



Q4 2025 CAPABILITIES DECK



MARKETING DIRECTOR
BRAND STRATEGIST
RETAIL INNOVATOR
AWARD-WINNING DESIGNER
DISPLAY FABRICATOR
PRODUCT DEVELOPER
EXECUTIVE ACCOUNT MANAGER
EVENT PRODUCER
PROFESSIONAL EDUCATOR
INTERNATIONAL DJ

I'm a veteran brand strategist and marketing lead with deep roots in the cannabis space. I founded The Hybrid Creative, one of the industry's first and most respected agencies, and have since served in executive roles across top-tier brands. Now independent, I partner with mission-driven companies on retail marketing, design, packaging, display fabrication, and brand strategy. My work blends hands-on industry experience with sharp design, omni-channel strategy, campaign development, sales enablement, and digital tools that drive growth where it counts.



HAPPY CLIENTS

Emerald Cup

JETTY™



FLORACAL™
FARMS



AIRO

mammoth¹
DISTRIBUTION

CANNAcRAFT



turn



FARMER AND THE FELON™



KOROVA

THE HIGHER PATH



STATEHOUSE
HOLDINGS



care
by
design™

THE CANNABIS TRAIL



GREEN
FLOWER

greenlane



Cutting Edge
SOLUTIONS

LAST
PRISONER
PROJECT



KUSHCO™
HOLDINGS

ALMORA™

nanolox



GENERAL
HYDROPONICS®

MedMen

Bhang™

KUSH
SUPPLY CO.

BRAND STRATEGY



- Wrote 7 class course in Cannabis Branding, Packaging & Retail Marketing for Green Flower Media - Currently taught in 32 universities.
- Speaker at 23 cannabis conferences.
- Created brand strategies and guidelines for 20+ cannabis industry leaders.
- Built the 2025 Brand Guidelines and Style Guide for JETTY.

BRAND STRATEGY

VERSION 0.1

The Farmer and the Felon Brand Standards & Styleguide

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FLORA TERRA

Brand Foundation and Launch Plan



NEW YORK LAUNCH DECK
JANUARY, 2023



REBRAND CREATIVE BRIEF

IT'S ABOUT THE JOURNEY™



VERSION 0.1

ABX Brand Standards & Styleguide

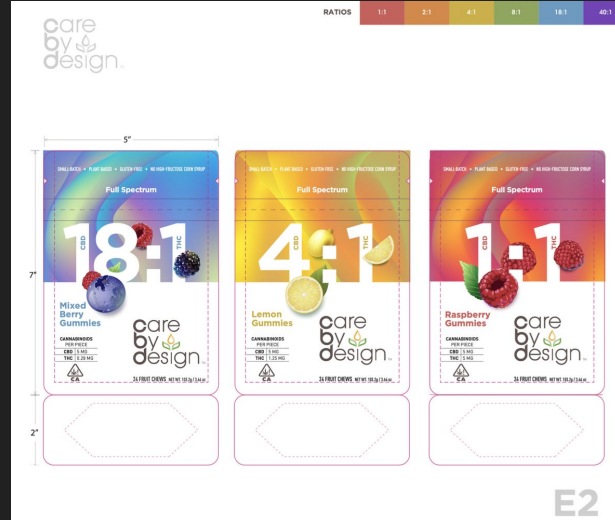
BRAND DESIGN



HOUSE OF BRANDS
CANNACRAFT®



PACKAGING



RETAIL DISPLAYS



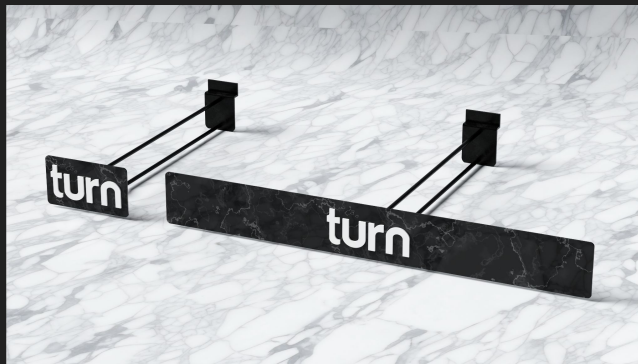
2025 RETAIL DISPLAYS



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2025 RETAIL DISPLAYS



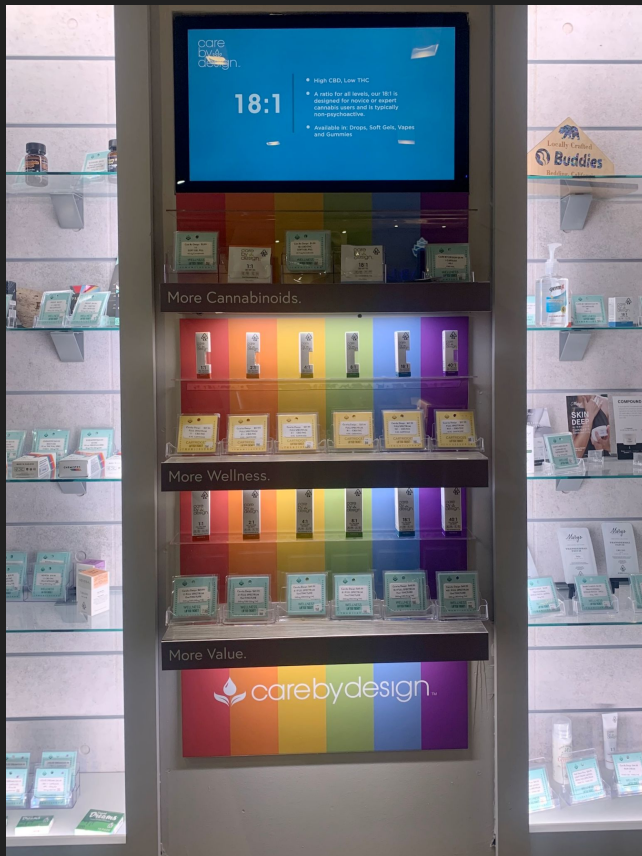
RETAIL DISPLAYS



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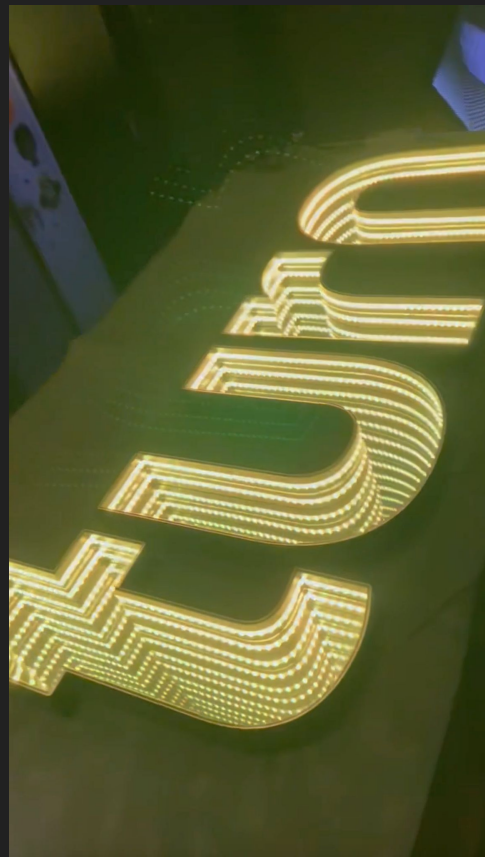
RETAIL SIGNAGE



2025 RETAIL SIGNAGE



2025 RETAIL SIGNAGE



RETAIL SIGNAGE



RETAIL SIGNAGE



RETAIL SIGNAGE



TRADE SHOW BOOTHS



**FARMER
AND THE
FELON**
CANNABIS CO.

CannaCraft

care
by
design

abx

FARMER
AND THE
FELON
CANNABIS CO.

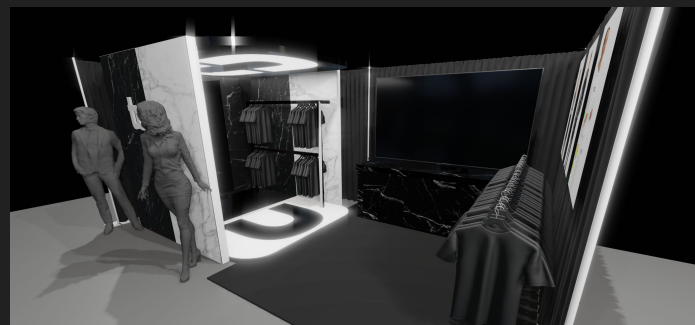
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WHAT IS A TERPENE?

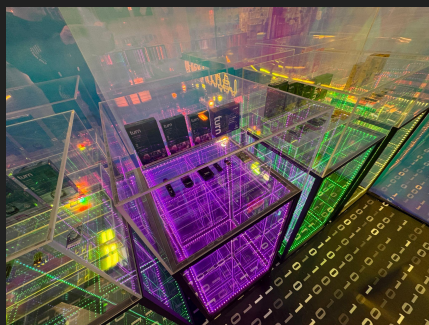
- What are terpenes?
- Why are terpenes important?
- How do terpenes affect the cannabis experience?
- What are some common terpenes?
- How can you identify terpenes?
- What are the benefits of terpenes?
- How can you use terpenes?
- What are some products that contain terpenes?
- How can you choose the right terpene product?
- What are some tips for using terpenes?

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2025 TRADE SHOW BOOTHS



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Engagement

The first step is to define a clear timeline and scope of engagement. I work with a few different arrangements.

Hourly

By the Hour:

- My base rate is \$125/hour. If we want to begin with just an hourly rate with no time commitment, we can start here.

Hours Blocks:

- I offer discounts to my hourly rate based on the quantity of hours that you want to commit to.
 - 20 hour block = 5% Discount
 - 40 hour block = 10% Discount
 - 60 hour block = 15% Discount
 - 80 hour block = 20% Discount

If project goes dormant, unused hours expire after 60 days

Retainer

Retainer Agreement:

- My retainer agreements are a guarantee that I will keep a percentage of each month's availability dedicated to you. Retainer is billed monthly with a 3 month minimum engagement.

Retainer Options:

- $\frac{1}{4}$ of my time = \$4000 = \$100/hour
- $\frac{1}{3}$ of my time = \$5000 = \$93.75/hour
- $\frac{1}{2}$ of my time = \$7000 = \$87.50/hour
- $\frac{3}{4}$ of my time = \$9000 = \$75.00/hour

Unused hours do not roll over each month. I generally over-deliver monthly retainer hours at no additional fee.

Fixed Bid

Per Project Estimates:

- If a detailed scope of work is defined for each deliverable, I can provide a fixed quote for the work.
- When building multi-faceted marketing programs from scratch this rigid model may not fit well as the projects often evolve and pivot, resulting in change orders and re-estimating.
- For clearly defined deliverables and deadlines, fixed bids can often be the cleanest engagement model.

I may utilize outside creative resources for some deliverables, which will be included in your project hours.

I APPRECIATE YOUR CONSIDERATION

THANK YOU



[RESUME](#) [LINKEDIN](#) [PORTFOLIO](#)