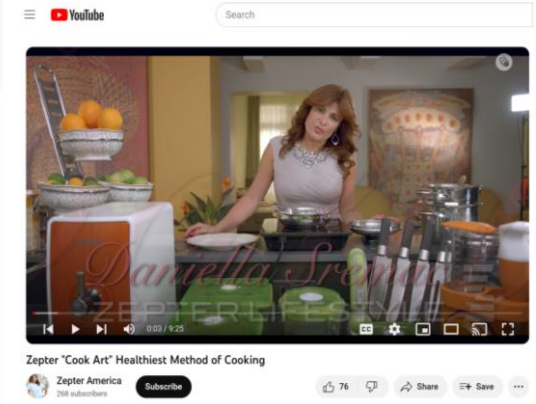
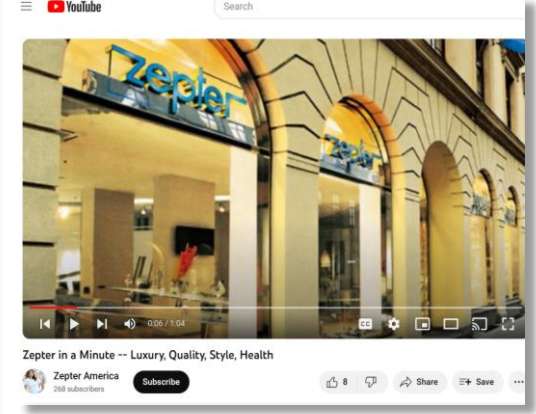
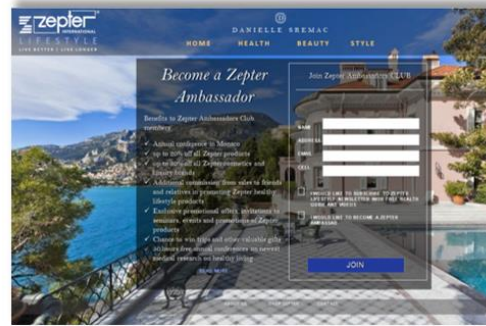


# Corporate Portfolio

## Strategic Rebranding, Videos, & Online Multimedia

To unify many different products into a single recognizable brand for Zepter International (multinational company based in Switzerland), I devised the “Zepter Lifestyle” concept as a symbol of luxury, quality, beauty and health, reflected in web page content, videos, social media content, digital brochures, newsletters, and other content.

[CLICK TO VIEW VIDEOS] →



# Corporate Portfolio

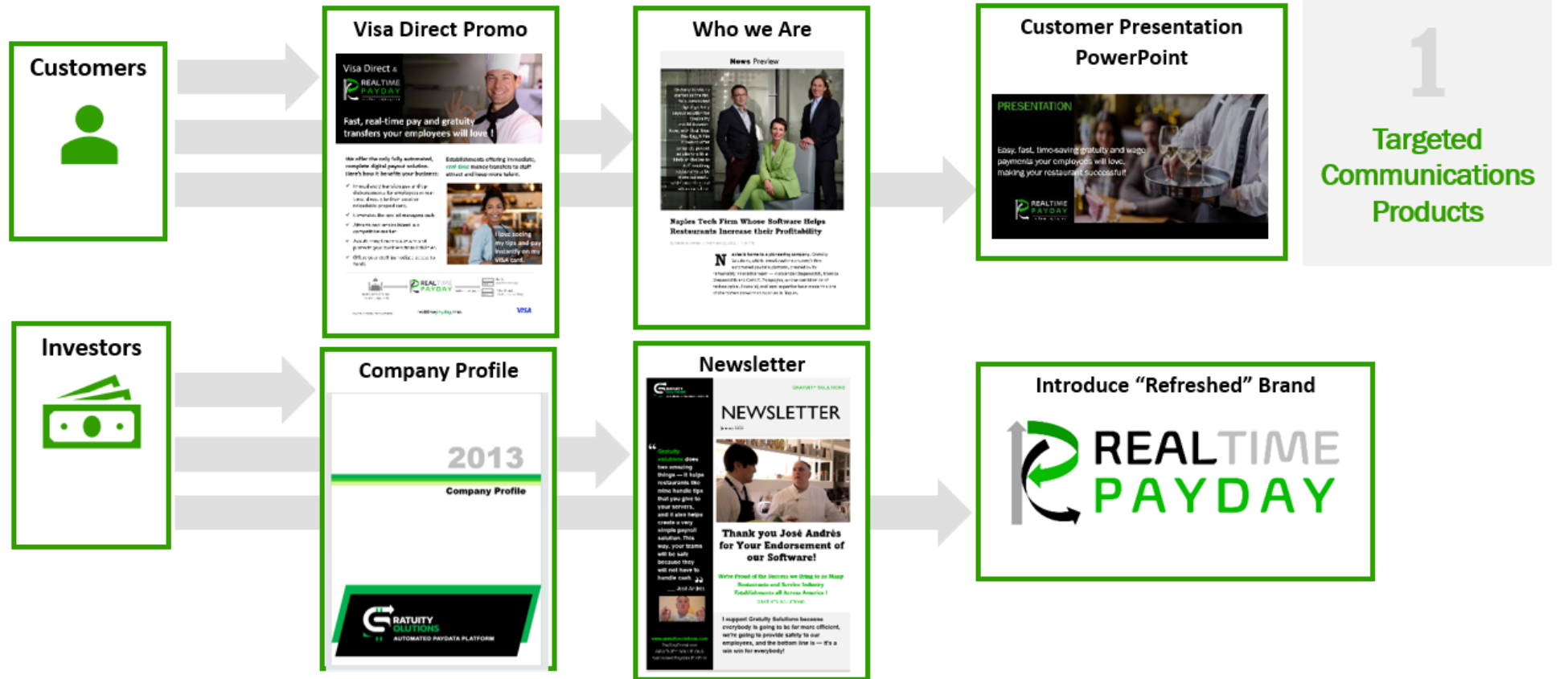
## Strategic Rebranding — Software Industry

Complete strategic communications plan and rebranding for corporate client, Gratuity Solutions, in Naples, Florida, included new logo design, newsletters, articles, and online content.

### Strategic Communications – Rebranding

Gratuity Solutions

February 2013, Danielle Sremac, Multimedia Communications Consultant



# Corporate Portfolio

## Strategic Communication Planning

A sample slide from several brainstorming presentations to client (Gratuity Solutions Corp.) designed and created as a tool in developing the company's communications and branding strategy.



GRATUITY SOLUTIONS  
AUTOMATED PAYDATA PLATFORM

GRATUITY SOLUTIONS

# NEWSLETTER

June 2013



**Thank you José Andrés for Your Endorsement of our Software!**

We're Proud of the Success we Bring to so Many Restaurants and Service Industry Establishments all Across America!

GRATUITY SOLUTIONS

I support Gratuity Solutions because everybody is going to be far more efficient, we're going to provide safety to our employees, and the bottom line is — it's a win win for everybody!

→ SEE WHAT OUR CUSTOMERS SAY ABOUT GRATUITY SOLUTIONS

www.gratuitysolutions.com  
PayDayPortal.com  
GRATUITY SOLUTIONS  
Automated Paydata Platform

“**Gratuity solutions** does two amazing things — it helps restaurants like mine handle tips that you give to your servers, and it also helps create a very simple payroll solution. This way, your teams will be safe because they will not have to handle cash.”

— José Andrés



Facebook, Instagram, LinkedIn, Twitter icons

### News Preview



Gratuity Solutions started as the first, fully automated digital gratuity payout solution for hospitality establishments. Now, with Real Time Pay Day, it has grown to offer complete payout solutions with all kinds of choices to staff, enabling restaurants to be more successful while attracting and retaining talent.

### Naples Tech Firm Whose Software Helps Restaurants Increase their Profitability

**N**aples is home to a pioneering company, Gratuity Solutions, which introduced the country's first automated paydata platform, created by its remarkably innovative team — Aleksandar Stepanovich, Monika Stepanovich and Carlo F. Zampogna, whose combination of technological, financial, and legal expertise have made this one of the fastest growing companies in Naples.

# Corporate Portfolio

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