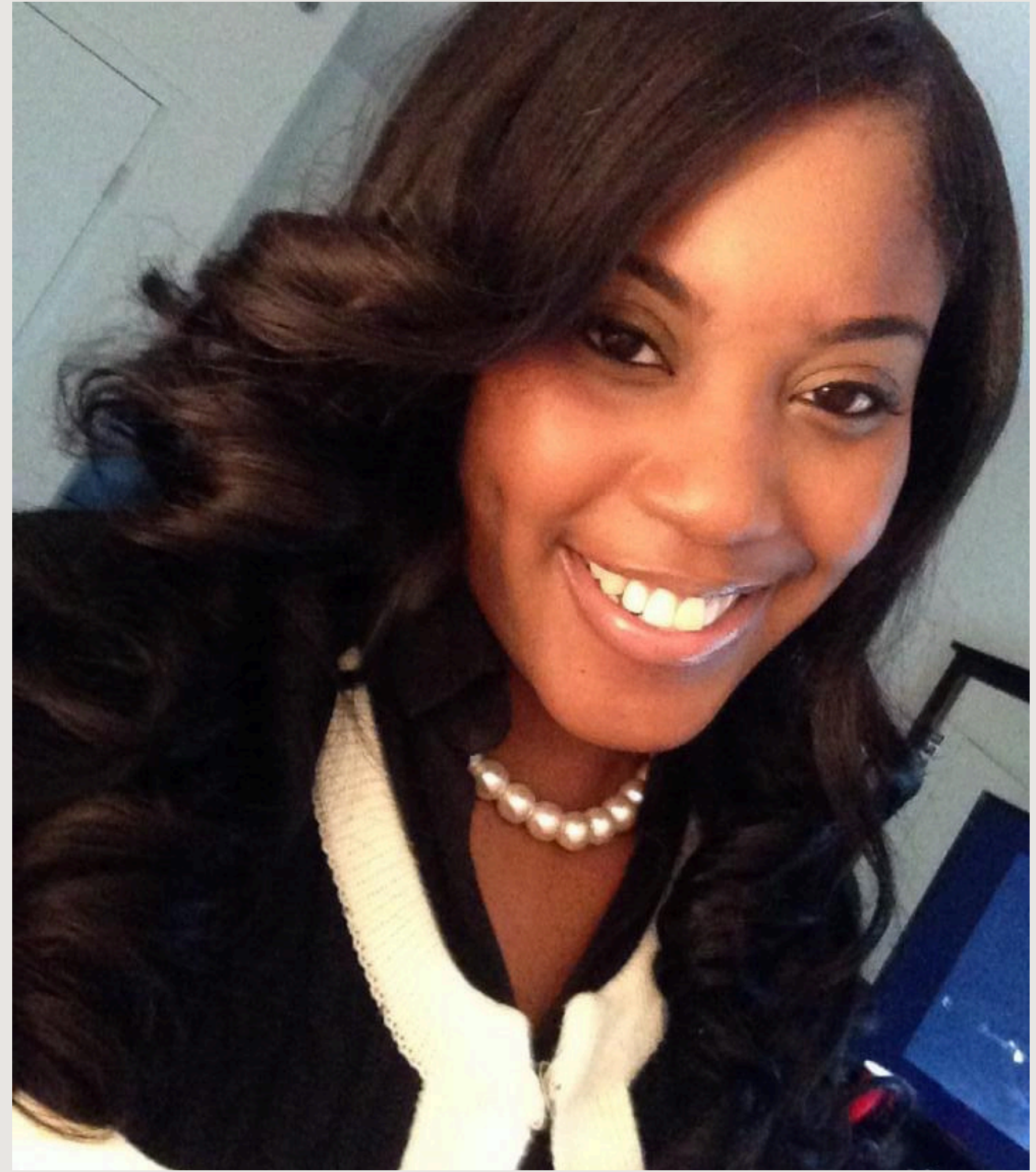


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Shannell Beckles

# Portfolio

[Shannell Beckles - Photography, Event  
Planning, Media Relations, Image  
Consulting, & Advertising



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# Professional Expertise

A Multidisciplinary Approach to Success

## Diverse Skills

With a background in photography, event planning, image consulting, event planning, advertising, and PR, I bring a unique blend of **creative vision** and strategic thinking that elevates brand narratives and client experiences.

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# Photography Portfolio: Featured Project



Photography: Riverside Club Founders Day Event

Reflecting professionalism and brand identity effectively.



# Event Planning Examples

This section showcases a selection of my **most impactful** event planning, highlighting my versatility and unique style. Each image reflects my commitment to capturing authentic moments, employing natural lighting, and focusing on elegant aesthetics that resonate with clients' visions.



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# Media Relations Showcase

## Media Relations

Building strong media relationships enhances brand visibility. I implement PR strategies that foster connections with key journalists and influencers, amplifying the message and generating buzz around campaigns.

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# Image Consulting

Elevate Your Personal Brand and Presence



## Personal Branding

Personal branding is essential for creating a lasting impression. We help clients define their unique identity and communicate it effectively across all platforms for **maximum impact**.

## Wardrobe Styling

Our wardrobe styling services ensure clients select outfits that enhance their personal brand and reflect their **individual style**, boosting confidence and professionalism in every situation.

## Color Analysis

Color analysis is a powerful tool that guides clients in choosing colors that complement their features, aligning with their **brand identity** to create a cohesive and appealing image.

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## Client Testimonials

- “The photography showcased **our brand beautifully.**”
- “Incredible attention to detail in every shot.”
- “Transformative image consulting that **boosted our confidence.**”
- “Professional presence coaching led to **immediate results.**”

## Measurable Outcomes

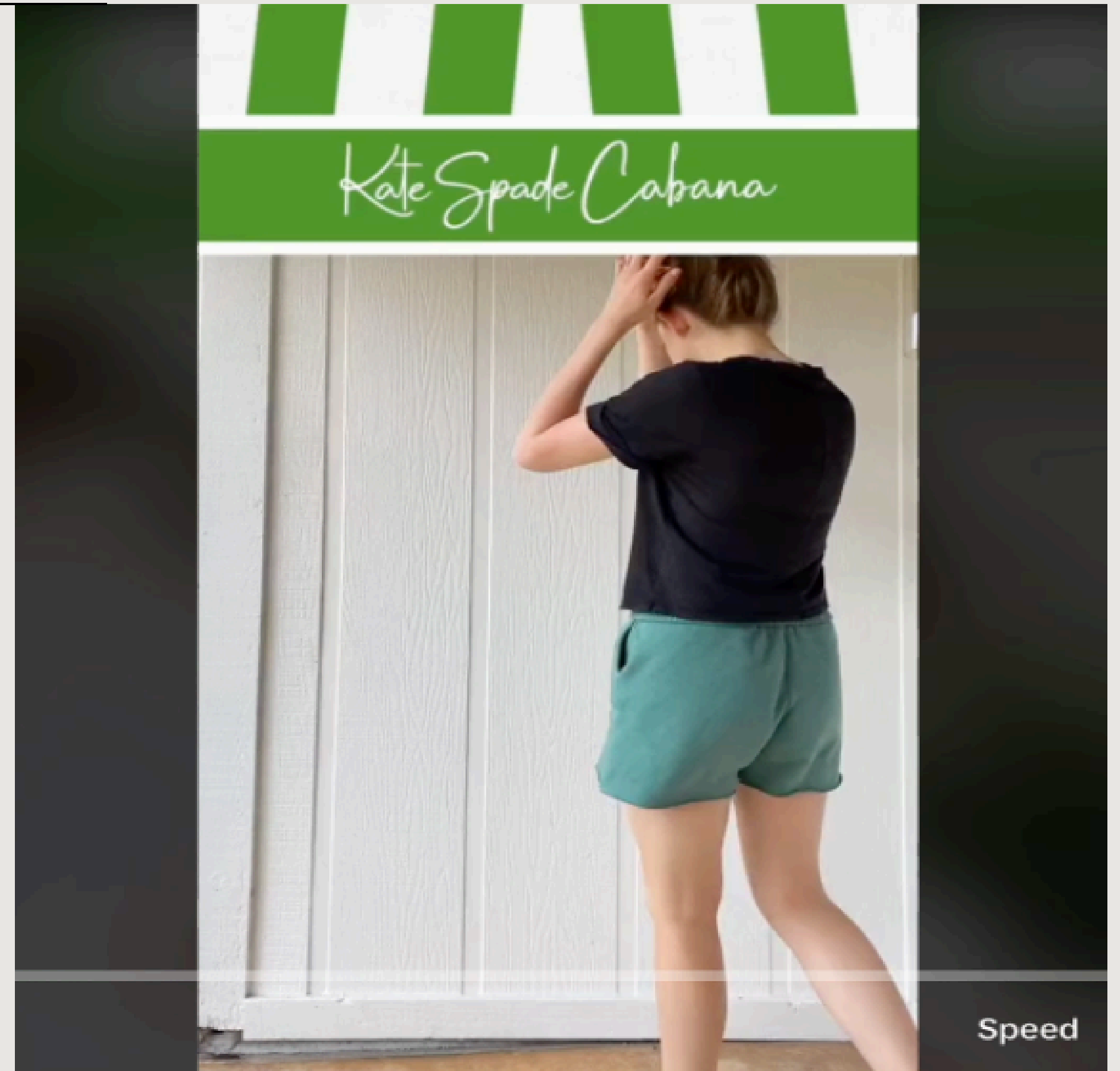
- Increased client engagement by **30%** post-campaign.
  - Achieved a **25% growth** in brand visibility.
  - Enhanced client satisfaction ratings to **95%**.
  - Successfully launched **three major campaigns** in one quarter.
-

## Campaign Highlights: Tik Tok's (Bytedance) Kate Spade "Cabana" Campaign

**Objective:** To get more users to use the 3D open close curtain branded effect and make purchases for Kate's Spade Spring Cabana Collection.

**Target:** Users 18+ that are interested in retail/shopping/fashion.

This section showcases **innovative advertising campaigns** demonstrating creativity and measurable results. Each campaign is designed to address client challenges, emphasizing strategic insights and integrated solutions that enhance brand visibility and achieve impactful outcomes in the market.



# Multidisciplinary Strengths

## Versatile Expertise

My diverse background in photography, event planning, PR, image consulting, and advertising enables me to offer **holistic solutions** that resonate with clients.

## Client-Centric Approach

I prioritize understanding client needs, ensuring that every project is tailored to **maximize their impact** in the market.

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# Contact

Schedule a consultation to explore how I can help you.

Phone: 917-373-1691  
SerenityBeanDigitalMedia@gmail.com

