



# Juleen Anderson

I create content and brand personalities with words and images through my eyes and boundless imagination. Can't wait to collaborate with you!

Graphic and Web Designer | Writer | Content Creator | Editorial Presentations

# My passion >>> My expertise

My untainted passion for creating content and graphics greatly influences my expertise. I firmly believe that a designer's/creators job is to *infuse passion into every project*, however big or small.

Anyone who works with me doesn't just get 7 years of creativity and expertise, but also 200% of my energy and enthusiasm!



Content Creator +

Graphics +

Editorial Presentations +



I love variety.

I welcome *editorial, commercial,*  
*and branding* projects.

# Work I've done

*My most recent projects and commissions*



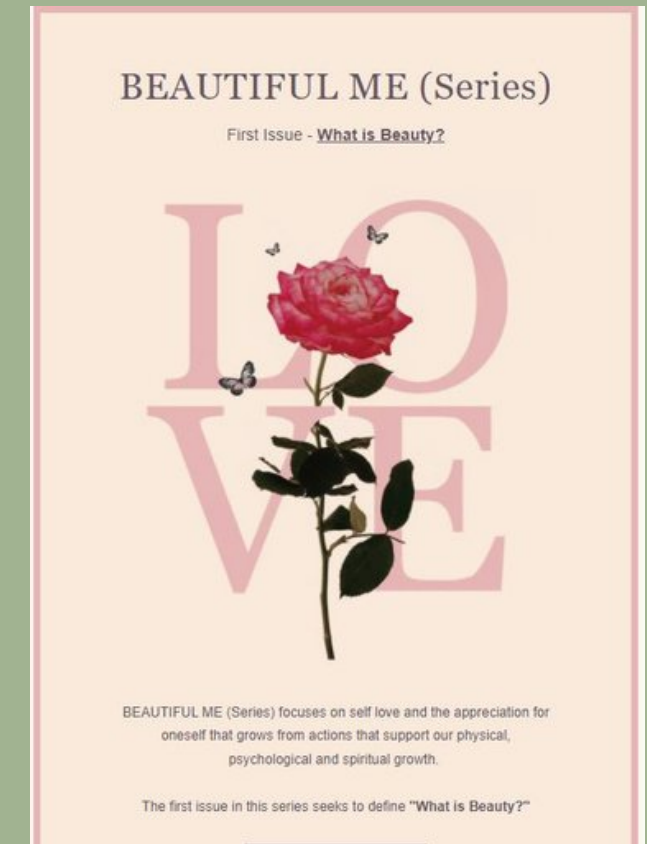
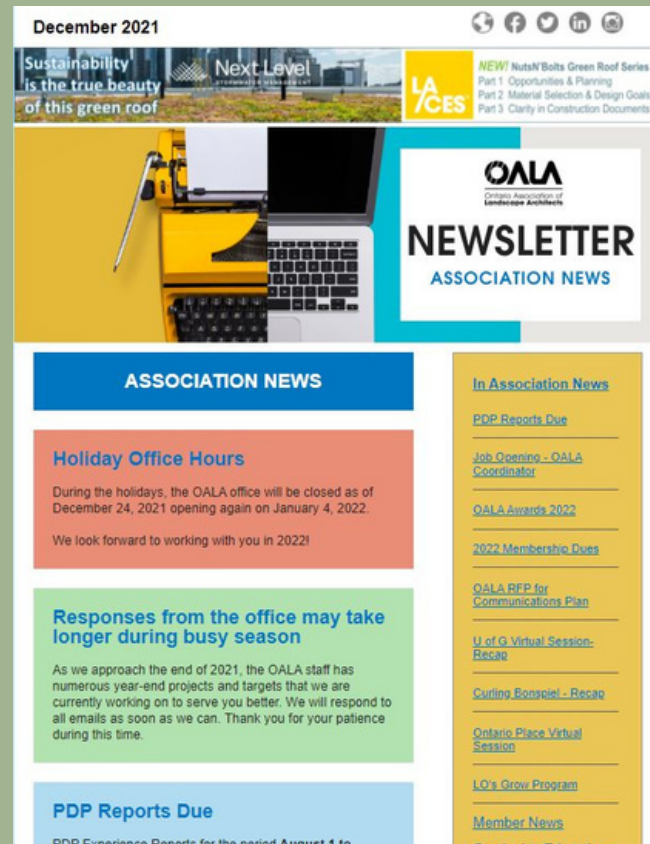
01 Poster for Social Event

02 Ad for magazine

03 Logo for personal blog

# Newsletters

*My most recent newsletters with links for further information*



01 Newsletter for work  
<https://mailchi.mp/oala/oala-combined-newsletter-december-2021>

02 Newsletter for client  
<https://www.julzjournal.ca/projects-1>

03 Newsletter for Blog

# Magazine Content

*My most recent magazines*

**CSLA-AAPC** **OALA**  
Ontario Association of Landscape Architects

**CSLA-OALA 2021 Congress**  
A green recovery for a great recovery / May 27-29 2021  
[www.csla-aapc.ca/events/2021congress](http://www.csla-aapc.ca/events/2021congress)

**Congrès 2021 AAPC-OALA**  
Une reprise verte pour une excellente reprise / le 27-29 mai 2021  
[www.aapc-csla.ca/evenements/2021congress](http://www.aapc-csla.ca/evenements/2021congress)

**THEME**  
*Nature-Based Solutions:  
The Green Recovery that  
Ensures a Great Recovery*

**Keynote Speakers:**  
**Martha Schwartz**  
FASLA, Hon FRIBA, HON RDI  
**Maude Barlow**  
National Chairperson of the Council of  
Canadians and Senior Advisor on Water to  
the United Nations

Scientists estimate we have less than ten years in which to reduce concentrations of greenhouse gasses in the atmosphere if we are to keep global temperature change below 2°C. Warming more than this threshold will result in increasingly more chaotic and more frequent impacts to weather, climate and ecological systems. Continuing and escalating changes in weather and climate are already having immediate, long-term and trickle-down effects on both human society and the ecosystems that shelter and sustain us.

The 2021 CSLA-OALA Congress will be held online in May 2021 for the first time in the history of the Congress.

We are excited to plan an accessible online program that will offer education, engagement and networking to landscape architects all across the country.

[Check Congress website for latest program.](#)

OALA's Annual General Meeting will be held virtually in 2021 Save the date: OALA AGM - Thursday, April 22nd

**OALA Engaging a Landscape Architect Guides**  
The Fees & Services Guide Task Force and the Professional Practice & Ethics Committee (PP&E), have prepared the following guides to assist landscape architects and clients.

**PART 1**  
**Guide to Landscape Architectural Services**  
Provides landscape architects, the public and clients with a comprehensive set of business guidelines related to landscape architectural services. This will assist members and organizations with appropriate methods of procurement and the provision of landscape architectural services.

**PART 2**  
**Fee Guide for Landscape Architectural Services**  
Provides assistance in determining reasonable budgets and fee compensation when engaging consulting services of a landscape architect. This is intended to provide landscape architects, the public and clients with a comprehensive set of guidelines related to landscape architectural fees.

**PART 3**  
**Guide to Standard Written Agreements**  
Provides assistance to OALA members and potential clients in understanding the basic elements of a written contract between a landscape architect and the client for providing professional services. It also describes basic contract structures for contractual negotiation.

**PART 4**  
**Guide to Design Competitions**  
Provides an overview and general guidance for sponsors and participants considering hosting or participating in a landscape architectural competition in Ontario. It covers key topics designed to encourage a successful competition and a winning submission.

All four guides can be found on the OALA Website: <https://www.oala.ca/profession/engaging-a-landscape-architect>

**ONTARIO ASSOCIATION OF LANDSCAPE ARCHITECTS**

**CONTINUING EDUCATION NEWSLETTER**  
**ADVERTISER MEDIA KIT**

**ABOUT THE NEWSLETTER**  
Created in 2020 in response to the COVID-19 pandemic and the need to ensure OALA members were aware of access to virtual continuing education opportunities. Since then, Continuing Education Newsletter has grown substantially and has become the most anticipated monthly publication offered by the association.

The issue is published mid month and features upcoming webinars, recordings, online courses, resource materials, podcasts and more being offered in Canada and abroad. The newsletter also has a news feature on the OALA's website.

**STATISTICS**

- Distributed to over 2000 readers via Mailchimp
- 99.9% successful deliveries
- 90% open rate
- 22% unique click rate in 24 hours (average 430 unique clicks on links)
- 40.4% average total clicks for a published issue
- Average 70 link clicks for most read story of an issue

**ADVERTISING PACKAGE/OFFER**

- Leader-board banner
- Feature Spotlight segment content can include but not limited to videos, pictures, upcoming webinars and more!
- Logo placement on our "CE Highlights" tab on our website
- Social media mention about every published issue
- Ad proof before newsletter is published
- All items listed above exclusive to the contracted advertiser

**ADVERTISER PRICING**

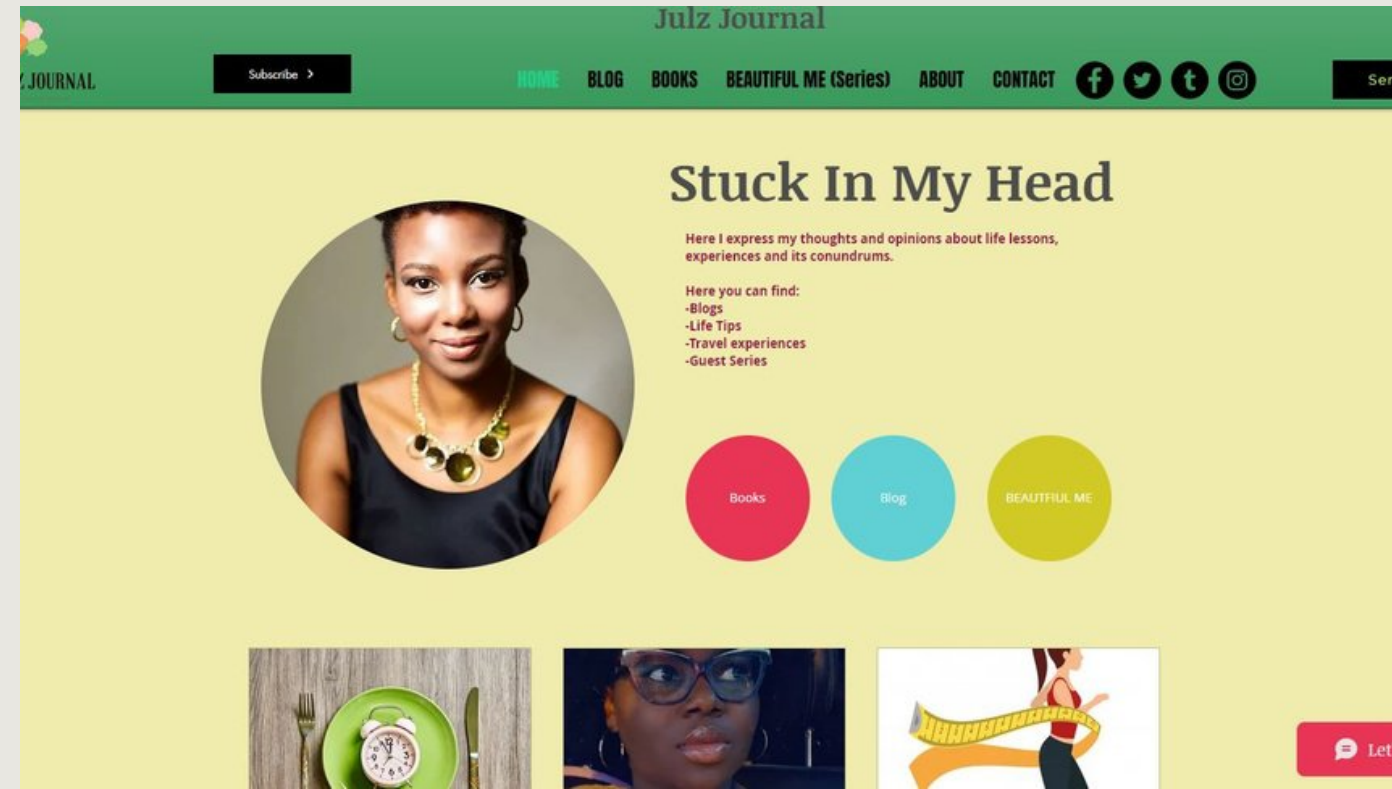
- Silver Package (block of three months)- \$3,000
- Gold Package (block of six months)- \$5,000
- Premium Package (entire year)- \$11,000

\*Consecutive months within a calendar year (applicable taxes not included in prices above)

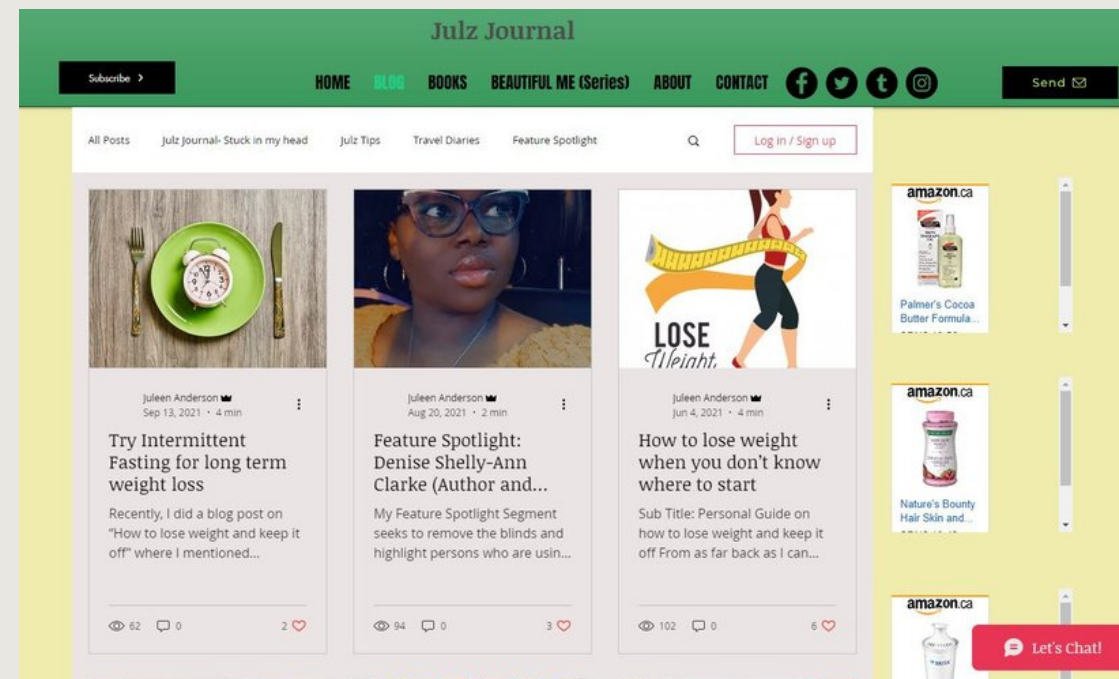
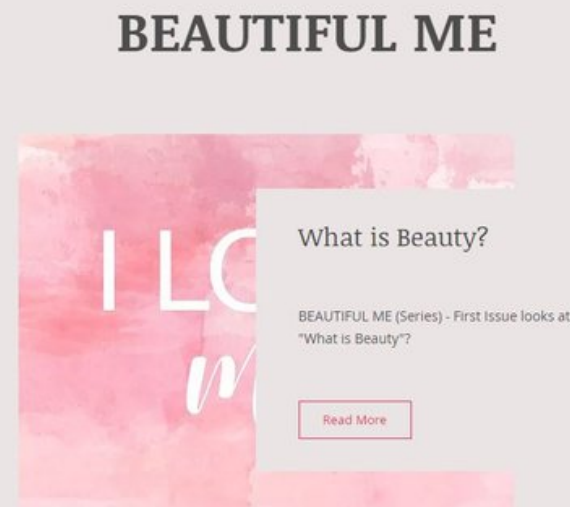
01 Magazine one page spread

02 Magazine article

03 Media Kit



# 05 Graphic Design for Web, and blog



04 TOOLS







# Work with Me

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