# AlliRita Designs.

Branding that resonates. Lets build it together.

Allirita
DESIGNS ★



# Who I Am

I specialize in creating clean, modern, and strategic visual systems that are both good looking and effective. For me, design is not just about aesthetics; it’s about creating a connection and building trust.

I’ve always been drawn to design and the way visuals can tell a story. Social media quickly became my favorite place to experiment, create, and connect with people. I earned my bachelor’s degree in Graphic Design and an associate’s degree in Business Management, and now I use both to help others bring their ideas to life. I’m passionate about creating thoughtful, strategic brands that feel true to who you are—and I’m here to make that process feel exciting, collaborative, and fun.

AI?

**AI is not leaving us.**

**Businesses already use it.**

**Lets take advantage of it.**

**(In a creative way of course.)**

How do I use AI?

# How I use AI

AI is used for...

- Ideation + brainstorming
- Research
- Structure
- System + workflow

AI is NOT used for...

CONTENT CREATION.

Every caption, graphic, concept and brand voice decision is created by me!

I want every design to feel personal and authentic - AI cannot do that, but I can.

# on-board +client intake

an easy process

01 **Creative consultation**

We get familiar with your business, goals, + visions!

02 **Brand intake form**

You complete a detailed intake form so I can learn more about your brand, audience, aesthetic, goals, and project wants + needs.

03 **Proposal + agreement + deposit**

I'll send over your costum proposal, contract, invoice, + project start date

04 **Market research + design creation**

Fun begins! Research, moodboards, design concepts + feedback.

05 **Collaboration chat + LAUNCH**

After everything is approved and finalized, we'll be ready to go.

# Performance Measurements.

how do we define and measure success?

## Growth Metrics

- follower growth rate
- reaches per post
- profile visits + link in bio clicks
- new audience discovery rate

## Engagement Quality

- engagement rate (reach, impressions, followers)
- story viewing rate
- reel plays + watch time
- comment sections + quality

## Conversation Signals

- DM inquiries
- link clicks to booking or sales page
- email list growth
- revenue attributed from social campaigns.

# TURN AROUND TIMES?

## high quality content requires time and effort

all deliverables are produced within the timeline established between us during on boarding.

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# Pricing + Service Packages

## the refresh

$450/mo

for brands that need a consistent and polished social presence.

2 custom social media post/week
4 instagram stories
content shoot collaboration
content calendar + scheduling
monthly performance report and strategy session
caption writing
brand-consistent graphic design

★most popular

## the signature

$550/mo

for brands that are ready to grow their presence and build stronger identity.

3 custom social media post/week
8 instagram stories
2 hr bi monthly content shoot collaboration
content calendar + scheduling
monthly performance report and strategy session
caption writing
brand-consistent graphic design

## the elevated

Custom

for brands looking for a creative partner to handle their needs from start to finish.

completely customizable!
+ more options.

- websites
- logo
- brand identity
- professional headshots

+ more!

★ All packages onboarding, brand intake, and constant dedicated account management

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