

**MASTER PLAN COMMUNICATIONS, INC.**  
**NICK MACEDO'S CONTRACTOR ROLE DESCRIPTION**

**Role: WEB DESIGN, GRAPHIC DESIGN & BRANDING**

**REPORTS TO: ASHTON MAXFIELD, MANAGING DIRECTOR**

**Responsibilities:**

**WEB**

- Create and develop web strategies for clients designed to offer easy navigation, mobile responsiveness, and produce better conversions
- Implement web strategies through design of new websites
- Implement web strategies through the development of web copy and curating stock imagery
- Offer graphic design support for web design
- Ensure that all website plugins, themes, and software are kept up to date on a monthly basis
- Provide ongoing design support to help clients maintain current information on websites

**BRANDING**

- Help clients in the development of new logos or rebrand from a previous logo
- This includes researching client industry, competition, and customer base to present logo options that will help client be the most visible within their industry
- Research appropriate color pallets, fonts, and customizable elements to support the brand
- Provide brand style guide upon approval and completion of new brand

**GRAPHIC**

- Offer graphic design support for a wide array of applications including branded elements such as brochures and business cards, marketing ads, trade show booths, and more.
- Help team in the creation and develop of limited run branded campaigns and themes that are carried across multiple pieces of design collateral to help client promote a specific product or goal.
- Assist in the development of certain brand copy used on graphic design materials
- Help team to meet design deadlines
- Sourcing appropriate print and production vendors when necessary
- Provide finalized files in a manner that is print-ready including appropriate files types, outlines, and bleed

**COPY WRITING & MARKET RESEARCH**

- Research market, competition, and statistics for clients as it relates to giving client a competitive edge through overall PR and marketing campaigns.

- Contribute copy writing for customer proposals, pitch materials, and other new business materials.
- Present research and recommendations to clients on an as-needed basis.

#### **MARKETING PROJECT MANAGEMENT**

- Manage marketing project timelines and deliverables to stay on track and meet the deadline

**Note:** Nick is a contractor. For this reason, he has a separate contract agreement with MPC and works on his own time with his own equipment.

#### **Signature Agreeing to MPC Contractor Role Description:**

A handwritten signature in black ink, appearing to read 'Nick Macedo', with a long horizontal flourish extending to the right.

**Nick Macedo 1-2-2024**