

Marketing Portfolio

Tara McGeady

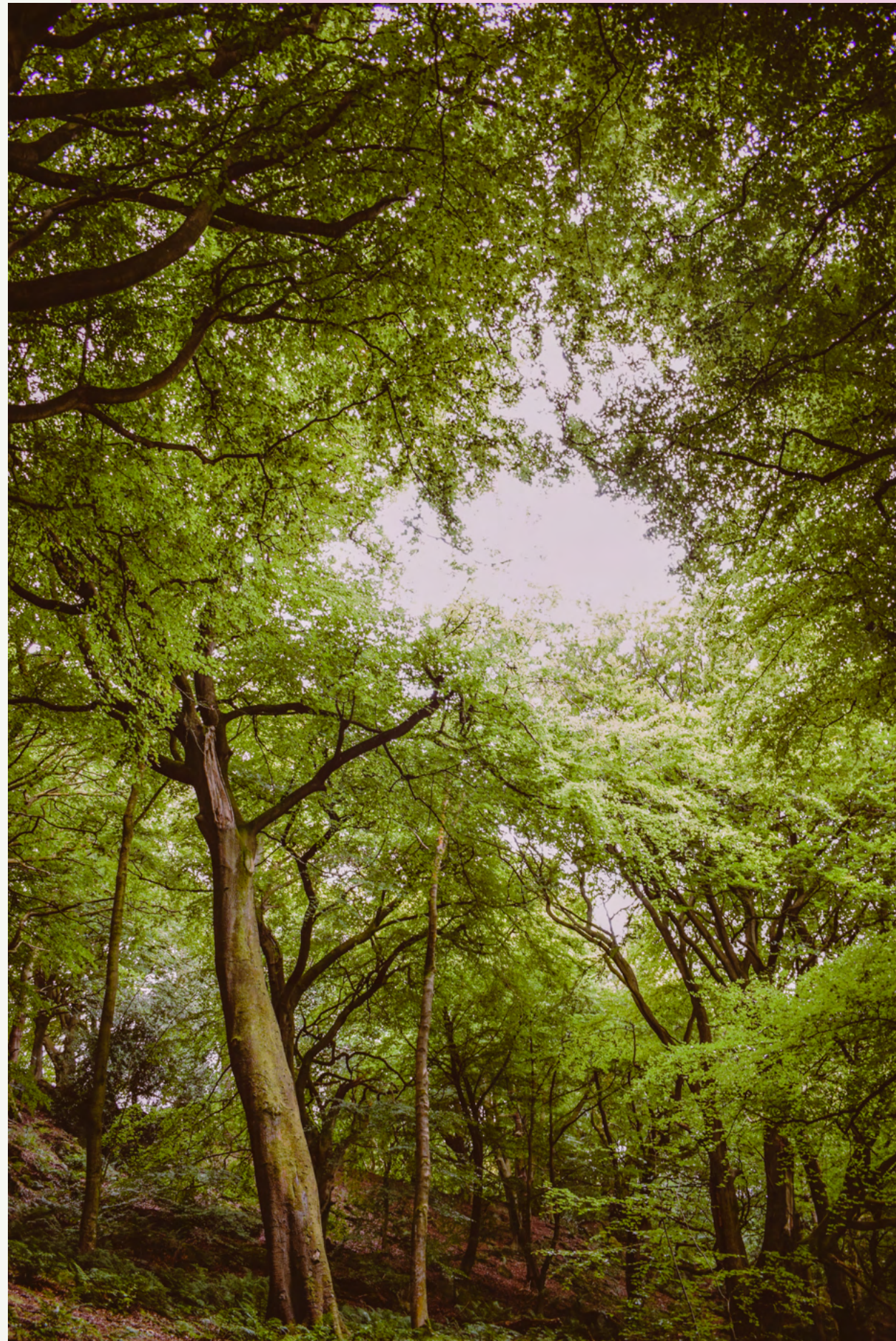
Who is Tara McGeady?



About Me

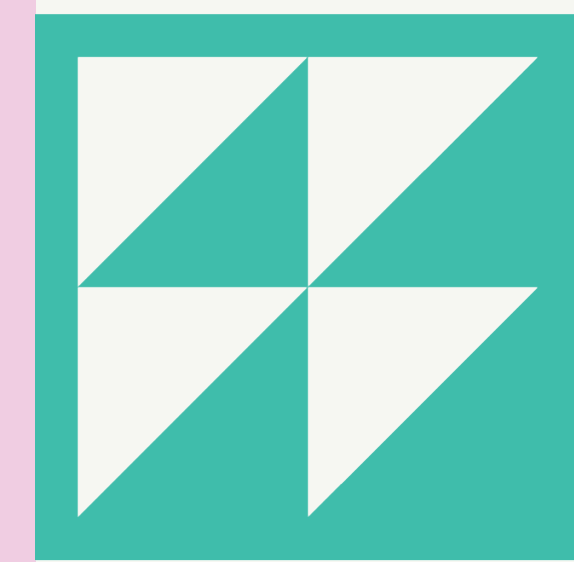
- I'm 24 years old, and I'm currently finishing up my *Social Media and Digital Marketing Apprenticeship* within FE (Calderdale College).
- In my spare time I'm creating/coding websites meaning I know basic HTML, CSS and Javascript (I've undertaken a course in JS recently).
- I dabble in photography and love to take photographs of nature, landscapes, and abandoned buildings.
- I'm also a Volunteer at Oxfam in my hometown (Halifax) where I am the e-commerce merchandiser for the store. This means that I'm in charge of uploading/listing products on their store with the relevant descriptions and photos.
- I love to travel, the last holiday I went on was to Bali in 2019.

Photographic Mood-board





Social Media and Digital Marketing Apprenticeship



Calderdale
College

About my Apprenticeship

- I've created a lot of social media posts within this apprenticeship. This was for the *Creative, Digital and Enterprise* area within the college.
- I also created posts for other areas, where the team would come together and we'd brainstorm initial ideas and then we'd come up with engaging posts that 16+ students and prospective would engage with.
- I've also created a few videos for our social media accounts.
- On the next three slides is screenshots of posts that I've created and also photography and videography.



 calderdalecollege • Following ...

 calderdalecollege Stuck for something to do? Why not bake these delicious gooey chocolate brownies?
Ingredients:
100g chopped butter
200g chopped dark chocolate
4 eggs
250g golden caster sugar
100g plain flour
1tsp baking powder
30g cocoa powder
Mixture: 100g chopped white or milk

188 views

MARCH 26

Add a comment... Post



 calderdalecollege • Following Calderdale College ...

 calderdalecollege 🐢 We might not have any fresh water reptiles at Calderdale College, but in our Animal Kingdom we have land dwelling tortoises like Harry. Apply now for Animal Care and you can look after species like these on your course 🌿 >> <https://buff.ly/2t6Mlfl> << #WorldTurtleDay2019

18 likes

MAY 23, 2019

Add a comment... Post



 calderdalecollege • Following ...

 calderdalecollege Did you know that a group of ferrets is called a business?? 🐾 Now, that's a professional pet! Interested in learning more about our animals? Take a look at our range of courses >> <https://buff.ly/2t6Mlfl> <<

Liked by y0rg0s and 21 others

JUNE 13, 2019

Add a comment... Post



 calderdalecollege • Following Calderdale College ...

 calderdalecollege Woohoo!! 🎉 96% of our Art, Design and Media students achieved their qualification this year. There's still time to apply for courses starting this September. Apply now >> <https://buff.ly/31btnUf> <<

99 views

JULY 29, 2019

Add a comment... Post

DIGIHUB

Creative & Media Studios

INTERACTIVE MEDIA

APPLY NOW!

WWW.CALDERDALE.AC.UK



calderdalecollege • Following

calderdalecollege

Over 90% of our Art, Design & Media students smashed their target grades this year 🎉 Want to know why? Hear from our student Marcus Barlow. We've still got a few places on our Interactive Media course - so it's not too late to enrol 📺 find out more >> <https://buff.ly/2MRRzHf> <<

59w

10 likes

AUGUST 31, 2019

Add a comment...

Post

calderdalecollege • Following

Calderdale College

calderdalecollege

Want to make this tasty Chickpea & Potato Curry? Double tap for the full recipe 🍲 #Cuisine1893 #SoundOn 🎧 #curry #doubletap #veggiecurry #vegetarian #veggie #tasty #foodphotography #foodstyling

77w

emmaloulistier @dirose9

77w 1 like Reply

pollyyy123 @monika1972s @jacob_scott

77w 1 like Reply

Liked by digihubwy and 24 others

APRIL 25, 2019

Add a comment...

Post



CREATIVE CHALLENGE

Think you're creative?

Calderdale College are challenging you to create a piece of art or capture an image to celebrate what makes you happy.



calderdalecollege • Following

calderdalecollege

We're challenging you to get creative! Capture an image or create something that makes you happy. On your marks, get set, create! Further information and T&Cs >> <https://digihub.calderdale.ac.uk/get-involved/> <<

78w

12 likes

APRIL 16, 2019

Add a comment...

Post

calderdalecollege • Following

Calderdale College

calderdalecollege

Thank you to Gavin from @thevineryhairsalon for coming down to demonstrate a range of styling techniques to our Hairdressing Students! #NAW2019 #NCW2019

84w

tina.sheldrake

Need any models for colouring hair I am free

84w Reply

23 likes

MARCH 5, 2019

Add a comment...

Post





 calderdalecollege • Following ...

**calderdalecollege** Tune into @itv at 8pm tonight to see Callum battle it out to get through to the next round of @thevoiceuk 🍷 Good luck Callum 🍷
#TeamCallum #thevoiceuk
85w

 **tina.sheldrake** You were brilliant Callum all the best to you
85w Reply

 **nextlevelmusicuk** 🌟
84w Reply



Liked by amyIt1312 and 44 others

MARCH 2, 2019

Add a comment...

Post



 calderdalecollege • Following ...

**calderdalecollege** Thanks for your support @ollymurs but it's now time to join @iamwill #thevoice. Congratulations Callum! Let's get the next round started 🍷 #whereisthelove
85w



Liked by amyIt1312 and 54 others

MARCH 2, 2019

Add a comment...

Post



 calderdalecollege • Following ...

**calderdalecollege** Want to keep up to date with everything DigiHub? Check out its very own new website for the latest news, 'Insider' information and to see exactly how amazing our Creative & Digital students are >>>
<https://buff.ly/2TzBQNB> #dighub #calderdale #halifax #digital #creative #tech
88w



Liked by dighubwy and 20 others

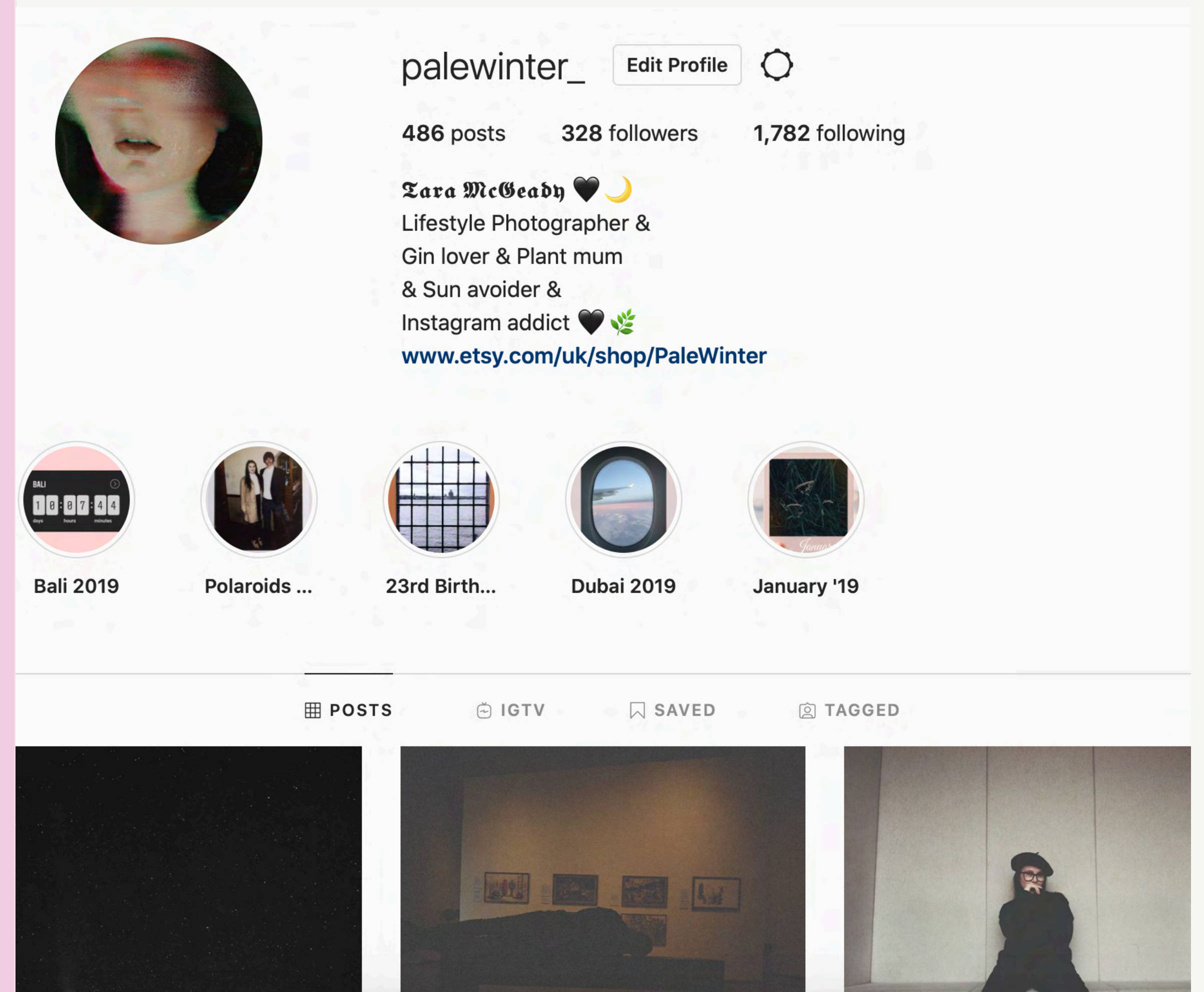
FEBRUARY 7, 2019

Add a comment...

Post

Here's a few screenshots of my personal Instagram

- This is where I like to showcase my creative side.
- I post a lot of my photography and little graphic design pieces.
- I like to be creative and feel that I'm more active on Instagram than any other platform.





palewinter_

Edit Profile

486 posts

328 followers

1,782 following

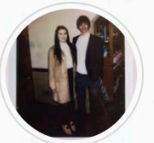
Tara McGeady

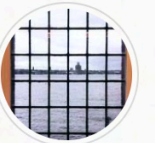
📍🌙

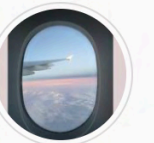
Lifestyle Photographer &
Gin lover & Plant mum
& Sun avoider &
Instagram addict 📸🌿

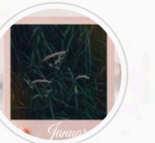
www.etsy.com/uk/shop/PaleWinter

Bali 2019

Polaroids ...

23rd Birth...

Dubai 2019

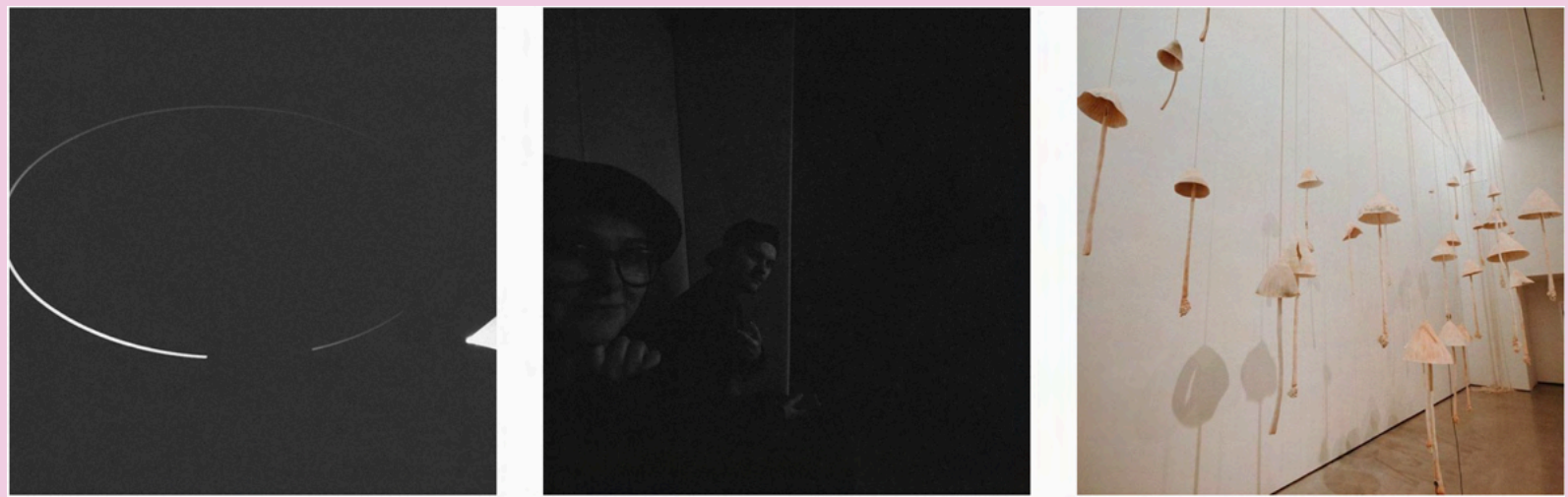
January '19

POSTS

IGTV

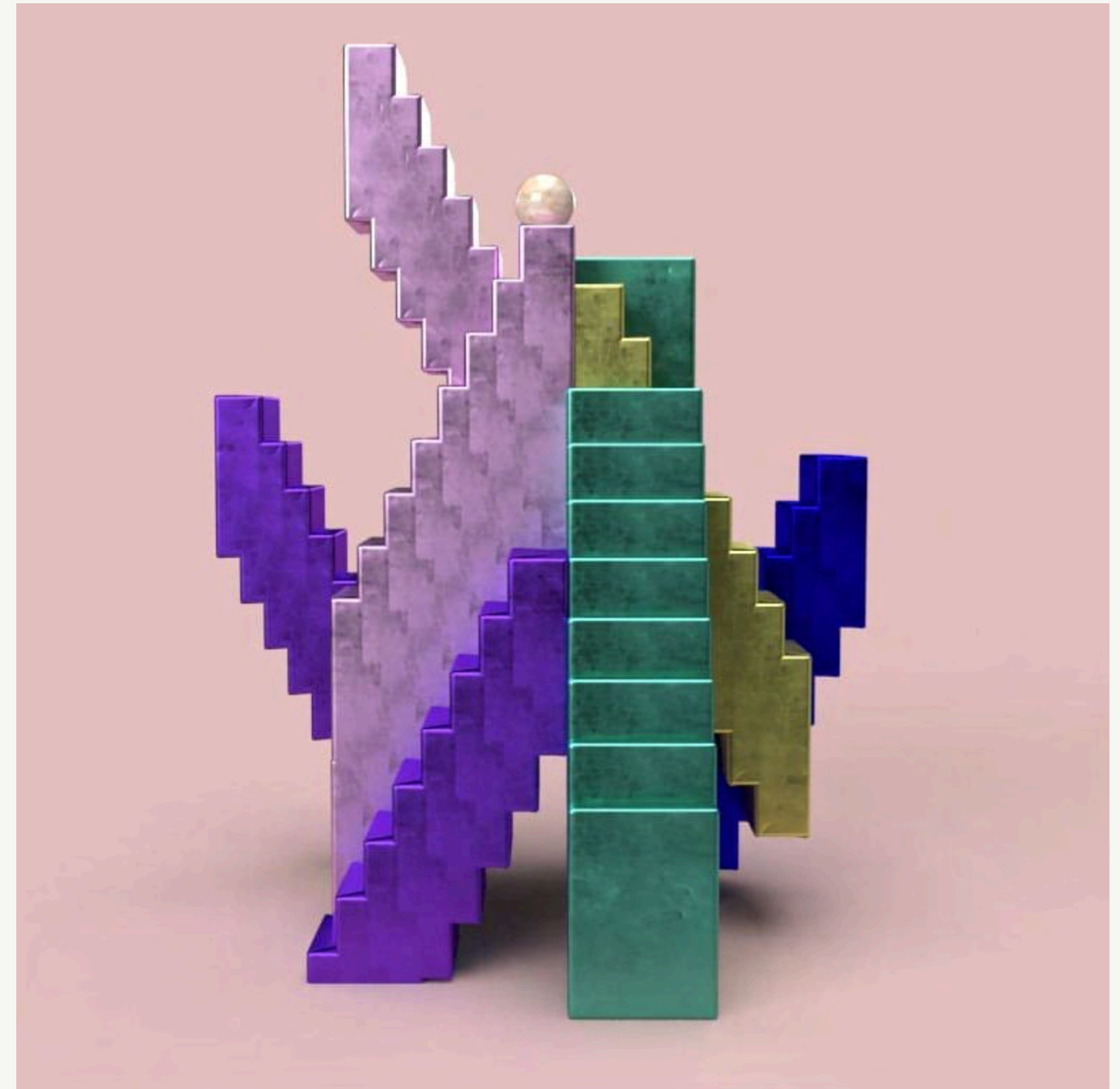
SAVED

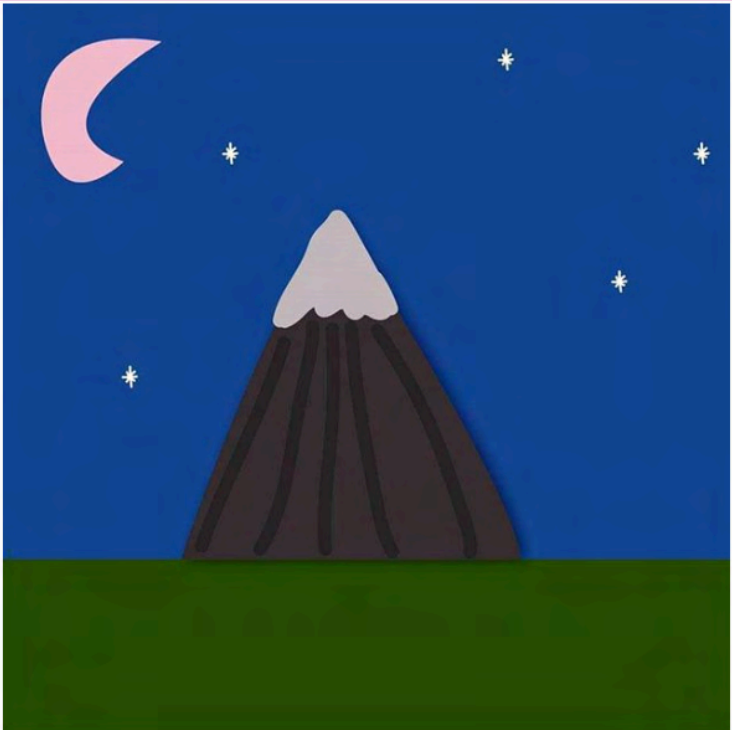
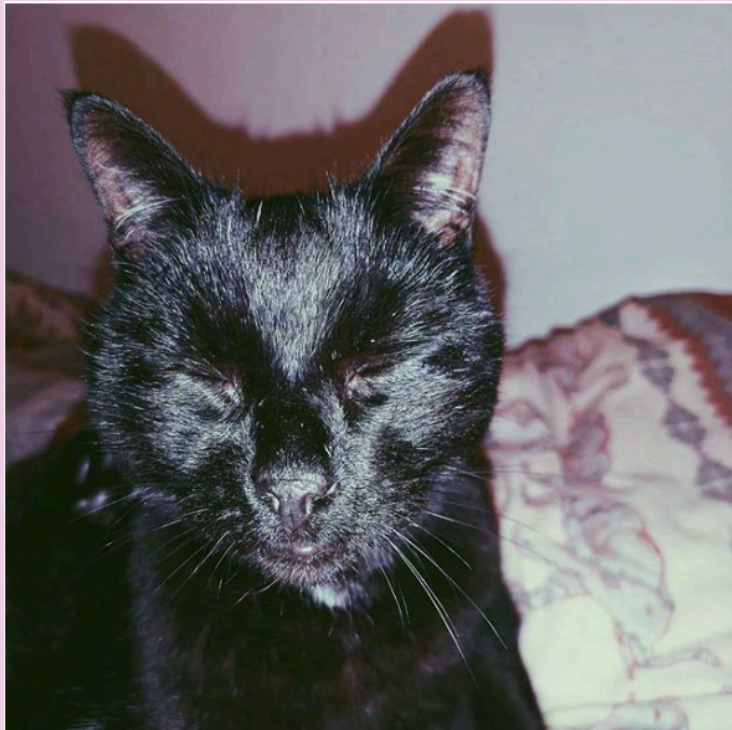
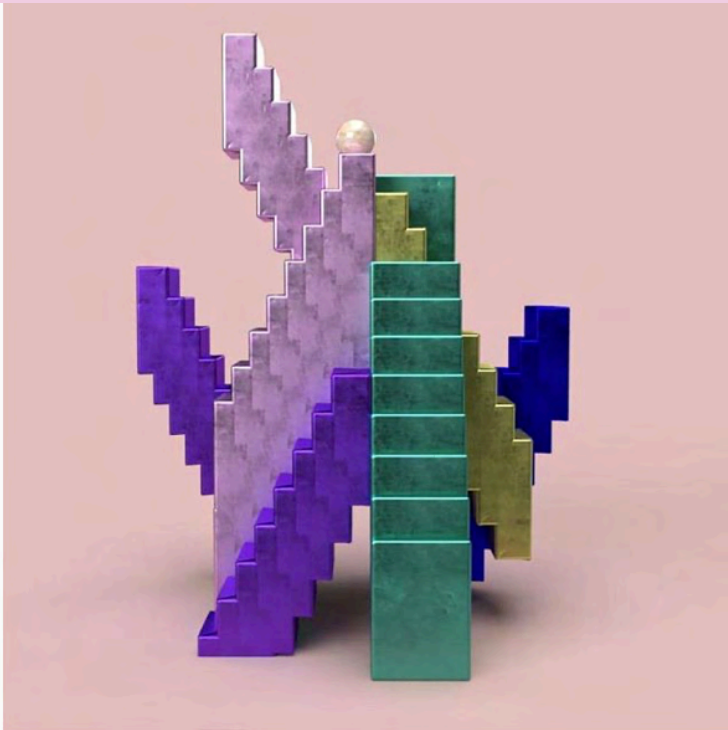
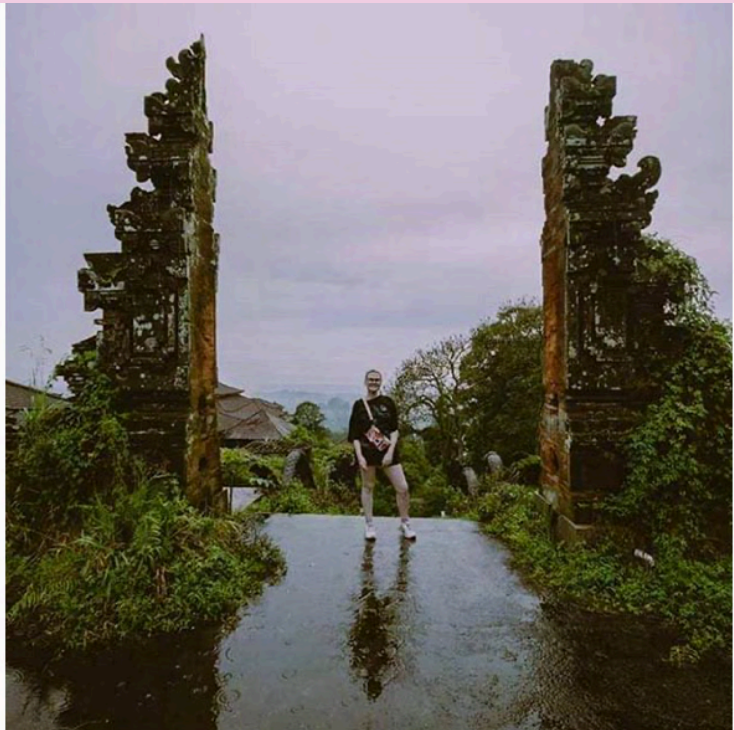
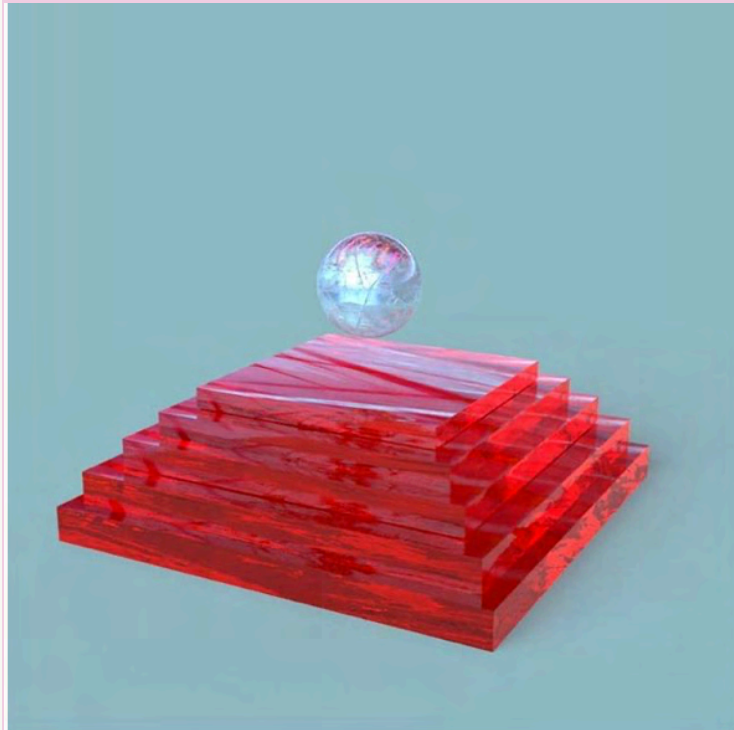
TAGGED



Adobe Dimension

- I created this piece on Adobe Dimension.
- I'm an avid learner, and I like to learn new skills and put these into practice.
- I went on YouTube and tried to find tutorials for this new app that Adobe created. This is one piece that I trialed and really enjoyed the process.





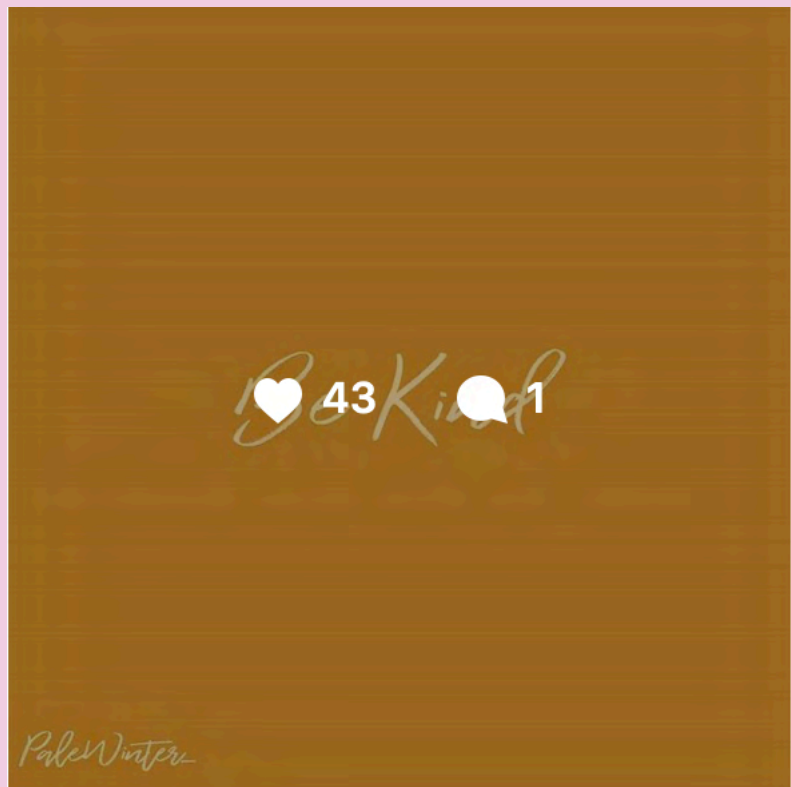
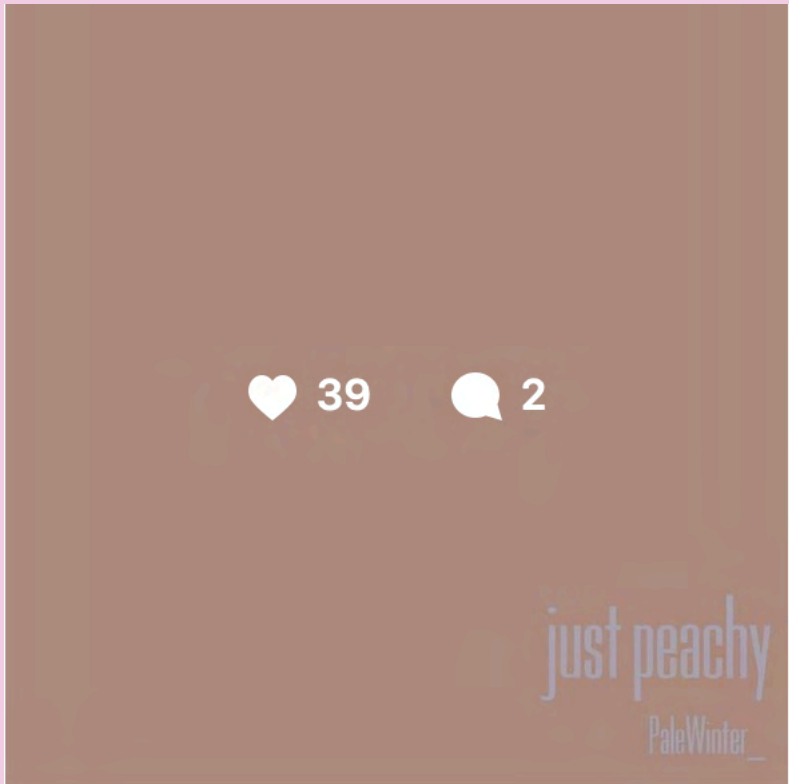
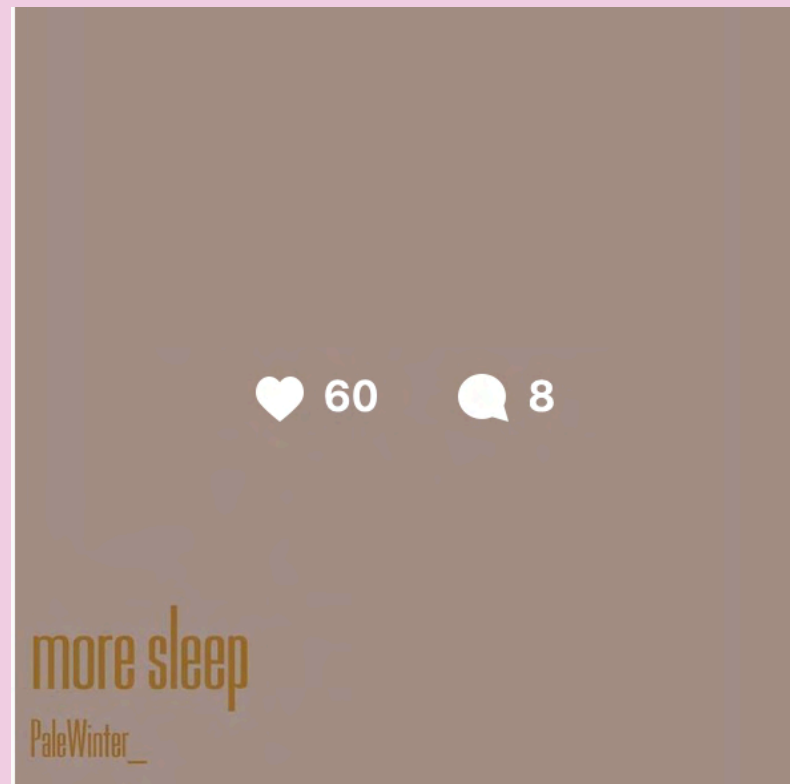
Graphic Design

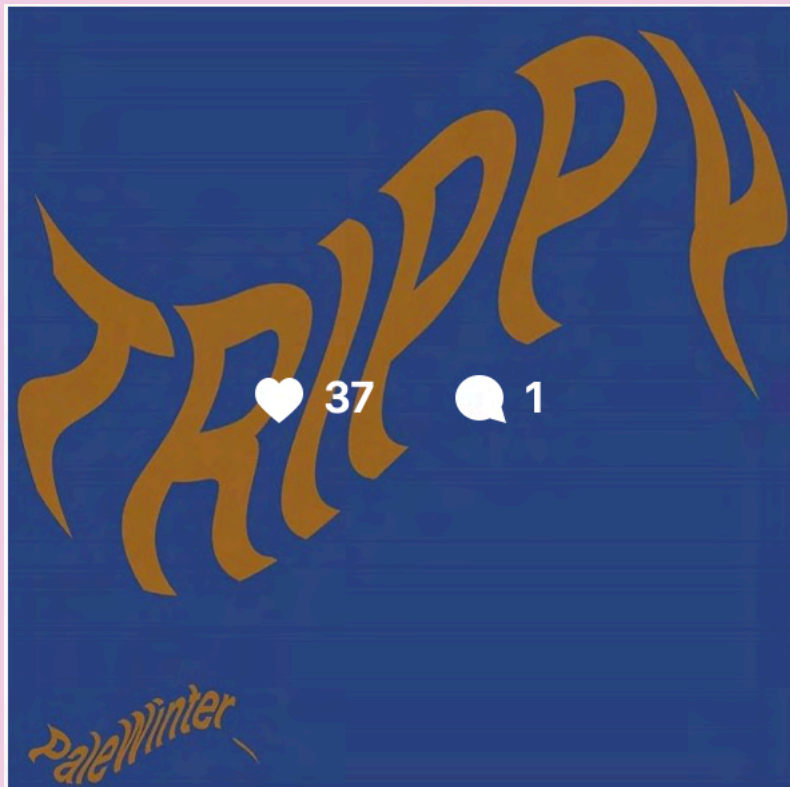
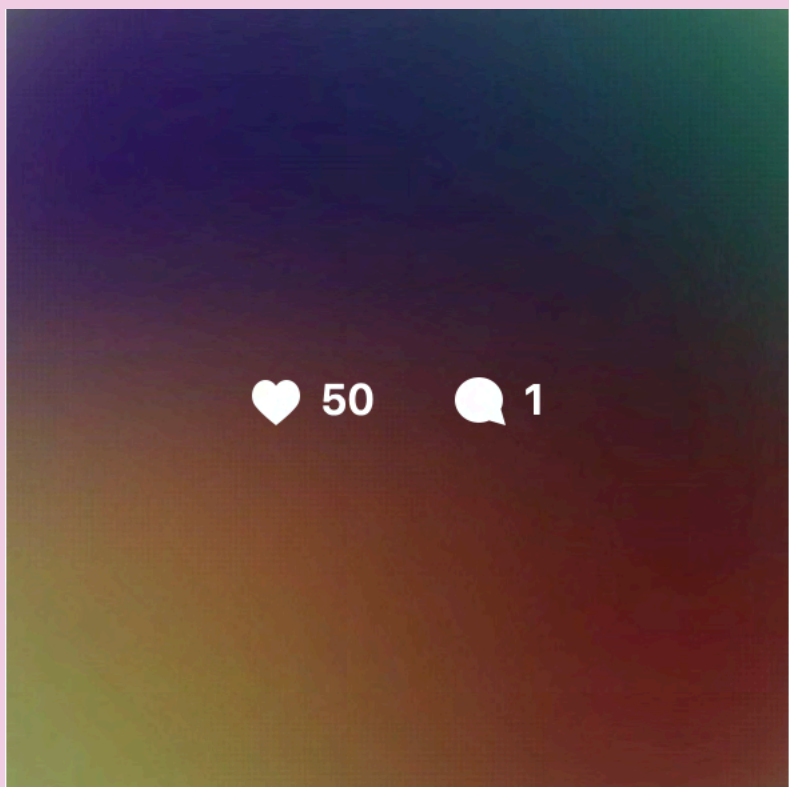
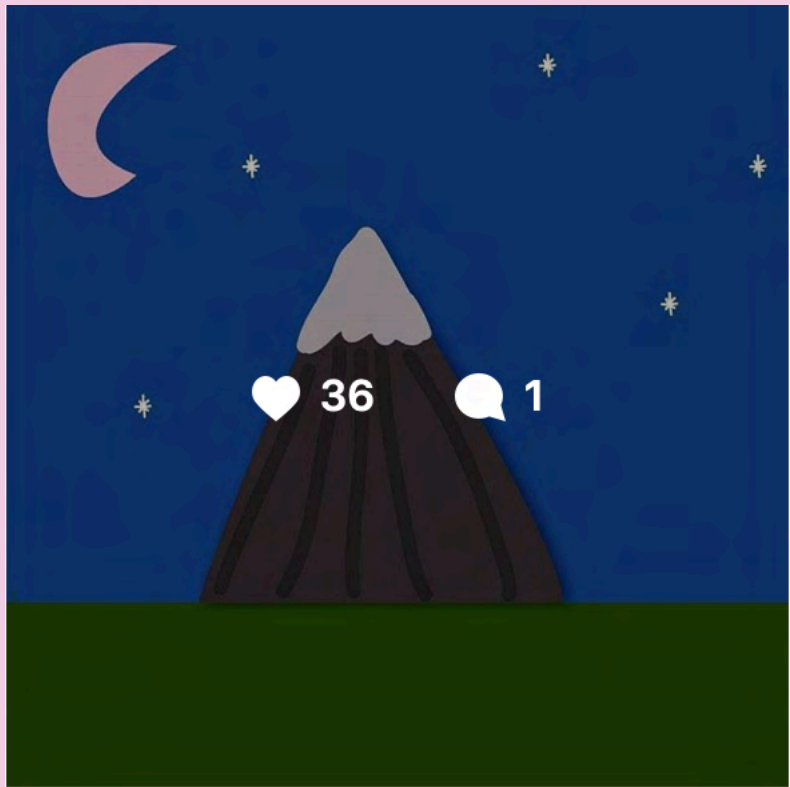
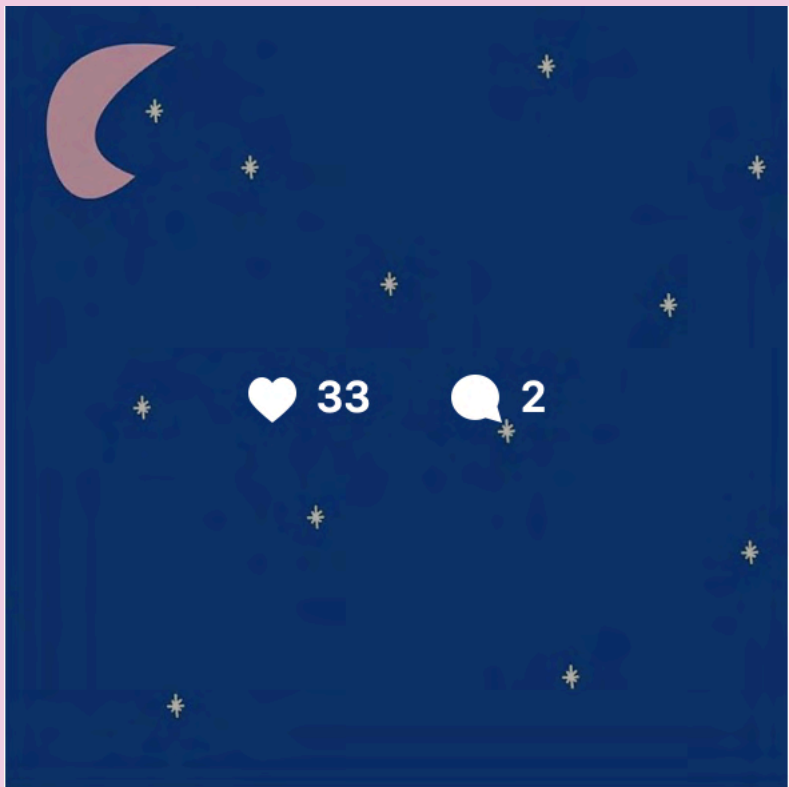
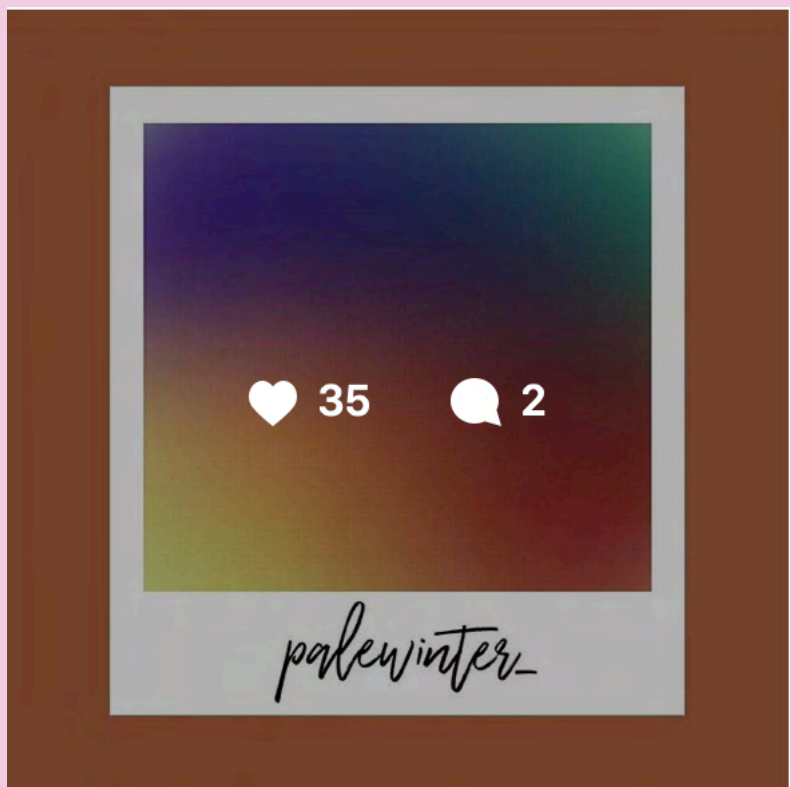
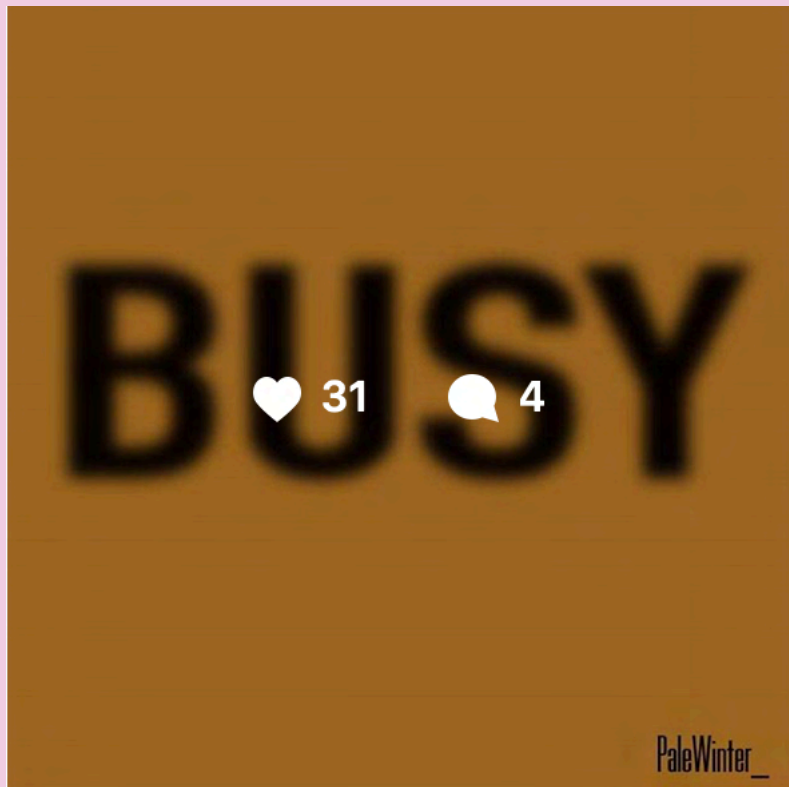
*Make your
own happiness.*

Pale Winter

Graphic Design

- I studied Graphic Design at Huddersfield University and graduated in 2017. I have a keen eye for design and love to showcase this on my Instagram - as well as my photos.
- I'm very proficient with Adobe Creative Cloud and I can use the full range of apps.
- I'm mostly well versed with: Lightroom, Illustrator, Photoshop, Premiere Pro & After Effects, and also InDesign.





Daily Planners

- I love to keep a plan of my day-to-day. I feel I'm productive when I have a plan as to what needs to be done by when.
- I created a planner to help me, make the most of the of my days and keep me on that productive & motivational path.

DAILY PLANNER

Date: _____

Breakfast	Lunch	Tea

Big Tasks	Morning
	6am
	7am
	8am
	9am
	10am
	11am

To-Do List	Afternoon
	12pm
	1pm
	2pm
	3pm
	4pm
	5pm

	Night
	6pm
	7pm
	8pm
	9pm
	10pm
	11pm

DAILY PLANNER

Date:

Breakfast

Lunch

Tea

Big Tasks

Morning

6am

7am

8am

9am

10am

11am

Afternoon

12pm

1pm

2pm

3pm

4pm

5pm

Night

6pm

7pm

8pm

9pm

10pm

11pm

MEAL PLANNER

	Breakfast	Lunch	Dinner	Snack
Mon				
Tue				
Wed				
Thur				
Fri				
Sat				
Sun				

SHOPPING LIST

This image shows a single sheet of white paper with horizontal ruling lines. On the left side, there are ten evenly spaced circular punch holes. The paper is otherwise blank, with no text or markings other than the lines and holes.

Copywriting



Virtual Star Awards 2020

Hi All,

I hope that you and your families are well and keeping safe throughout these difficult times.

We would like to invite you, to join our **Virtual Star Awards** on **Friday 17th of July**, at **6.30 pm**.

This event will be in the form of a pre-recorded video, which will be premiered on our YouTube account, this will be then shared across all of our social media.

There will be a host, performances, staff citations and the award winner nominees, and we promise to make the event as fun as possible for all staff, students and their families.

The event will last approx. 45 minutes.

Competition time!

Do you want to be in with a chance of winning a £50 amazon voucher?

Please send us a photo of you watching our virtual event on Friday. This can be either a photo of you on your own or even with your family – we will be looking out for the most creative photo to win the prize!

Please send your photos to marketing@calderdale.ac.uk.

The winner will be announced on Monday 20th of July on Yammer.

Good luck, we can't wait to see your creative entries!

Youtube

About Copywriting

- I have a blog and I did initially have a SquareSpace site/blog but then changed back to my WordPress account. My blog was just little instances of my life, with products that I'd recently used and what I'd recommend to others. I also just like to note things down for myself as well, so in the future it's something I can look back on.
- Within my apprenticeship I've used Copywriting for a module writing about the Star Awards that we host at the college.
- Also, with volunteering at Oxfam I'm writing the copy for the descriptions of items that we sell online.

Star Awards

Copywriting Module

- For my Copywriting module, I had to use a brief to create a body of work for a Sway Document to go along side with the video presentation of the College's annual Star Awards.
- I really enjoyed creating engaging copy for this, so that colleagues could look back at the document at any point before the live event.
- Here's a screenshot from the Sway analytics of this particular event.

My Sways		Edited	Viewed	<u>Analytics</u>	Deleted	
	26/06/2020	Untitled	6415	< 1 min	1%	6390 glanced
						0012 quick read
						0013 deep read
			Total views	Avg time spent	Avg completion	

Star Awards

Copywriting Module

- I also created an email marketing campaign for this. This was to get the word out about the Sway that I had created with the copy.
- To the right, is our plain text copy edition of the email.

Morning All,

I hope that you and your families are well and keeping safe throughout these difficult times.

We would like to invite you, to join our **Virtual Star Awards** on **Friday 17th of June**, at **6.30 pm**.

This event will be in the form of a pre-recorded video, which will be premiered on our YouTube account, this will be then shared across all of our social media.

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Good luck, & we can't wait to see your creative entries!

Star Awards

Copywriting Module

- To the right is the HTML version of the email marketing campaign - in our branded colours for the event.



Virtual Star Awards 2020

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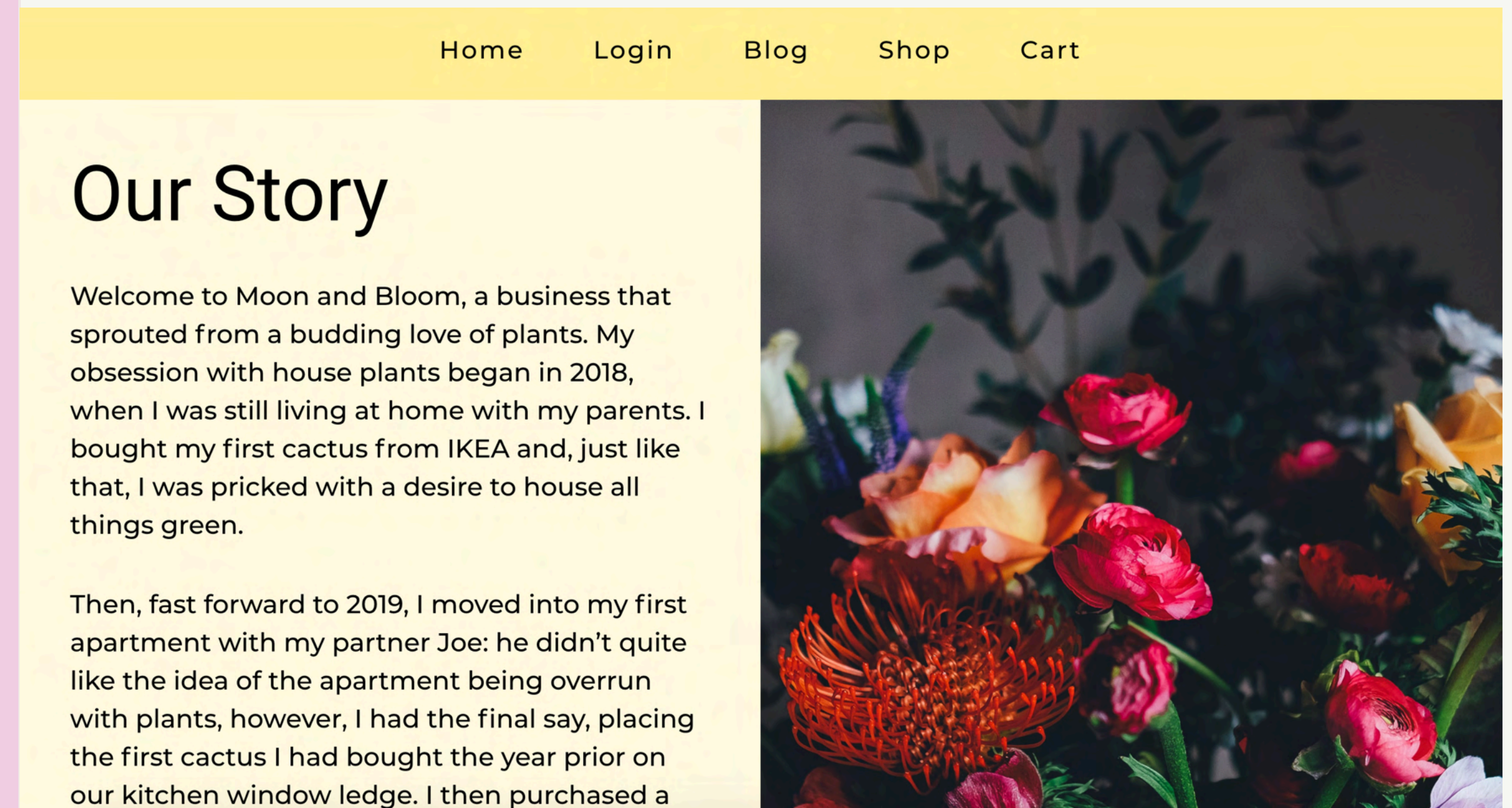
Good luck, we can't wait to see your creative entries!

Youtube

Moon & Bloom

Website Module

- Moon & Bloom is a website I created for the 'websites' section on my apprenticeship. I created this as a way to showcase my HTML and CSS skills for the apprenticeship and to actually create a website, I can also use as evidence of the web design skills.
- The Copy I created for this is in the following screenshots. This was all created as a way for prospective plant buyers, to purchase through this site and the Moon & Bloom brand, rather than to a competitor.



Our Story

Welcome to Moon and Bloom, a business that sprouted from a budding love of plants. My obsession with house plants began in 2018, when I was still living at home with my parents. I bought my first cactus from IKEA and, just like that, I was pricked with a desire to house all things green.

Then, fast forward to 2019, I moved into my first apartment with my partner Joe: he didn't quite like the idea of the apartment being overrun with plants, however, I had the final say, placing the first cactus I had bought the year prior on our kitchen window ledge. I then purchased a small Monstera online and I knew I was to be smitten.

Moon and Bloom have carefully selected a fine range of indoor houseplants to bring to you the best collection available, with some plants not being typical to local garden centres. At Moon and Bloom, we believe that plants can be the perfect addition to any personal space: your home or an office, for example. We believe that plants provide positive contributions toward our physical and mental wellbeing: providing calming atmospheres and allowing us to express our creative capabilities. We are proud to live and breathe plant dedication, just the way nature intended us to.

If you're a new plant parent, looking to extend your already growing collection or wanting to discover what all the fuss is about, get in touch with us! We're always on hand to bring the best quality plants and care tips to you. Here at Moon and Bloom we're committed to finding your next leafy friend.

Tara McGeady,
Founder of Moon and Bloom 🌙

Our Locations

Moon and Bloom are an established online retailer, however, we have settled roots in the forms of brick and mortar shops around the UK, to include the following locations:

We have shops based in:

Sheffield - Kelham Island,

Manchester - Northern Quarter,

London - Stoke Newington.

P.S — Want to share your trip with us online? Tag us on Instagram @moonandbloom with the hashtag #bloominglovely to be featured on our social pages!

Why Choose Moon & Bloom?

1. We provide a top-quality service and the best stock for our customers.
2. We are always respectful of your time and commitment to your new and potential purchases. We always put our customer's needs first and can provide a great deal of knowledge to help to care for your new plants.
3. We grow many of our own plats, which allows us to be selective of what we sell. Our prices are competitive and as fair as possible, which allows us to stand tall above our competition.
4. Did we mention that we provide fast and free shipping? Another great reason why Moon and Bloom should be your first pick!
5. We invest a great deal of effort into shipping your new plants in biodegradable boxes: these retain moisture and also prevent the plant from being crushed, trampled etc. We also have lots of ventilation holes to allow for great air circulation—another reason why we are so many customer's natural choice!

Oxfam Listings

Volunteer Work

- Since August, I've been Volunteering at Oxfam in Halifax creating listings for their site (linked underneath).
- I've had the privilege of creating copy for each of the items that I upload. It sounds simple enough, however, every description of the items we list have to be: accurate, & correct.
- We have to mention any snags, tears, loose threads, etc. It is quite daunting having this task. Yet I love every second of selling these items with their descriptions.
- Since starting in August, around 20+ items that I've uploaded on their system has sold within a few days.





NEW LOOK ASYMMETRIC BOMBER JACKET KHAKI SIZE: 12 - 13 YEARS

£15.50

Free returns - £3.95 UK delivery

ADD TO BASKET

Size:	12 - 13 Years
Colour:	Green
Brand:	New Look
Brand type:	High street
Chest size:	18"
Condition:	Used: very good
Exact colour:	Khaki
Fabric:	Polyester
Garment care:	Machine wash
Label size:	12-13
Outside sleeve:	22.5"
Type:	Bomber jacket

This is a great lovely bomber jacket for a young person. The jacket is a very dark green/khaki colour and looks wonderful with the gold detailing. The surrounding top of the jacket has a faux fur trim which will certainly keep you warm.



GAP HOODED SWEATSHIRT WHITE SIZE: S

£12.50

Free returns - £3.95 UK delivery

ADD TO BASKET

Size:	S
Colour:	White
Brand:	Gap
Brand type:	Designer
Condition:	Used: very good
Exact colour:	White
Exact fabric:	77% Cotton, 23% Polyester.
Fabric:	Cotton
Garment care:	Machine wash
Label size:	S
Type:	Hoodie

This is a great gap hooded sweatshirt in white, which features the GAP logo on the left breast. There are two pockets on the hoodie on either side of the zipper. The inside is of a fleece material, which is very soft to the touch. The measurements are:

Chest: 20 inches



POLO RALPH LAUREN ZIP-UP JACKET BLUE SIZE: S

£25.00

Free returns - £3.95 UK delivery

ADD TO BASKET

Size:	S
Colour:	Blue
Brand:	Polo Ralph Lauren
Brand type:	Designer
Chest size:	38"
Condition:	Used: very good
Exact colour:	Blue
Fabric:	Cotton
Garment care:	Machine wash
Label size:	S/P - Small / Petite
Type:	Sweatshirt

This is a lovely Ralph Lauren Zip-up jacket, there is the standard embroidered crest on the left breast. The jacket has two pockets adjacent to the main zipper. This jacket would ideally fit someone who's a small/petite. The measurement of the chest is 38" across.



CREW CLOTHING LOGO CREW NECK DARK NAVY SIZE: S

£30.00

Free returns - £3.95 UK delivery

ADD TO BASKET

Size:	S
Colour:	Blue
Brand:	Crew Clothing
Brand type:	Designer
Chest size:	38"
Condition:	Used: as new
Exact colour:	Dark Navy
Exact fabric:	50% Cotton, 50% Polyester
Fabric:	Cotton
Garment care:	Machine wash
Label size:	S
Type:	Jumper

Great Crew Clothing Jumper in Dark Navy. This jumper has the Crew logo on the left breast embroidered.

DELIVERY & RETURNS

Website Design

Facts about Tara McGeady...

Halifax based web designer



Creating Websites

- I've been interested in Web Design for around 2 years, and never acted upon it. Last year, I finally took a dive into learning how to code websites with HTML and CSS.
- I was browsing the internet for tutorials and came across a brand called SuperHi, I followed all of their free tutorials and learned a lot. I'll link a few of the websites in the following slides and a few of the screenshots from various projects.
- I then decided to take a course this year in JavaScript for Designers, from SuperHi and I've finished that course this week. Again, I'll link these in following slides.

WORDS
OF
WOMXN



"Your lives matter. Your voices matter.
Your stories matter."

Laverne Cox

BruX



Products How it works Results

Keep your teeth healthy and happy

With BruX dental products, you can keep a smile that's worth protecting, whatever you eat.

Read More



The World's best

Who was Ada Lovelace?

Ada was a leading 19th century mathematician and daughter of the famous poet Lord Byron.

←

↻

→

Close



Plant Set

This beginner plant set, containing 6 succulents, 3 cacti and 2 trees is aimed at sprucing up your apartment. It's suitable for places with both bright and low access to sunlight. Each plant comes with it's own perfect plant pot.

Buy for £599

Home

Shop

About

Help

Blog

Tara McGeady

About

Tara McGeady is a digital photographer, based in West Yorkshire, England.She focuses mainly focuses on lifestyle photography mixed with abandoned buildings. Tara graduated from The University of Huddersfield with a Graphic Design, BA Hons degree in 2017.

After deciding to go back to her roots of photography, she's always out and about with her trusty camera to take more unique shots. Tara also has her own Etsy shop where she sells printables. When Tara is not taking photographs, she's either travelling with her boyfriend, making printables for her shop, playing Animal Crossing, or Destiny 2 on her PC. She can be also found mulling over all kinds of books in the nearest bookshop.

Contact

ΛϞ

Site Launching Soon

Email Me

Instagram

LinkedIn

Tara McGeady is a photographer and designer

Home Login Blog Shop Cart

Our Story

Welcome to Moon and Bloom, a business that sprouted from a budding love of plants. My obsession with house plants began in 2018, when I was still living at home with my parents. I bought my first cactus from IKEA and, just like that, I was pricked with a desire to house all things green.

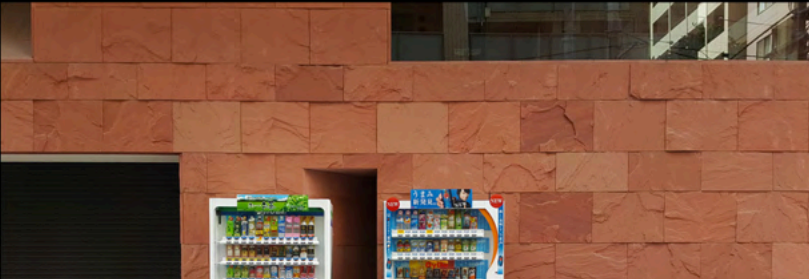
Then, fast forward to 2019, I moved into my first apartment with my partner Joe: he didn't quite like the idea of the apartment being overrun with plants, however, I had the final say, placing the first cactus I had bought the year prior on our kitchen window ledge. I then purchased a



TARA MCGEADY

Portfolio About Contact

Tara is an independant digital photographer whose work intersects with lifestyle imagery and abandoned buildings. She is based in West Yorkshire, England.



Japan 10.06.2016

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Links to sites I've created through Tutorials & the JS for Designers Course

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- brux-219.superhi.com
- who-was-ada-lovelace.superhi.com
- facts-about-tara-mcgeady.superhi.com
- landing-page-x2.superhi.com
- plant-shop-demo.superhi.com
- card-flip-11.superhi.com

CELESTIAL CANDLES

ShopAboutContact

Celestial Candles is a bespoke candle shop selling a variety of luxury candles. The company is based in West Yorkshire, England.



Our Dry Hay Candle

This bespoke candle is made from premium soy wax, and has been lovingly crafted by our makers in West Yorkshire. We use the finest essential oils to make our luxury candles.

● Tara McGeady

My work explores abandoned buildings and their juxtaposition between their beautiful surrounding landscapes.

Ever since I was a student in

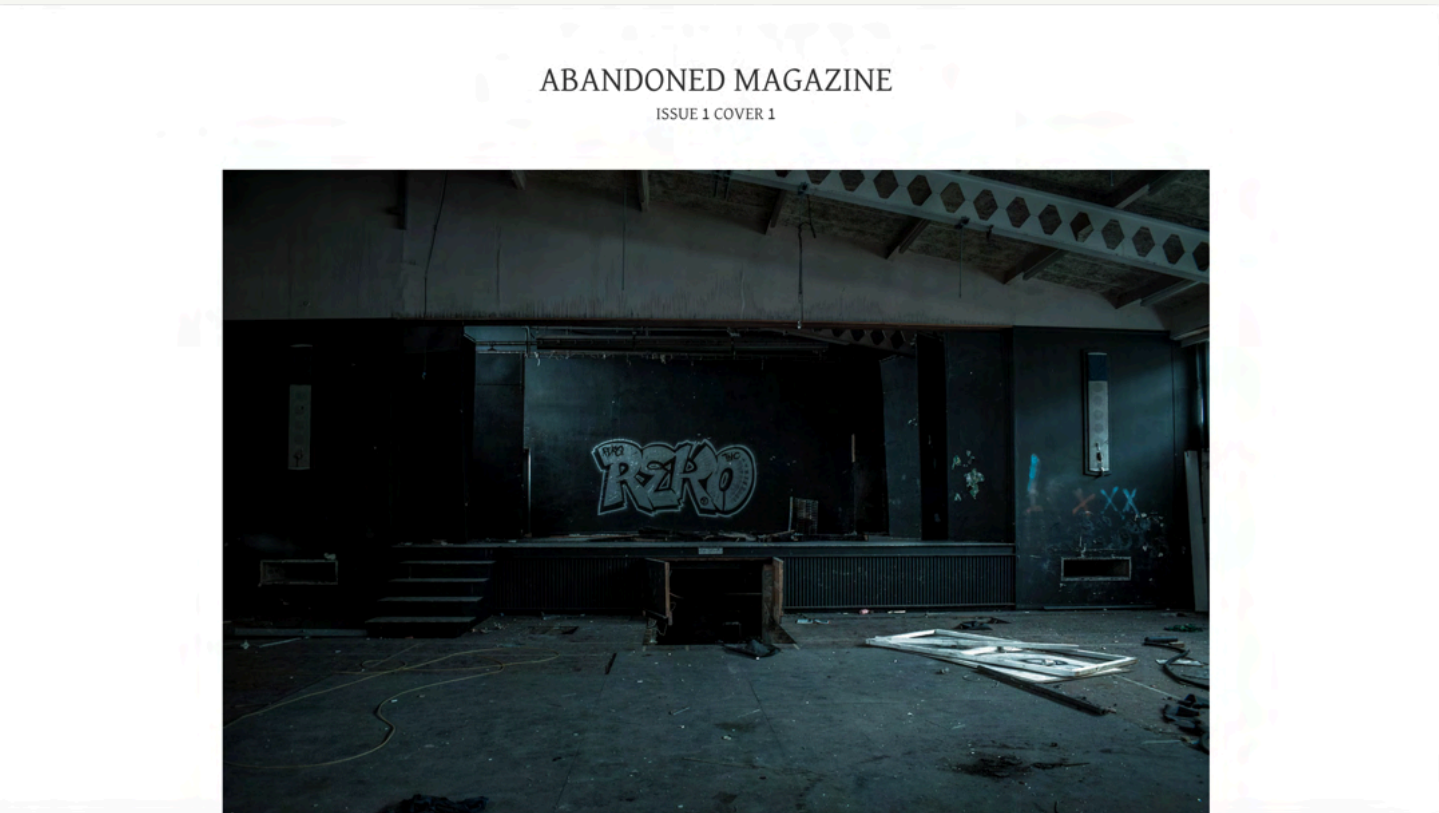
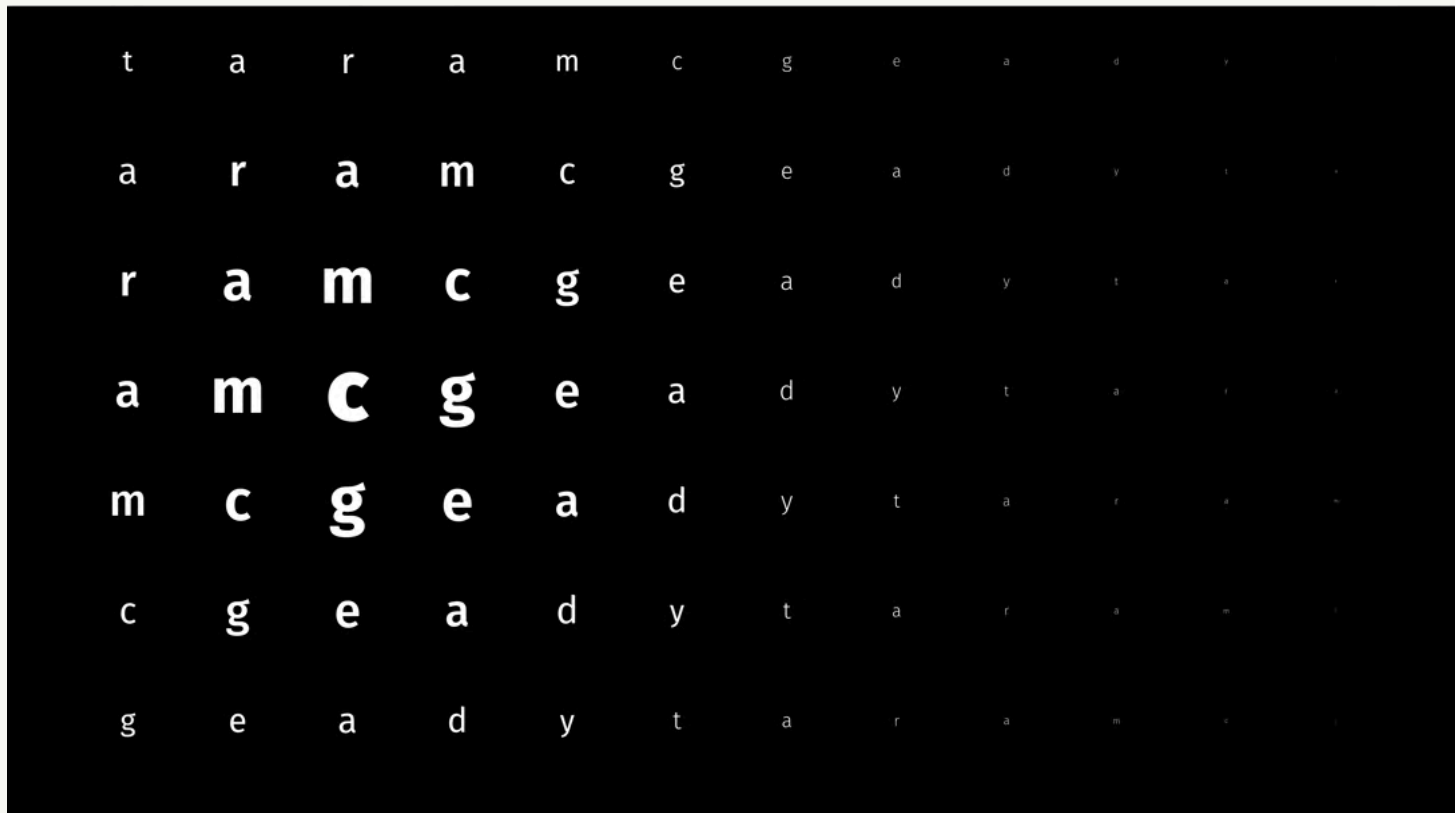
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Instagram

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- celestial-candles-site-1.superhi.com

Thank you