

Noggin Branding Case Studies

Windwood Enterprises (5 Years)

Served as a key contributor to Windwood Enterprises' marketing and branding initiatives, driving significant business growth over five years. Spearheaded the redesign of two websites and implemented comprehensive SEO strategies targeting local, regional, and statewide markets. Led a full-scale rebrand, including new logos, business cards, vinyl wraps for over 20 vehicles, website updates, social media channel management, and advertising campaigns across Google, Facebook, and LinkedIn. I coordinated radio advertisements and a sponsorship with the Bellingham Bells baseball team to enhance brand visibility. During tenure, the company's annual revenue grew from \$2 million to \$100 million, expanding from 20 to over 150 employees, with monthly business account and revenue growth of 10-25%. Services included landscaping, bark blowing, parking lot line painting, snow removal, and construction, securing statewide contracts. The contract concluded as the company reached its desired growth capacity.

www.windwoodent.com/

<https://www.facebook.com/WindwoodEnterprises>

<https://www.instagram.com/p/Bv4tJw3hUPr/>

Louis Auto Glass (6 Years)

Collaborated with Louis Auto Glass across three locations for six years, delivering comprehensive branding and marketing solutions. Directed a rebrand encompassing logos, work apparel, signage, vehicle vinyl wraps, and two websites. Established and managed social media channels and executed paid advertising campaigns on Google, YouTube, Facebook, Instagram, and LinkedIn. Provided photography and video services to support marketing efforts. Drove 5-15% monthly revenue growth in auto glass and residential glass divisions, contributing to the company capturing approximately 50% of the local auto glass installation market, as reported by the owner. The company was recognized as Large Business of the Year by the Bellingham Chamber of Commerce twice during this period.

www.louisautoglass.com/

<https://www.facebook.com/LouisAutoGlass>

<https://www.instagram.com/louisautoglass/>

Final Touch Auto Spa (6 Years)

Partnered with Final Touch Auto Spa, a luxury auto detailing business, for six years to enhance its brand and market presence. Led a rebrand with updated logos, work apparel, signage, vehicle vinyl wraps, and two websites. Established social media channels and managed paid advertising on Google, YouTube, Facebook, Instagram, and LinkedIn, while providing ongoing photography and video services. Achieved 5-15% monthly growth in new business through marketing and advertising efforts. The company paused its marketing contract to maintain its current operational scale, citing challenges in hiring additional staff and expanding facilities.

www.finaltouchautospa.com

<https://www.facebook.com/FinalTouchAutoSpa>

https://www.instagram.com/final_touch_auto_sp/

Apple Yarns (4 Years)

Supported Apple Yarns for four years to grow its retail and e-commerce presence. Revamped branding with updated logos and launched a new e-commerce website featuring thousands of yarn products, driving significant traffic from across the U.S. and Canada. The store gained recognition as a top yarn destination in Washington State and a Bellingham tourist attraction, complete with a freeway sign. Initiated an in-person knitting club to foster community engagement and drive sales. Managed social media channels to enhance brand visibility, resulting in 10-20% monthly growth in new customers and revenue. The contract ended as the business reached its desired operational capacity without plans for further expansion.

www.appleyarns.com/

<https://www.facebook.com/AppleYarns>

https://www.instagram.com/apple_yarns/

Western Solar Inc. (4 Years)

Worked with Western Solar Inc. for four years, leading a rebrand that included new logos, truck vinyl wraps, business cards, a website, and social media accounts. Created initial photo and video content for marketing on Facebook, Instagram, and LinkedIn, and managed advertising campaigns on Google Ads and social platforms. Facilitated 10-20% monthly revenue growth and supported the company's expansion from residential to commercial solar installations. Assisted in networking efforts to secure

clients across Whatcom County, contributing to the company's growth from a single office to multiple locations.

www.westernsolarinc.com/

<https://www.facebook.com/WesternSolarInc>

<https://www.instagram.com/westernsolar/>

Qsciences (3 Years)

Contributed to Qsciences for three years, enhancing its online presence through website SEO and social media management on Facebook, Instagram, Twitter/X, and Pinterest. Recruited and trained 150 Independent Business Owners (IBOs) within one year, equipping them with sales, networking, and social media marketing skills. Supported IBOs in securing 10-100+ repeat or affiliate marketing clients, including healthcare offices, health practitioners, doctor's offices, bankers, insurance agents, and networking groups, fostering significant business growth.

<https://qsciences.com/>

<https://www.facebook.com/QSciences>

<https://www.instagram.com/qsciences>

<https://www.linkedin.com/company/q-sciences/>

Optavia (3 Years)

Supported Optavia for three years, focusing on website SEO and social media management across Facebook, Instagram, Twitter/X, and Pinterest. Recruited and trained 150 Independent Business Owners (IBOs) within one year, guiding them in sales, networking, and social media marketing. Enabled IBOs to acquire 10-100+ repeat or affiliate marketing clients in sectors such as healthcare, medical practices, banking, insurance, and networking groups, driving consistent business expansion.

<https://www.optavia.com/us/en/>

<https://www.facebook.com/OPTAVIA>

<https://www.instagram.com/OPTAVIA/>

<https://www.pinterest.com/optavia/>

Hotel Bellwether and Lighthouse Bar & Grill (4 Years)

Developed a comprehensive website with integrated booking and payment systems for Hotel Bellwether. Established and managed social media channels for both the hotel and Lighthouse Bar & Grill on Facebook and Instagram. Provided initial photography and video production to support marketing efforts, contributing to the restaurant's success in attracting high-level chefs over a four-year period.

<https://hotelbellwether.com/>

<https://www.facebook.com/HotelBellwether>

<https://www.instagram.com/hotelbellwether/>

Hardware Sales (4 Years)

Led a rebrand for Hardware Sales, including new logos, apparel, a corporate website, and a rental website. Set up social media accounts and directory listings, and produced photo, video, and drone content for email, social media, and advertising campaigns. Managed high-profile Tent Events, driving exposure from Seattle to Vancouver, B.C. Achieved 5-15% monthly revenue growth across websites and 15-50% monthly growth in social media and advertising engagement.

<https://hardwaresales.net/>

<https://www.hardwaresalesrentals.com/>

<https://www.facebook.com/HardwareSales.net>

<https://www.instagram.com/hardwaresalesinc/>

Here are some past clients' websites I have built

www.windwoodent.com/

www.louisautoglass.com/

www.finaltouchautospa.com

www.appleyarns.com/

www.millselectric.com/

www.westernsolarinc.com/

www.unitybellingham.org/

<https://hotelbellwether.com/>

www.doublebarrelbbq.com/restaurant/

[https://www.doublebarrelbbq.com/catering/](http://www.doublebarrelbbq.com/catering/)

www.plumbingcontractorsgroup.com/

[https://hardwaresales.net/](http://hardwaresales.net/)

<https://www.hardwaresalesrentals.com/>

More completed projects and past clients work

<https://www.nogginbranding.com/completed-projects>

Here are some social media accounts I worked on

<https://www.facebook.com/DoubleBarrelBBQ>

<https://www.facebook.com/AppleYarns>

<https://www.facebook.com/HotelBellwether>

<https://www.facebook.com/HardwareSales.net>

<https://www.facebook.com/FinalTouchAutoSpa>

<https://www.facebook.com/LouisAutoGlass>

<https://www.facebook.com/WesternSolarInc>

Instagram

<https://www.instagram.com/hotelbellwether/>

<https://www.instagram.com/eatmorebarbeque/>

<https://www.instagram.com/thechrysalisinnbellingham/>

<https://www.instagram.com/hardwaresalesinc/>

<https://www.instagram.com/louisautoglass/>

https://www.instagram.com/final_touch_auto_spa/

<https://www.instagram.com/westernsolar/>

https://www.instagram.com/apple_yarns/