



**STANDOUT ARTS, LLC**  
Website Design & Marketing Consultants

**MAXIMIZE POTENTIAL**  
**INCREASE OPPORTUNITIES**  
**SEE STRONGER RESULTS**



# Clients & Successes

# INTRODUCTION

**Dear Janine and Rebecca,**

Thank you for your consideration of our services, experience, and qualifications for assistance with the marketing projects for UVA Community Credit Union.

As you review the materials enclosed, please find information about our team members, clients, portfolio, services, and success stories.

Sincerely,

A handwritten signature in black ink that reads "Shannon Sankar". The signature is written in a cursive, flowing style.

**Shannon Sankar**  
**| Standout Arts, LLC**

## SUCCESS STORIES

- Worked with a team of nationwide marketers to successfully re-define the life coaching services of Anthony Haskins (Resource Director for the *Dr. Phil Show*) to develop strategic solutions for web and digital content including articles, website copy, video campaigns, social media content, and various aspects of visual branding
- Successfully grew a small business Facebook page ORGANICALLY from the ground up, from 0 to over 300 local, qualified followers in **less than 1 business day** on a **\$0 ad budget**
- Successfully launched a social media campaign for a very small, niche-market business that garnered over 5,000 local, qualified interactions in less than 8 hours on an ad budget of less than \$30

*"Shannon is nothing short of brilliant. One of my best business decisions was bringing her on board to consult and guide the direction, content, and presentation of my brand. She has taken me and my brand to the next level and I am beyond excited to see how far we expand and build as we continue to work together."*

- Anthony Haskins, Resource Director for The *Dr. Phil Show*



## SUCCESS STORIES

- Successfully worked with COUNTLESS online marketers to take their weekly qualified leads (*received exclusively from their websites by Standout Arts*) from as little as 1 per week (before our work) to as many as 20 per day (after our services)
- Successfully taken numerous digital marketing clients with poor website performance scores to a high scoring status in as little as 1 week (*improved speed, SEO, content clarity and branding*)
- Built and launched over 100 websites across a broad range of industry, utilizing a wide spectrum of technology
- Successfully created content, ad materials, photography, video projects, digital and traditional advertising content for industries that include: **Retail, Restaurant, Tourism, Government, Agriculture, Legal, Business, Finance, Health & Wellness, Personal Counseling, Medical, Construction, Engineering, Religion, Education, Community, Industrial**, and various **Non-Profit Organizations**

*"Standout Arts has completely changed the face of our business and they have helped me with some of the oddest projects you could imagine. Shannon, the owner, has taken an invested interest in Grand Caverns, our business. We wanted to find someone who would be able to take on a large tourist attraction and re-brand ourselves into a more modern/attractive look for all who see us. She's able to provide any and all services, from flyers for an event to complete website redevelopment and overhaul. You won't be disappointed."*

- Nathan Garrison, Tourism Director, *Grand Caverns*





## TESTIMONIALS



"Standout Arts helped our new small business design a logo. From start to finish Shannon and her team were amazing to work with, extremely professional all around! We love the new logo and can't wait to work further with Standout Arts! I highly recommend!"

- Andrew Campbell, Apex Roofing (*Staunton, VA*)

"It doesn't get any better than Shannon Sankar with Standout Arts, LLC. She and her company deliver the best service ever and working with her is a real blessing. She is so professional and responsive to the client's needs and makes one feel like they are the only one that matters, which is rare in today's world. I would refer her to anyone that needs website development and/or custom work."



- Brian Siegmond, Rolling Meadows HOA (*Atlanta, GA*)

## Certifications & Awards

Our team members are certified, licensed, and insured for the work that we do. We guarantee that your projects will be professionally-executed with the highest standards of quality and dedication. Our certifications include:

 <b>Layout &amp; Content Award</b>	 <b>Certified Commercial Copywriter</b>	 <b>Certified Social Media Specialist</b>
Virginia Bar Association (VBA)'s Young Lawyers Division for design and content of their newsletter, <i>Opening Statement</i> .	Shannon Sankar is a Certified Commercial Copywriter through the Radio Advertising Bureau (RAB).	Shannon Sankar is a Certified Social Media Specialist through HootSuite.

We also hold Art and Marketing Degrees, as well as additional certifications in web development and digital marketing.

# CLIENTS

## - Waco, Inc

**Industry:** Industrial Cleaning, Engineering for Mechanical & Manufacturing, Demolition and Marine Services.

**Overview:** Waco is a nine-location corporation headquartered in Richmond, Virginia. Waco provides specialized services including industrial cleaning, abatement and biohazard cleanup services, as well as demolition services.

**Our Projects:** Website Design, Graphic Design, Brochure Layout & Design, Copywriting, Website Troubleshooting & Maintenance, SEO Consultation, General Marketing Consultation Services.

**Client Status:** Active for over 17 years

## - Flora Pettit

**Industry:** Legal Services

**Overview:** Flora Pettit is a highly-respected legal firm with offices in Harrisonburg and Charlottesville, Virginia.

**Our Projects:** Graphic Design for Print Ads, Layout and Design of Attorney Biography Data Sheets, Graphic Design for Website Content, Graphic Design for Email Marketing Projects, General Marketing Consulting Services.

**Client Status:** Active for over 16 years

## - Town of Luray

**Industry:** Local Government

**Overview:** The Town of Luray serves as the County Seat for Page County in the Shenandoah Valley of Virginia.

**Our Projects:** Website Design & Maintenance, Graphic Design for Brochures, Rack Cards, Flyers, Banners, Signage, and Print Ads; On-Site Commercial Photography, Image Editing, SEO, Video Editing and Video Content Creation.

**Client Status:** Active for over 17 years

# CLIENTS

## - Town of Grottoes

**Industry:** Local Government

**Overview:** The Town of Grottoes hosts the site of Grand Caverns, a renowned tourist destination located in both Rockingham and Augusta Counties in Central Virginia.

**Our Projects:** Website Design & Development, Print Ad Design, Image Editing, Video Creation and Editing, Aerial Photography, Aerial Videography, Brochure/Rack Card Layout & Design, Copywriting, Design of Signs, Banners and Flyers, Website Maintenance.

**Client Status:** Active for over 8 years

## - Grand Caverns

**Industry:** Tourist Attraction and Historical Landmark

**Overview:** Grand Caverns is a renowned tourist attraction featuring underground caverns, adventure tours, and robust parks.

**Our Projects:** Website Design & Development, Website Maintenance, Graphic Design for: Rack Cards, Brochures, Signage, Flyers, Banners, Print Ads, and Billboards; Video Production and Video Editing, Image Editing, SEO, General Graphic Design and Marketing Consultation.

**Client Status:** Active for over 8 years

# CLIENTS

## - First Choice Home Health

**Industry:** In-Home Medical Services and Hospice Care

**Overview:** First Choice Home Health and Hospice is jointly-owned by Sunnyside Retirement Community and VMRC in Harrisonburg, Virginia and provides in-home health services including private duty and hospice care.

**Our Projects:** Website Design & Development (new site in-progress), Print Ad Design, Business Card Layout & Design, Graphic Design for: Trade Show Materials, Banners, Posters and Promotional Products.

**Client Status:** Active for over 16 years

## - The Wayne Theatre

**Industry:** Performing Arts & Entertainment Venue, Art Gallery & Historical Attraction

**Overview:** The Historic Wayne Theatre in Downtown Waynesboro, VA is a diverse source for culture and entertainment in the Shenandoah Valley. Helping to revitalize the downtown area of Waynesboro, the Wayne Theatre attracts guests from all over the world with its varied entertainment options including local, community theatre productions, concerts, science talks, arts education programs and student workshops, exhibit art galleries, and more. The Wayne Theatre presents more than 300 events each year.

**Our Projects:** Full Service Marketing: Website Design ([waynetheatre.org](http://waynetheatre.org)) and management, Social Media Management, Social Media Ads, Digital Marketing (Geofencing & SEO), Press Releases, Email Marketing, Graphic Design: Programs, Playbills, Flyers, Posters, Banners, Signs; Media Management, Broadcast Commercial Copy, Ad Campaign Strategies, Consulting Services, Photography, Videography.

**Client Status:** Active for over 3 years



## - Sarandi Manufacturing

**Industry:** Artisan Cabinetry and Millworking for National Hotel Chains

**Overview:** Sarandi Manufacturing is a well-established, high-end/custom cabinetry and millworking services provider who crafts, to specifications, front desks, kitchen areas, cabinets, dining areas, room furniture and more for national hotel chains. Their clients include Hilton Hotels, Holiday Inn, Courtyard by Marriot, and a lengthy list of nationally-known hotels throughout the United States.

**Our Projects:** Full-Service Marketing: Website Design, Branding, Graphic Design, Social Media Management, Photography, Consulting, Press Releases, Videography.

**Client Status:** Active for over 2 years

## - Valley Trust Insurance Group

**Industry:** The largest insurance agency in the Shenandoah Valley

**Overview:** Valley Trust Insurance Group is a full-service insurance agency offering personal, business, and employee benefits solutions to clients throughout the Shenandoah Valley.

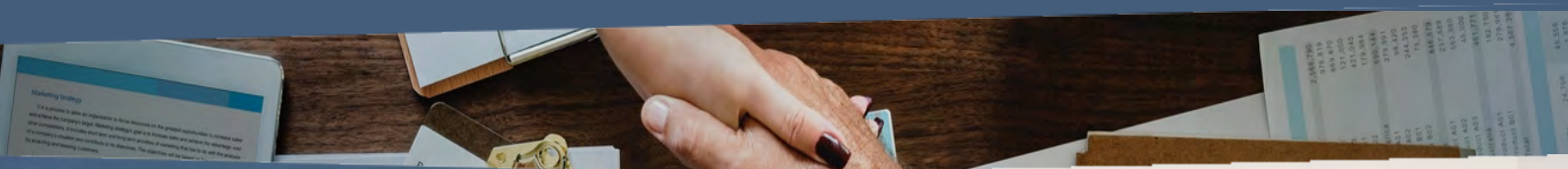
**Our Projects:** Social Media Marketing including Photography, Videography, Video Editing, Social Media Post Content Creation, Social Media Ads Management, Social Media Ads Setup/Demographics & Audiences, General Graphic Design, as needed.

**Client Status:** Active for over 3 years

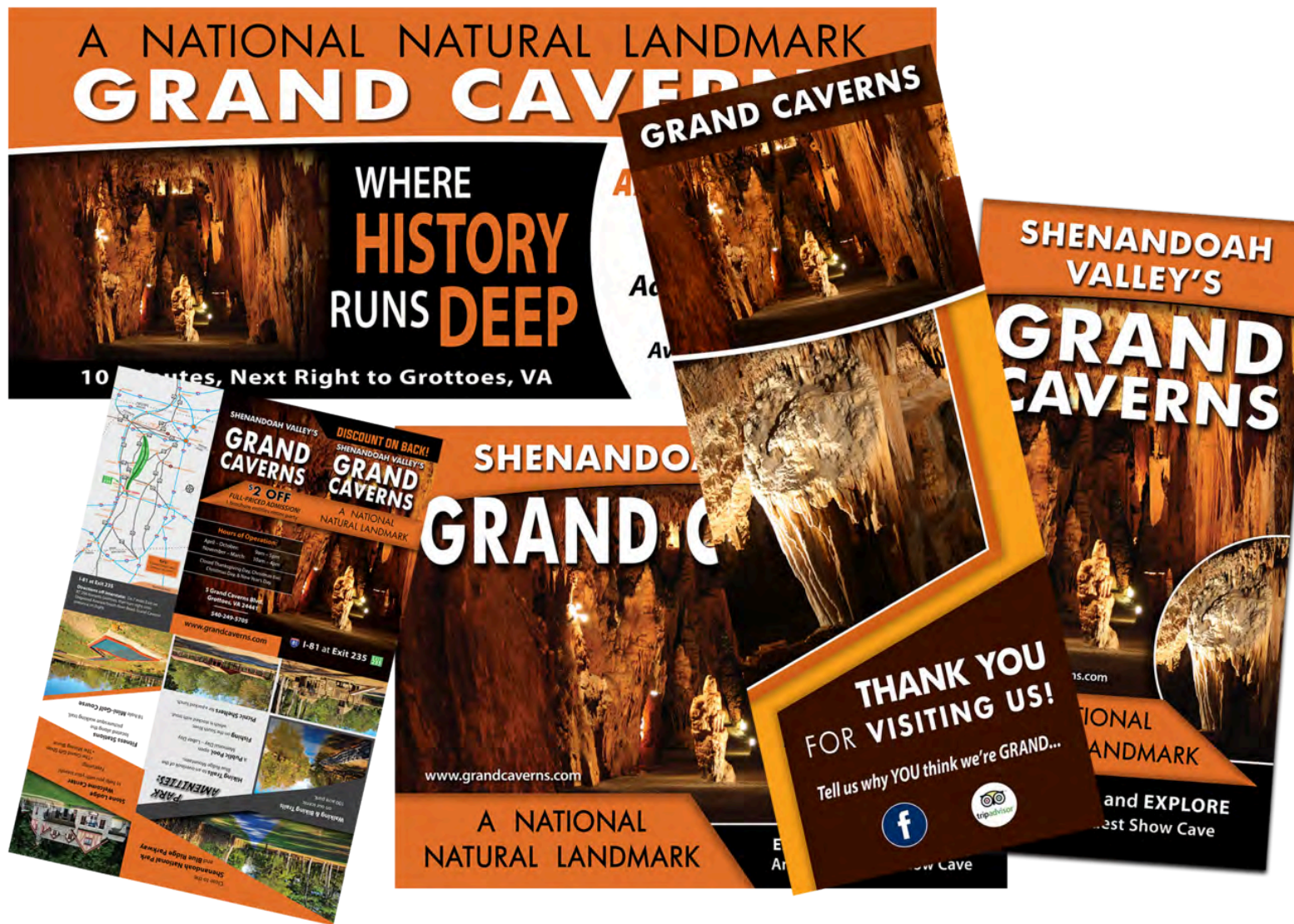
## MORE CLIENTS:

- Afton Law (*Legal Services, Afton, VA; Client Since 2017*)
- American Frontier Culture Foundation (*Philanthropic Arm of Historical and Tourist Attraction, Staunton, VA; Client Since 2020*)
- Ashby Animal Clinic (*Veterinarian, Harrisonburg, VA; Client Since 1999*)
- Ashland Theatre (*Historic Movie House, Ashland, VA; Client Since 2021*)
- The Blacksmith Shop (*Blacksmith, Dayton, VA; Client Since 2014*)
- Body Essence (*Medi-Spa, Staunton, VA; Client Since 2018*)
- Contract Poultry Growers Association (*Non-Profit, Franklin, WV; Client Since 2015*)
- Home Educators Association of Virginia (*Homeschool Advocacy and Resources Nonprofit, Richmond, VA; Client Since 2022*)
- Hunter Ridge Estate (*Wedding Venue; Swoope, VA; Client Since 2018*)
- Karen Knight (*Nationally-Renowned Singer/Actress, Franklinville, NJ; Client Since 2018*)
- Potomac Highlands Wounded Warrior Outreach (*Franklin, WV; Client Since 2007*)
- Racey Engineering (*Luray, VA; Client Since 2015*)
- Rockingham Petroleum (*Harrisonburg, VA; Client Since 1999*)
- Uptown Partnership (*Community Development Nonprofit, Martinsville, VA; Client Since 2021*)
- Solutions Mechanical & Plumbing (*HVAC, Plumbing, Waynesboro, VA; Client Since 2019*)
- The Village Inn (*Hotel; Harrisonburg, VA; Client Since 1999*)
- Virginia State Bar Association (VAB) (*Alexandria, VA; Client Since 2014*)
- Virginia Quilt Museum (*State Museum, Harrisonburg, VA; Client Since 2021*)

*We work with more than 300 individual clients, nationwide. The majority of our clients are located throughout Virginia, West Virginia, Pennsylvania, and Florida.*



# PORTFOLIO SAMPLES



## Promotional Materials for Grand Caverns

- Billboard
- Tri-Fold Map Brochure
- Event Banners
- Internal Displays
- Signs



# PORTFOLIO SAMPLES



## Marketing Materials for Lenhart Pettit (now Flora Pettit)

- Attorney Bio Sheets
- Email Marketing Graphic
- Newsprint Ad

# PORTFOLIO SAMPLES



## Marketing and Materials for Waco, Inc.

- Logo File Formatting
- Project Data Sheets
- Website Design
- Tri-Fold Brochure



# PORTFOLIO SAMPLES



## Marketing and Promotional Materials for First Choice Home & Hospice

- Logo Design
- Promotional Magnets
- Business Cards
- Tri-Fold Brochure

# PORTFOLIO SAMPLES



## Marketing Materials, Trade Show & Event Promotions for Hunter Ridge Estate (Wedding Venue)

- Logo Design
- Literature Design: Business Cards, Rack Cards, Brochure, Banners, Photo Books
- Event Coordination & Facilitation
- Social Media Graphics & Social Media Management
- On-Site Photography & Aerial Photography



# PORTFOLIO SAMPLES



## Social Media Graphics

- Ashby Animal Clinic
- All About Paws
- Bridgewater Rod & Reel
- Ray Hite, The Paint Pro
- Advanced Computer Solutions
- Hunter Ridge Estate