# Creative Portfolio

### About

A creative portfolio featuring marketing, PR and graphic design works.

### Contact

miyanda.hamalala@gmail.com +61 0434 601 214

# Miyanda **Hamalala**

### Website

www.miyandahamalala.com www.linkedin.com/in/miyandah/

# **Contents**.

# QuestBento

Designing a winning creative marketing campaign.

# OceanEcho Campaign

Environmental action campaign. Graphic design, and & Event planning.

**UI/UX** Design Designing the interface for a digital banking app. **ClassBento Mother's Day** Email marketing campaign and copywriting.

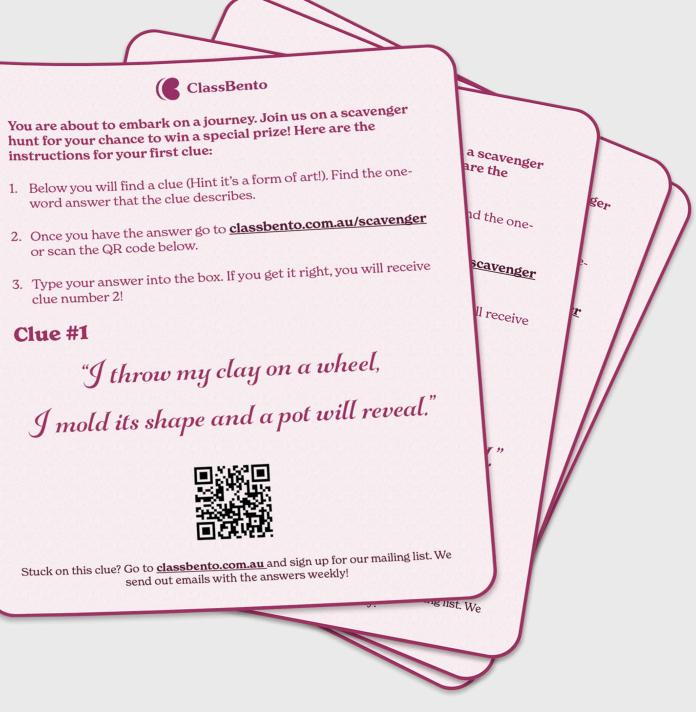
)5 **Organizational Rebranding** Branding and Visual Identity Design for the African Students Union.

 $) \exists$ **The Pillar Initiative** Social media content creation for Dress For Success Sydney.

**ADA Posters** Poster Design

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instructions for your first clue:

- clue number 2!

Clue #1



# QuestBento

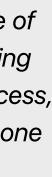
## **Creative Marketing and Strategy**

ClassBento is a Sydney-Based Booking platform offering a range of local artisan experiences from pottery workshops to cocktail mixing classes. Empowering small businesses and creatives in their process, ClassBento has a specific focus on improving mental well-being one activity at a time.

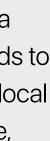
The Brief: Sign-ups to in person activities were at an all time low during the pandemic. In the post covid context, ClassBento was looking for a campaign to boost bookings and engagement in the aftermath.

**The Strategy:** In light of the pandemic, our target audience needs a win, they need excitement, adventure and a way to unwind. This leads to the chosen strategy of Discovery. Discover the experiences in your local community right under your nose, discover yourself and new people, discover new hobbies, new talents, new interests.

**The Tactics:** (1) A sydney-sider scavenger hunt, solve the clues and win a ClassBento experience! (2) A "Quest"Bento mystery box giveaway! Win discounts, and craft items.









# 02 ClassBento

## **Email Marketing and Copywirting**

ClassBento is a Sydney-Based Booking platform offering a range of local artisan experiences from pottery workshops to cocktail mixing classes. Empowering small businesses and creatives in their process, ClassBento has a specific focus on improving mental well-being one activity at a time.

While at ClassBento, I led the Mother's Day Communications Campaign with the primary goal of generating widespread interest in ClassBento's range of Mother's Day activities. I crafted three personalized press releases for Sydney, Melbourne, and Brisbane audiences, distributing them across various communication channels. By the campaign's conclusion, I had achieved coverage



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### WARM UP MUM'S WORLD THIS **MOTHER'S DAY**

Make meaningful moments with Mum and spark joy with ClassBento.



Forget grand gestures, there's a reason why the most special memories with Mum come from the simplest of moments. Initial results from a recent study on the triggers of short-term mood indicate that small moments of joy are the key to human happiness.

<u>ClassBento</u> welcomes Mums, friends and family to make meaningful moments at creative and uplifting workshops run by Sydney's local artists, makers and foodies this Mother's Day. Arrange flowers, make natural skincare, or pour soy candles together and discover the small joys of quality time.

Indulge in some mother-daughter time and <u>create natural skincare</u> with Sage Cosmetic Coaching in Camperdown. Working in pairs, melt and pour organic balm, mix a pink clay mask or create a custom blend of essential oils in the form of roll-on perfume. Catch up and take some snaps for the family album while waiting for the beeswax to melt or the balm to set.

Get cosy in North Sydney and pour soy candles with the couple duo behind This Candle. Learn the science behind scent and concoct a fragrance blend that is



Share this:	Best In Town
0000	A round up
- ed under <u>Delture</u>	



Stuck on how to spend Mother's Day? Here are 20 things to do with your mum this year

#### **Miyanda Hamalala**

Thumbnails of the coverage received over the campaign. For full article access go to: miyandahamalala.com/work/classbento

röute STYLE BEAUTY CULTURE SELF #LGG

n: Top 8 Things To Do This Month May of the city's must do experiences

CULTURE / GIFT GUIDE



#### Mother's Day in Melbourne

Show your mum some love this Mother's Day with our guide on presents, pampering and fun things to do together

🖚 written by Adena Maser Thursday 21 Antil 2022

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Sowings Judio, ao



#### Impressive Last-Minute Gifts That'll Make Your Mum's Mother's Day Spoil the mum in your life this year.

#### embraceBrisbane HOME WHAT'S ON EAT & DRINK

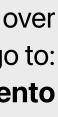


	slist					
What's On	Places To Go	Aroune You	Kids Classes	Schools	Dest Reads	Ung

#### Mother's Day in Melbourne: Best Mother's Day Events for 2022

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# 03 Dress for Success

### **Social Media Content Creation**

Dress for Success Sydney is a non-profit organization that provides professional attire and career development services to empower women achieve economic independence. Their services include styling consultations, job readiness workshops, mentorship, and ongoing support to help women achieve their career goals.

I was partnered with Dress for Success Sydney who were looking for support with maintaining their social media presence and designing deliverables to post on their pages. I created posts to share their sustainable impact, and call out for clothing donations. This was also paired with a few digital materials such as reels for their social pages.



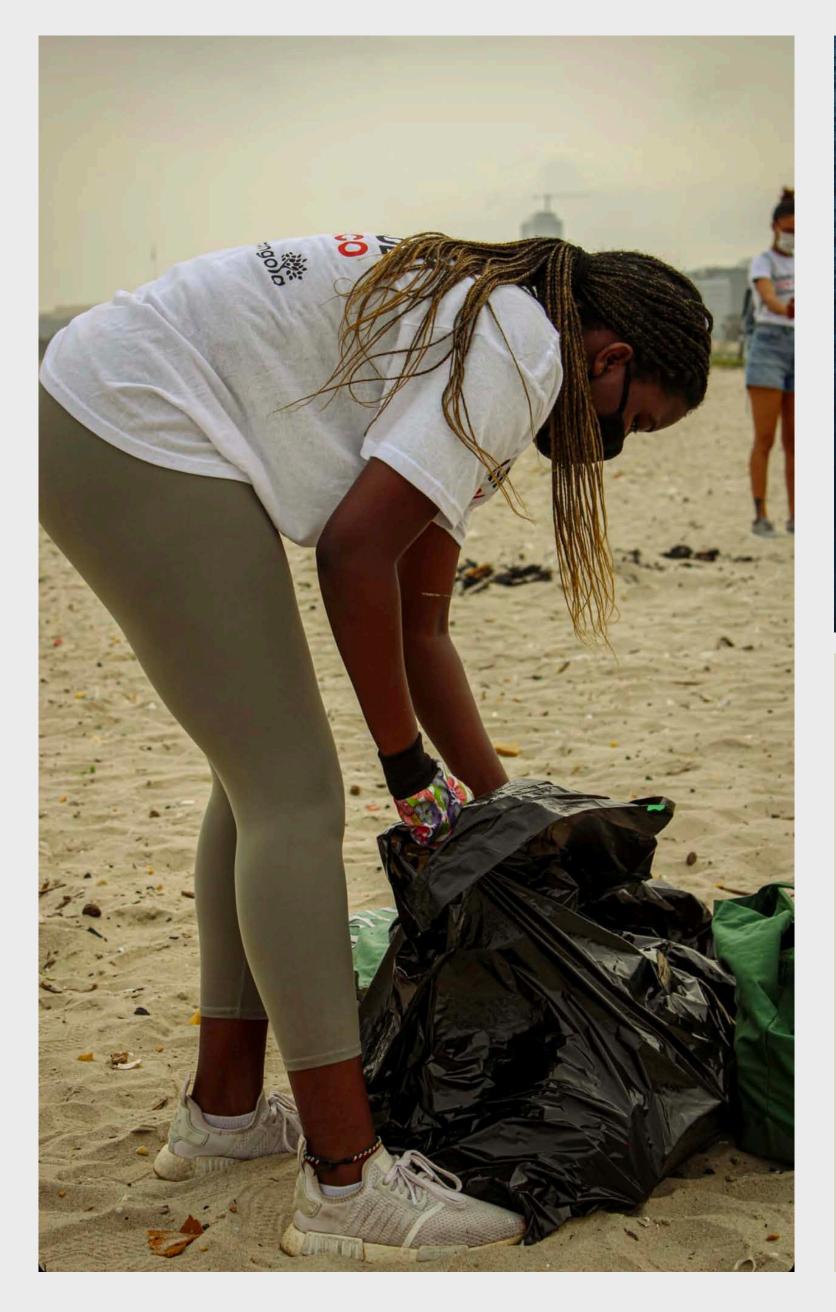




Give your new and preloved clothes a new home. Find out more at https://sydney.dressforsuccess.org/get-involved/donate/









JAM O

MAR

Sign the petition through link below to support Angola in being a champion in support Angola in peing a champion in protecting 30% of the ocean by 2030! CHANGE.ORG/30X30ANGOLA

**Creative Portfolio** 

**Miyanda Hamalala** 

# 04**OceanEcho Campaign**

## **Environmental Action Campaign**

EarthEcho is a Non-profit Organisation that empowers youth to take action to protect and restore our ocean planet. OceanEcho 30x30 is an initiative designed to amplify action to protect 30% of our world's oceans by 2030 through education and advocacy campaigns, active engagement in ocean policy, and direct coastal restoration efforts.

The main event for my campaign was an Education and Awareness Webinar. For this webinar, I invited 5 other expert panellists to make presentations about the importance of the work they do in Angola, and its connection to the ocean. We had presentations about sea turtle conservation, mangrove restoration, Marine protected areas, plastic pollution and many more, in which the audience engaged and asked questions. This event was successful with **150 viewers** attending the webinar! With this webinar, the petition and the beach cleanups I believe this campaign has effectively raised awareness about the 30x30 target in Angola.





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# **PROTEJA O** NOSSO MAR

9:41

Sexta-Feira, 27 de Agosto A partir das 17h (GMT+1)

ID da Reunião: 962 6222 4088 Senha da acesso: 99884

Toque para mais!





9:41

Junte-se a nós online para o primeiro webinar em Angola "Proteja o nosso Oceano" via Zoom! Assista as apresentações de especialistas envolvidos no movimento ambiental aqui em Angola. O webinar será transmitido via **Facebook Live** @somosecoangola para aqueles que não têm acesso ao zoom! (f) LIVE zoom

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Miyanda Hamalala



# ANGOLA **OS NOSSOS ORADORES** REBELA BOTES MAURO FERREIRA FERNANDA RENEE SAMUEL Co-fundador da Guardiões da Coordenadora e Fundadora Costa Mwangolé da Otchiva FERNANDA RENEE SAMUEL Toque para mais!













# 05**ASU Rebranding**

## Logo Redesign, Graphic and Visual Identity

The African Students Union (ASU) is a student-led university society that aims to unite the African student community while spreading the joys various African cultures to the rest of the UNSW campus.

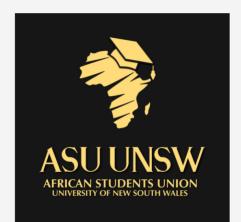
I came on board as the social media director with the aim of improving their digital presence by creating a cohesive brand identity. I did this through, updating their logo and introducing a brand styling guide, along with utilizing Instagram's affordances such as reels, stories and highlights.

In my few months of updating ASU's digital presence I was able to see a large engagement turnover. Some key insights include:

- An increase of over 200 followers
- 217.4% Increase in Instagram reach
- Securing 8.5k+ reels views across 4 videos. With a singular reel amassing 3.8k views.
- Creation of a cohesive brand guide.

#### Primary Logo

This is ASU's primary logo (used for profile pictures, websites banners etc.).





Usage: Min 10pt around all edges.

#### Logo Mark

The logo mark is a depiction of the African continent, paired with a graduation cap to symbolize the uniting of African cultures within the UNSW community.



Typography These fonts are used for all ASU communications.

# **Montserrat Classic** is our primary typeface.

Title Font: Montserrat Classic Bold

Body Font: Montserrat Lorem ipsum dolor sit amet. Et voluptate voluptas et blanditiis fugiat hic perspiciatis possimus ut ipsum dolorem eum tenetur labore sit voluptate minima. Et facilis Quis hic veniam corrupti qui dicta porro.

Montserrat Thin

ABCDEFGHIJKLMNOPQRSTU VWXYZabcdefghijklmnopqrst uvwxyz1234567890

#### Montserrat Semi-bold

ABCDEFGHIJKLMNOPQRST UVWXYZabcdefghijklmnop qrstuvwxyz1234567890

#### Montserrat

ABCDEFGHIJKLMNOPQRSTU VWXYZabcdefghijklmnopqrs tuvwxyz1234567890

#### **Montserrat Extra-bold**

ABCDEFGHIJKLMNOPQRST UVWXYZabcdefghijklmnop qrstuvwxyz1234567890

#### **Secondary Colours**

These colours are used as support for the two primary colours.



**Primary Colours** These are ASU's two primary colours. Pot Black Firelight hex #FBDB7A hex #161616 rgb (251, 219, 122) rgb (22, 22, 22) Summer Hue Carbon hex #FFEFC2 hex #2E2E2E rgb (255, 239, 194) rgb (46, 46, 46) ASU UNSW AFRICAN STUDENTS UNION UNIVERSITY OF NEW SOUTH WALES **ASU UNSW** AFRICAN STUDENTS UNION UNIVERSITY OF NEW SOUTH WALES

> Sample pages from the Visual Identity Guideline I designed for the African Students Union.

> > Indesign, Photoshop, Illustrator











During my time as the Social Media Manager at ASU, I was in charge of designing and sharing all promotional materials.

Photoshop, Illustrator

ASU MEET THE TEAM 2022/23

### CHIBUIKEM ADILIEME

PRESIDENT

Meet Chibuikem Michael Adilieme from Nigeria. ASU UNSW's President.

"ASU presented itself as a family where I could meet other African students navigating Australian society with similar experiences, learning and having fun ogether.

### RICHARD UNUIGBOJE

GENERAL SECRETARY

Introducing our general secretery, Richard Unuigboje from Nigeria

"I joined ASU to be a driver for change as I felt the Union needed to be higher than where it is. Hence, my decision to be part of the executives."



ASU MEET THE TEAM 2022/23

### JEMIMAH WOULF

VICE PRESIDENT (INTERNAL)



Meet Jemimah Woulf, an international student from Nigeria and our Vice President of Events and Internal Engagements.

"I joined the ASU because I wanted to create a bigger community for Africans at UNSW, and promote African Culture."

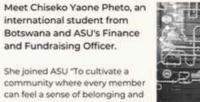
ASU MEET THE TEAM 2022/23

OLUIGBO CHIDINMA JUDITH GRIEVANCE OFFICER

Chidinma is ASU's Greivance Officer, orignally from Nigeria.

She joined ASU "For networking, to build a family of Africans for positive relationships, development and support





ASU MEET THE TEAM 2022/23

community where every member can feel a sense of belonging and elation. To create a space where Africans can boldly take up space not just in the ASU but in UNSW and Australia with the encouragement and support of other Africans."

CHISEKO YAONE PHETO

FINANCE AND FUNDRAISING OFFICER





Meet Mupindishe Ngungu an international student from Zimbabwe and ASU's Treasurer I wanted to be part of a society that creates a community for students to

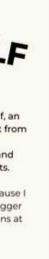
learn about, experience and celebrate the joys of African culture in a warm and friendly environment. We aim to promote diversity, unity and culture by providing a platform to showcase Africa through events that educate, reflect and empower our proud members."

MUPINDISHE NGUNGU

TREASURER













UNSW A&D ANNUAJ	NSW SYDNEY	
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# UNSW A&D ANNUAL The

# - 18 December unsw.to/annual

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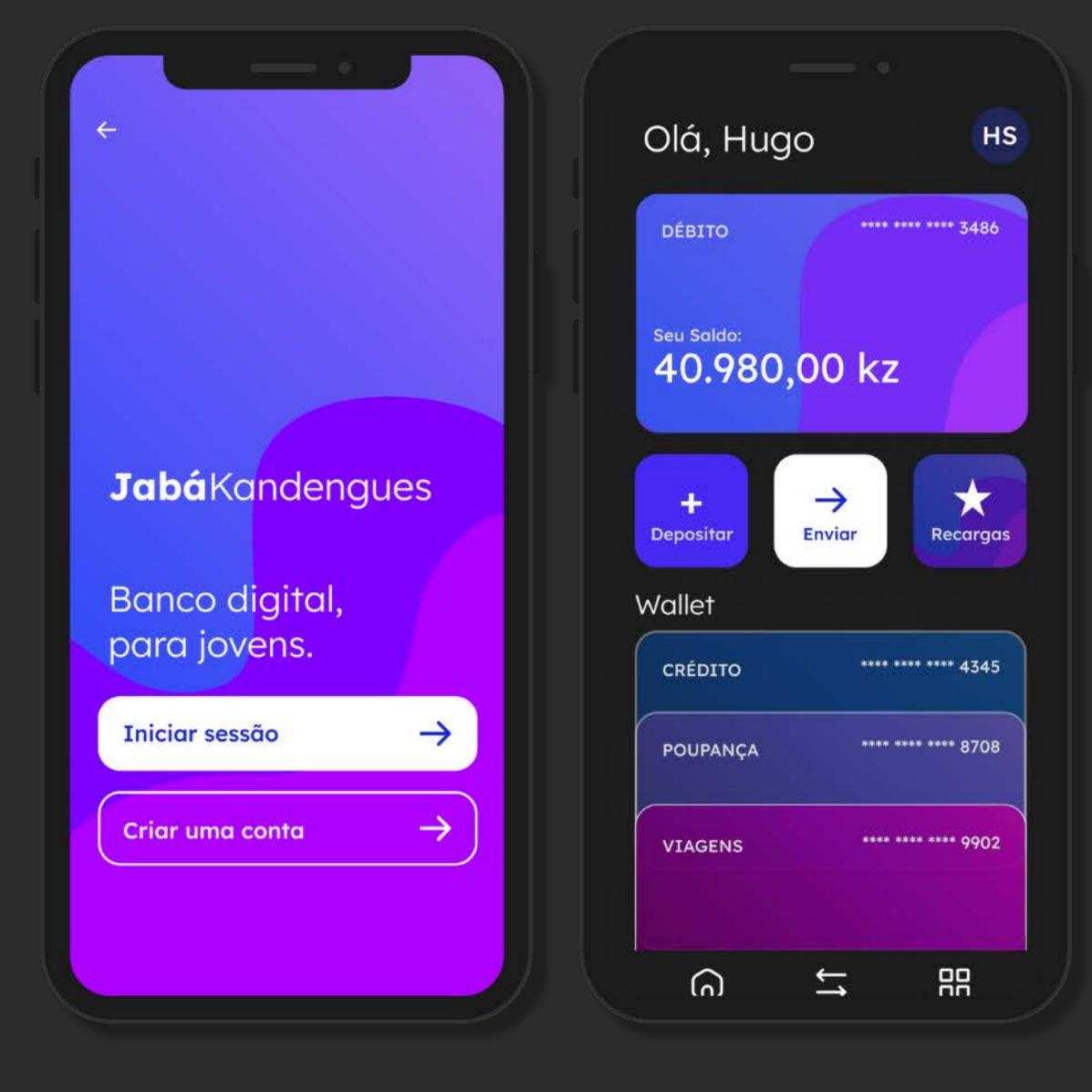
A&D Annual is the largest national showcase of graduate contemporary art and design, launching next generation of artists, the designers, makers and digital media creators. As one of Australia's most dvnamic and diverse art and design schools, our graduate exhibition encompasses installation, animation, digital media and film, visual communication and graphic design, painting, sculpture, photography, printmaking, sound, furniture and jewellery, textiles, design for social innovation, ceramics and more. The A&D Annual is the largest national showcase of graduate contemporary art and design, launching the next generation of artists, designers, makers and digital media creators. As one of Australia's most dynamic and diverse art and design schools, our graduate exhibition encompasses installation, animation digital media and film, visual communication and graphic design, painting, sculpture, photography, printmaking, sound, furniture and jewellery, textiles, design for social innovation, ceramics and more. The A&D Annual is the largest national showcase of contemporary art and design, launching the next generdesigners, makers and digital media creators. As one of Australia's most dynamic and diverse art and design schools, our graduate exhibition encompasses installation, animation, digital media and film, visual communication graphic painting, photogra making, furniture lery, design for innovation, and more. Annual is national graduate art and ing the next artists, designers media creators. As one of Australia's most dynamic and diverse art and design schools, our graduate exhibition encompasses installation, anima-tion, digital media and film, visual communication and graphic design, paint-

# 06**ADA Posters**

Poster concept design for a **UNSW Showcase.** 

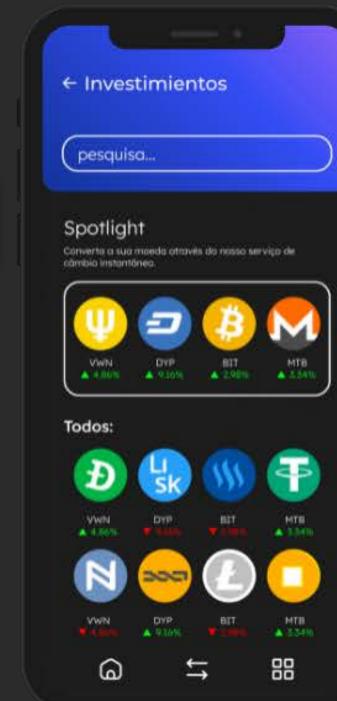
Adobe Illustrator











# **UI/UX Design**

Concept design for a Portuguese digital banking app.





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