

FREELANCE EXPERTISE TO SUPPORT YOUR BRAND TAKING ROOT
DR. TREVOR BENNION



I'M DR. TREVOR BENNION

 FORT COLLINS, CO

I help cannabis businesses discover laser focus in their branding, and create powerful, evidence-based marketing structure that achieves magical outcomes

Marketing may often seem like an abstract game you need to play, and it can feel like the most uncertain and frustrating area of business growth. All businesses feel this at various times, some more than others. I understand and have refined a winning system, built on years of leadership, creative problem solving, and my scientific background.



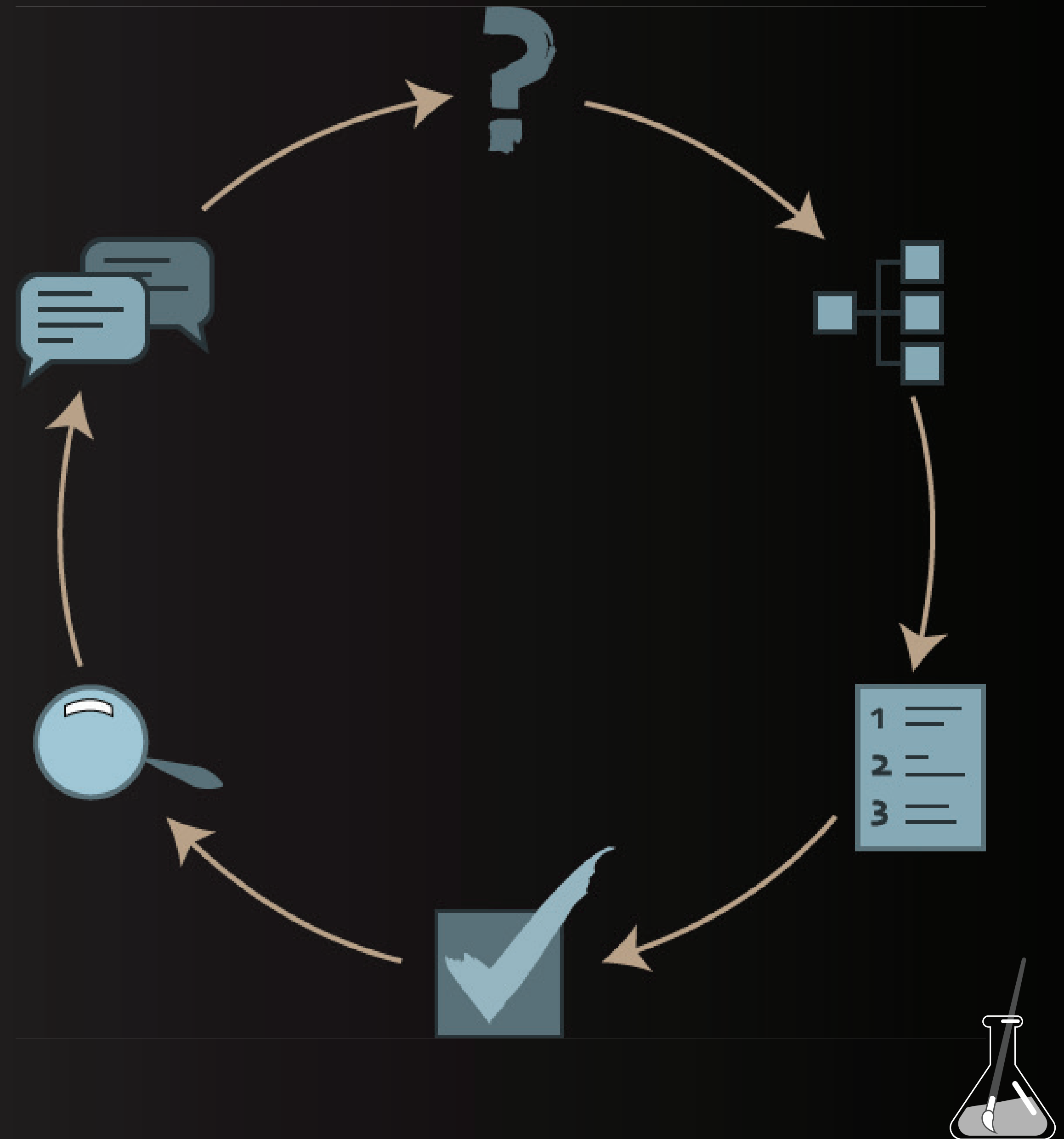
STRUCTURE & SYSTEMS

The answer to most marketing problems is to assess the current systems and/or install new systems.

I've developed systems for multiple cannabis businesses, yielding successful and profitable results.

The framework looks like this:

1. Identifying the problem
2. Disaggregating the problem into actionable steps
3. Prioritizing the actions steps
4. Creating a work plan
5. Analyzing and synthesizing the solution
6. Action/Presenting the solution



CREATIVITY REDEFINED



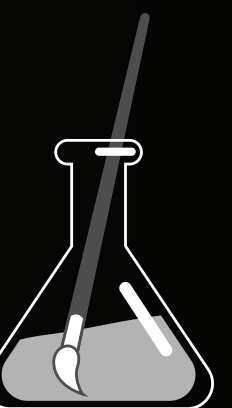
Creativity is not artistry.
Creativity is *problem solving*.
When I'm painting a portrait, every brush stroke is a solution toward accuracy of the vision in my head.



Practicing creativity allows for invention, thinking outside the box, and innovation. When a problem appears, creativity finds the ideal solution.



Marketing is focused communication. Analytics is creating the digital trail to calculate and predict audience behavior. Art is inspiration and impact.



WHAT I CAN DO FOR YOU

Analyst

I have my doctorate and have been conducting and publishing peer-reviewed research for over 14 years. This means I have my master's degree equivalent in statistics, and am professionally expert in quantifying critical thinking.

I've worked for marketing agencies conducting platform analytics: SEO, Google Analytics setup, audience tracking, data collection and interpretation. I'm a Google Certified data analyst.

Marketer

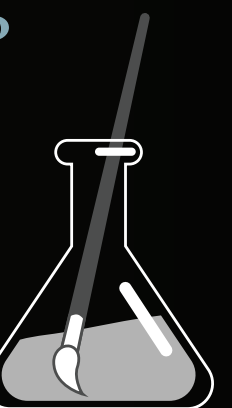
I am a marketing leader, investigating and employing systems for success. I've worked as marketing director for multiple cannabis brands and collaborated with cannabis businesses around the nation.

Marketing requires strong leadership. It is the foundation for brand strategy, growing a loyal audience, and business growth.

Artist

I've been a VIP guest by Adobe to their annual creative conference, Adobe Max, for 6 years, working alongside Sony, Nikon and Canon elite photographers. I've been trained in videography by Hollywood cinematographers.

I build websites, create graphic design and illustration, product design, merchandise and billboard design. I have a painting gallery in LA debuting this Fall.



WHAT I CAN DO FOR YOU

Trusted Leadership

I've produced campaigns for:

High Times

BeeNails

BudVase

Blazy Susan

JoyGum

Natures Herbs & Wellness

Strain Hunters

Starbuds

& many many more

I'm fluent in many marketing systems used in dispensaries, including:

SpringBig

IHeartJane

Weedmaps

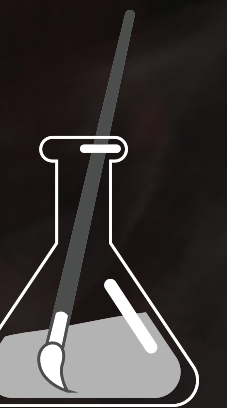
and I have a current Colorado Marijuana badge for proper on-site collaborations.



A PERSONAL PASSION

Our work shines when our goals are unified

Cannabis helps me to be my best. It helps me in my creative practice, and to modulate my emotional health. I personally advocate for a better societal view against the stigmas of this plant medicine, and invest my professional skills in cannabis brands to make my impact.



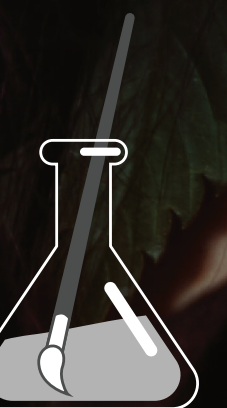
WE SHOULD WORK TOGETHER

Contract Work, or Long Term Support

Booking one of my freelance creative services can support your existing marketing team for immediate projects, or serve a greater role if you do not have a marketing team at the moment

I guarantee at least 3x ROI with hiring me. For every dollar I charge you, I'll earn you at least 3*

My rates are affordable. Hiring freelance saves you on employee costs and benefits



CREATIVE SERVICES

Campaign Consultant

Artistic support for your existing marketing team.

This package includes:

- 20 custom media designs (product photos, graphic designs, social media content, web banners, etc.)
- Branding guidelines are expected and a detailed brief

Social Media Strategist

Art and marketing support for your existing team.

This package includes:

- The Campaign Consultant service
- Social media management and strategy for 1 account
- Branding guidelines are expected and communication with the marketing team

All-Things Digital

Moderate art, analytics and marketing support. Ideal if you already have a marketing manager but need on-demand talent labor.

This package includes:

- The Campaign Consultant & Social Media Strategist services
- Web design/maintenance, platform analytics, and SEO
- Branding guidelines are expected and team communication

pricing unveiled at our next meeting



CREATIVE SERVICES

The Creative Consultant

Full access to my expertise, leadership and responsibility. Ideal if you do not have a marketing leader present.

This package includes:

- The Campaign Consultant, Social Media Strategist and All-Things Digital services
- Brand strategy and development
- Growth plan
- Creative problem solving & system audit/installation
- Profitable leadership

Team for Hire

Do you have big plans and need more deliverables? I work with some of the greatest talent in the world, and we accomplish magical impact.

This package includes:

- The Creative Consultant services
- Scalable quantity of deliverables to meet your desired growth rate

a la carte

Individual services for high-impact results

- Custom photoshoot with professional models, makeup artists, stylists. Photos edited to make industry impact
- Video shoot: behind-the-scenes documentary, customer testimonials, “ask the expert” staff recommendations/tutorials, etc.
- Product or merchandise design
- Custom graphic designs



HOW IT WORKS

Meeting & Discussion

Reach me at trevwbenn@gmail.com and let's set up a time to meet: either in-person, virtually, or over the phone.

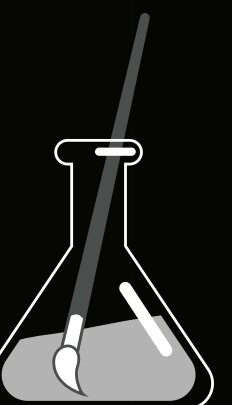
We'll discuss your business needs and goals, and get to know each other with the purpose of identifying our compatibility with working together. We'll discuss my freelance system in further detail beyond this document's summaries.

Finding the Best Fit

If we're a good match and feel good about working together, next you'll choose which creative service is the best fit for your business. You'll also choose the duration term for that service: monthly, 6-month term, or annual.

NDA & Agreement

To reinforce our trust in the access I need to fulfill my end of the agreement, we'll prepare a NDA and a formal contract of the service(s) you have chosen, the duration, and expected deliverables.





FEEL PEACE AND
CONFIDENCE IN YOUR
BUSINESS GROWTH WITH
TRUE EXCELLENCE IN YOUR
MARKETING, ANALYTICS,
AND ART PRODUCTION



LET'S TALK SOON

I've worked in marketing for 12 years, and been an artist all my life. Businesses have hired me to take photos and video for campaigns all around the world, including Guatemala, Colombia, Nicaragua, El Salvador, and Thailand.

I've had beautiful adventures, met beautiful people, worked with brilliant minds, and found my calling and purpose in creating inspiring art and instructional design at the highest possible level.

I want to take all the best parts of my experiences and passions and focus them on helping your brand grow!

Sketching in Colombia



Surfing in Nicaragua



