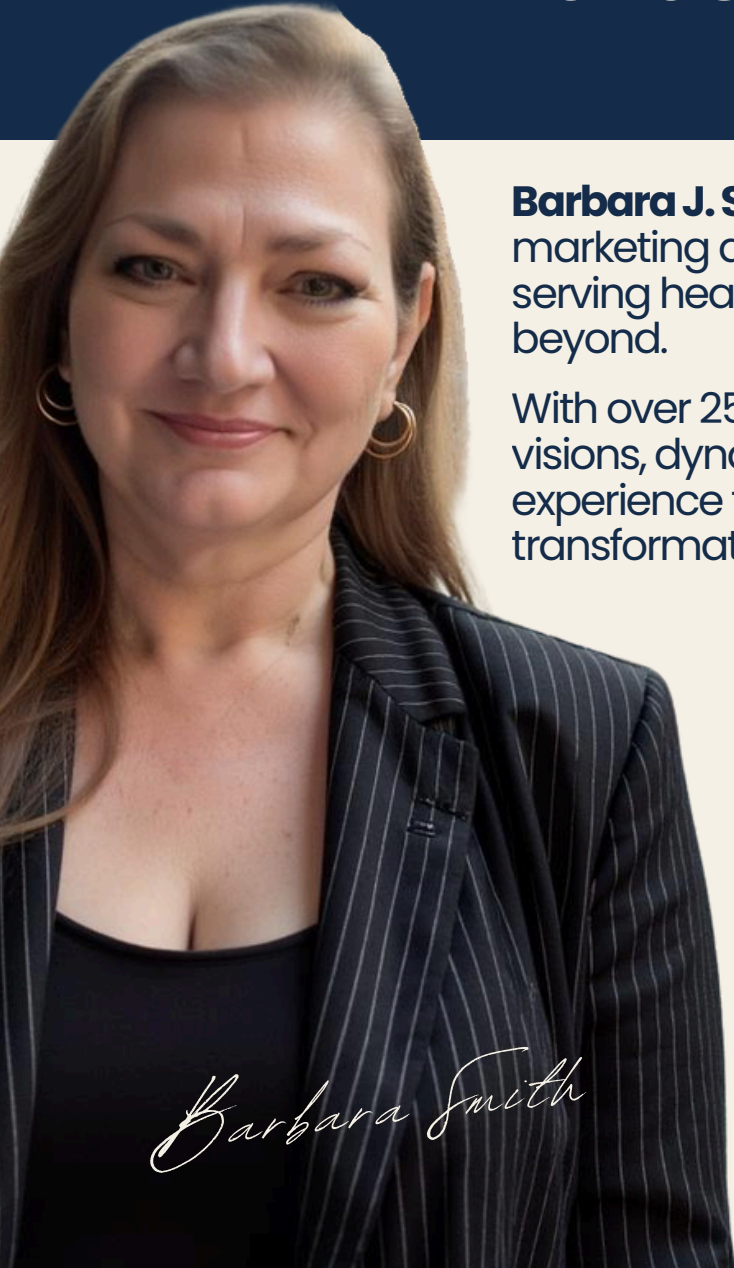


Strategic Marketing & Design for Professional Services



Barbara J. Smith leads **Telework Design LLC**, a bespoke marketing and web strategy and development agency serving healthcare, professional services, nonprofits and beyond.

With over 25 years of experience, she blends creative visions, dynamic artistic abilities and years of operational experience together to deliver integrated transformational digital solutions.

GROW YOUR BUSINESS

- Digital Marketing
- Branding Strategy
- Web Design, Hosting & Content Management
- Social Media & Email Campaigns
- Marketing Analytics & CRM
- Event & Thought Leadership Marketing
- Plan and promote webinars
- CE courses, and speaking engagements
- In-house Marketing Team development

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[@teleworkdesign](https://www.instagram.com/teleworkdesign)

Unleashing your Brands Superpowers



STRATEGIC SKILLS

Graphic & Visual Design

- **Custom visuals for:** (PowerPoint presentations (client-facing decks, pitches, CE courses)
- **Email campaigns** (branded headers, CTA graphics, GIFs)
- **Social media graphics** (for Facebook, Instagram, LinkedIn, Google Marketplace)
- Creation of infographics, diagrams, process flows and custom drawing
- Design of logos, icon systems, and brand assets
- Canva Pro & Adobe Creative Cloud (Illustrator, InDesign, Photoshop)
- In-House training for Marketing Teams to set up internal departments that scale

Email Marketing & Blasting

- Design and execution of campaigns via:
- Mailchimp, Constant Contact, MyEmma
- HTML emails and branded templates
- List segmentation and audience targeting
- Analytics tracking (open rates, CTR, conversions)

Print & Publication Design

- Full design and layout for Annual reports, service catalogs, magazines
- Brochures, flyers, rack cards, and postcards
- Press-ready PDF file preparation and printer coordination
- Custom mailer and direct mail design

Promotional & Event Materials

- Design for event signage, booth graphics, and banner stands
- Branded giveaways (mugs, bags, pens, name tags, badges)
- Conference material kits (handouts, speaker bios, folders)
- Sponsorship activation packages and signage

TECHNICAL SKILLS

Website Development

- WordPress, Shopify, WooCommerce, Wix, Squarespace and more
- HTML/CSS customization for branded control
- Website hosting, migration, and speed optimization
- Responsive, mobile-first design
- Embedded lead capture forms and contact funnels
- HIPAA-conscious portals and forms
- On-page SEO and mobile-first UX
- Hosting, domain setup, platform migration

Marketing & Analytics Infrastructure

- CRM setup (HubSpot, Zoho, Salesforce, Airtable)
- Google Analytics, Google Tag Manager, Tiny URL, YouTube
- Marketing dashboards for campaign performance
- Data visualization for internal and external reporting



At Telework Design, we don't just deliver marketing—we partner with clients to build sustainable systems, align messaging with service standards, and design with both compliance and conversion in mind.