

Case Study: Brand Evolution & Workflow Optimization at K-Adams Foto

Company: K-Adams Foto

Role: Brand & Operations Manager

Industry: Photography, Branding, Small Business Marketing

Timeframe: 2024

Tools Used: Google Suite, Canva, Dropbox, Pixiset, Adobe Photoshop

Overview

K-Adams Foto, a boutique photography studio, was seeking to reposition itself to attract more commercial clients while refining internal operations and client communications. I joined the team to lead brand-aligned content creation, elevate the studio's professional tone, and implement efficient systems for client interaction and internal organization.

Challenges

- Inconsistent brand voice and visual identity across channels
- Website and social content catered mostly to personal clients
- Lack of standardized client intake and session planning processes
- No structured email marketing or follow-up workflows
- Disorganized task tracking and payment follow-up system

My Contributions

Featured Work: Blog Writing Samples

As a part of the brand voice transformation, I wrote and published several blogs to support K-Adams Foto's shift toward commercial clientele and elevate the studio's online presence.

Selected Blog Titles:

- *"Why Photography is Important To Your Business"*
- *"Why Nonprofits Should Hire a Professional Photographer"*
- *"The Power of First Impressions"*
- *"Open House Celebration"*

Each Post Was:

- Strategically aligned with SEO and brand goals
- Paired with custom graphics and professional tone
- Shared via social media and email campaigns to drive engagement

Brand + Content Strategy

- Designed and managed all branded content across social media, blogs, and the website

- Aligned visuals and messaging with the new strategic goal: attracting high-value commercial clients
- Elevated the studio's tone from casual to professional while maintaining approachability

Email Marketing

- Wrote and scheduled all email campaigns including:
 - Appointment reminders
 - Follow-up and nurture emails
 - Seasonal promotions and holiday blasts
- Created reusable email templates for ongoing use

Client Communication & Workflow

- Developed custom session questionnaires (Headshot, Branding, Personal, Event) to streamline session prep
- Built templates to outline shoot expectations (e.g., product shots, lifestyle images, editing needs)
- Organized internal task lists in Google Suite with linked communication for clarity and consistency

Client Deliverables + Quality Control

- Reviewed all print order for quality and presentation
- Packaged client orders with branded touches like envelopes and handwritten thank-you notes

Studio Expansion Event

- Led planning and execution of a successful grand opening for the studio's new space
- Secured partnerships with local vendors, designed all promotional materials, and managed RSVPs
- Wrote personalized thank-you letters post-event and captured high engagement on social media

Admin & Payments

- Sent all client invoices and followed up on outstanding payments
- Helped document financial workflows for long-term consistency

Results

- Clear and consistent brand identity across all channels
- More structured and professional client experience
- Elevated the studio's positioning to appeal to commercial clients
- Increased engagement through cohesive email campaigns and event marketing
- Improved internal workflow organization and payment tracking