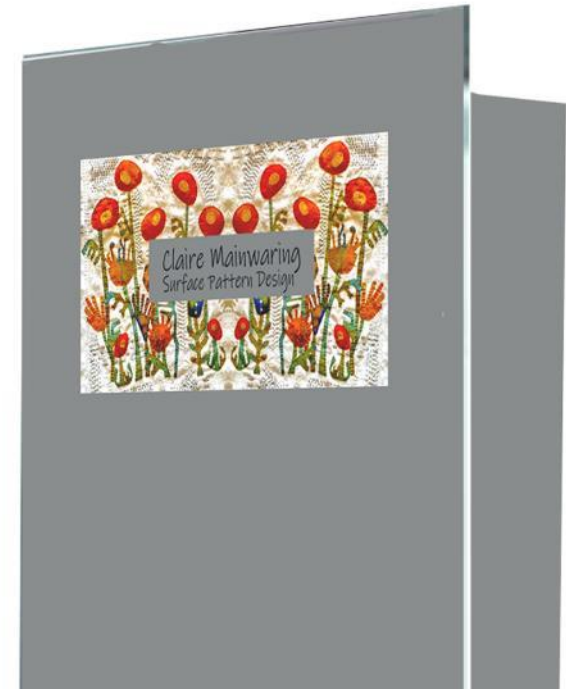
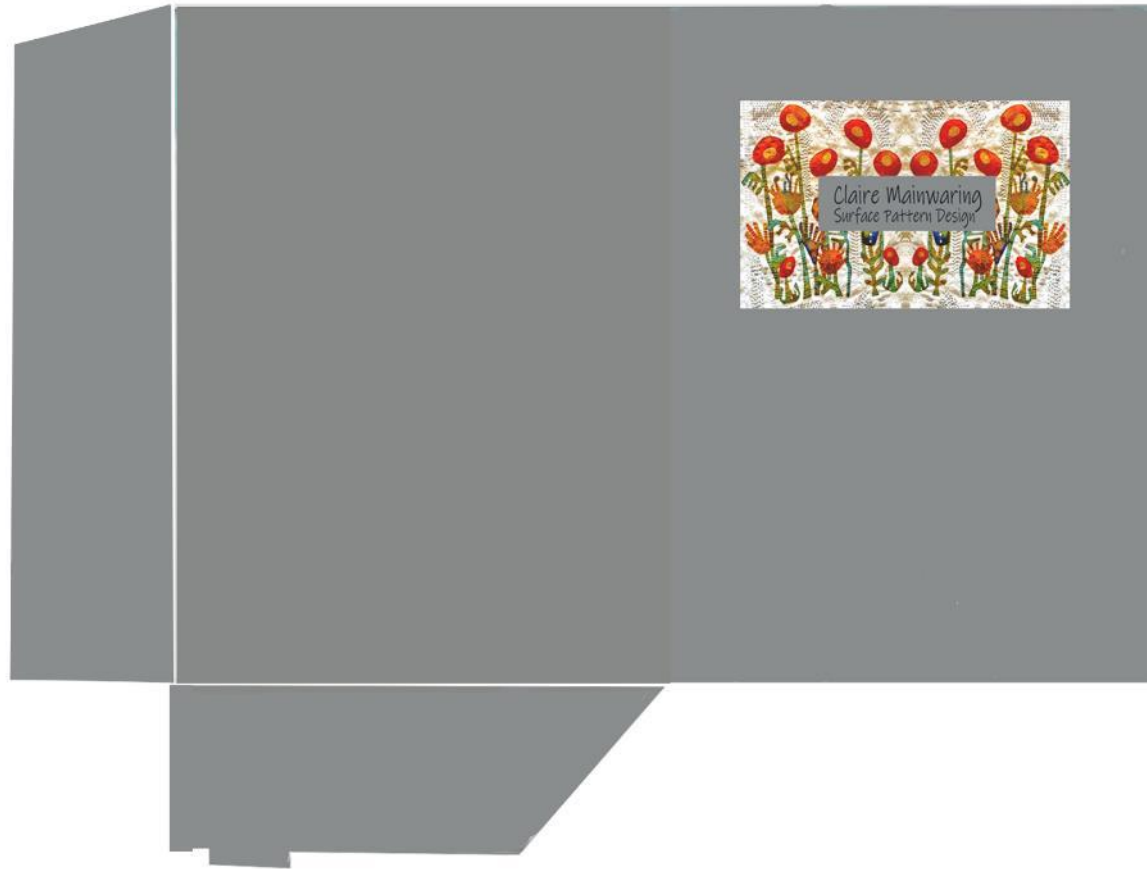


andysowards.com

This is the folder which I feel has lots of potential. I would like to make this out of fabric.

I like these folders, they would be more expensive to produce but I feel that it may be worth the investment. I like the area to place my Business Card and also to include a mug mat.

Presentation Folder



Decorative Coaster



When I worked as a Medical Secretary, I really loved the Medical Reps visiting and bringing us freebies. Most of all I liked the mug mats and based on this, I think it could be really good advertising if my logo and contact details were seen every time coffee is served!

Curriculum Vitae



CIRRICULUM VITAE

Claire Mainwaring

118 High Street, Kenfig Hill, Bridgend. CF33 6DU

Contact Details

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Relevant Qualifications

Swansea College of Art, BA(Hons) Surface Pattern Design, UWTSD – 2017-2020

NVQ level 2 - Owner Management and Business Planning

NVQ level 2 - Customer Care

City & Guilds - Soft Furnishings

City & Guilds - Upholstery

5 GCSEs achieved at Grade C level and above

6 A' levels achieved at Grade C level and above

ECDL – Microsoft Word

Relevant Work History

Accounts Clerk – P.T. Felman (Chartered Accountants), Queen Street, Cardiff

P/T Evening class teacher – Soft Furnishings, Bridgend College

Business Owned – 'Country Cloth'

Current Business – Claire Mainwaring, Surface Pattern Designer

Experience and Profile

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My final choice of CV design

Template Letter



Claire Mainwaring
Surface Pattern Design

118 High Street,
Kenfig Hill
Bridgend
CF33 6DU

Dear XXXX,

Thank you for taking the time to read my introductory letter.

I am a freelance designer. I recently graduated with a BA (Hons) degree in Surface Pattern Design at UWTSD, I also have many years' experience in making soft furnishings. I have enclosed a Presentation Folder which includes my CV, Business Card, and information regarding my contemporary new designs.

I am currently launching a new collection of interior designs entitled, 'Woodland Creatures', which you may wish to consider supplying to your clients. I am also promoting a commission service whereby I could design accessories exclusively to yourself, or to your client's specifications.

I am extremely interested in my designs becoming part of your exquisite collection of interiors and would welcome the opportunity of making an appointment to call to see you. I have a portfolio of designs and samples available, and could discuss any related queries you may have.

I hope very much that we may come together to create beautiful exclusive designs.

Many thanks,

Yours sincerely,

Claire Mainwaring (Ms).

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I am not applying for employment with a business. My Presentation Folder is to send to a selection of appropriate businesses that could stock and sell my designs.

I also intend selling designs direct from my online business, attending exhibitions, galleries etc.

In my letter I also advise that I offer a commission service of making interior designs exclusively for them and their clients.

It has been difficult to identify 10 business/shop locations to be the recipients of my promotion folder and introduction letter. The reason is because I would like to visit and research the shops to see if they are suitable for my designs to be sold in. Therefore, I have chosen 10 which appear to be suitable, but I am not sure because of the current 'lockdown' restrictions on travelling. I would like to begin by sending my promotion pack to within a 20 mile radius from my home.

Ambience Interiors – 10 High Street, Cowbridge. CF71 7AG

Domus Interiors – 15 High Street, Cowbridge. CF71 7AD

Interior Design Hive – 6 Mill Park, Cowbridge. CF31 7BG

Interior Design – 40 Llwyn Passat, Penarth. CF64 1SE

Jewels Canley Interiors – 2 Glebe Street, Penarth. CF64 1EB

Edit Home & Design – 512B Mumbles Road, Swansea. SA3 4BU

Fehn Interior Design Mumbles – Glenview, 140 Langland Road, Mumbles. SA3 4LU

Freshwater Interiors Ltd. – 1 Dillwyn Road, Swansea. SA2 9AQ

Hanley Interiors – 69 Newton Road, Mumbles. SA3 4BL

Ebony Interior Design Cardiff – Melrose Hall Cypress Drive, Cardiff. CF3 0EG

Ten Recipients to receive my Promotion Pack



Letter
Invoice
Statement
Estimate



I would like to create a small card similar to the one I had from Collect 2020, which was given out to promote the work of Alice Kettle. I would like to include it in my Promotion Folder.



Woodland Creatures Collection



'Badger'
Wall Panel



'Hare and Foxglove'
Wall Panel



'Fox and Bluebell'
Wall Panel



'Hare and Poppy'
Lightshade

Woodland Hare Wall Panel

