

EMMA MESKOVIC

GRAPHIC DESIGNER / ILLUSTRATOR / PHOTOGRAPHER

PORTFOLIO



GHOST RIVER
BREWING CO.

INTRO

Working as Ghost River's Taproom Manager has required a great combination of things. First and foremost, it involves managing staff, systems, methods, and sales. It also has included something I am very passionate about: design. As a taproom manager, I also run all social media accounts. Using my knowledge in graphic design and photography, I am able to create engaging content for this recently updated brand. Another aspect of this job is the constant connections and relationships made with new clients, businesses, vendors, and more. Through many of these events I have made new friends and have found new inspirations.

STATISTICS

FACEBOOK LIKES OCT 2016
5847

FACEBOOK LIKES JAN 2018
9272

INSTAGRAM FOLLOWERS OCT 2016
4555

INSTAGRAM FOLLOWERS JAN 2018
6463

TWITTER FOLLOWERS SINCE OCT 2016
+800-900 (ESTIMATED)

BRANDING

BRAND IDENTITY

THEIR PRIMARY LOGO



EXAMPLES OF WORK DONE BASED ON THEIR NEW BRANDING:



THEIR SECONDARY LOGO



CAMPAIGNS

CAMPAIGNS (recurring)

EXAMPLES OF GRAPHICS



EXAMPLES OF SOCIAL MEDIA, PHOTOGRAPHY, & COPY



"Can I get a brunch flight?" Sure, why not!?!
On Sundays, we've got our Chocolate Orgasm
Raspberry Marshmallow Beer, Bloody Beer
(Grindhouse + Your Choice of Bloody Mary Mix,)
Beerita (Prestige Pilsner + Crazy Rita Mix,) &
Gose-mosa (Howzit Gose + OJ.)
#brunchallday #cray #gottatryemall

LIKES: 122



Flying Sobie's smoked hen & fries with
Memphis Gold sauce. #brunch @flyingsobies
@ilovememphisblog @choose901

LIKES: 94

BRUNCH AT THE BREWERY

This event started Nov. 13th, 2017, and has continued every week since then. Flying Sobies Hen House Food Truck had just started, and since then, has gained their own personal following. Creating a consistent event with this (delicious) food truck, helped Chef Sobie push his small business even further. After a few months of gaining exposure and income, they were able to expand their horizons.

CAMPAIGNS (recurring)

EXAMPLES OF GRAPHICS



EXAMPLES OF SOCIAL MEDIA & COPY



Do you dig this Memphis pin as much as we do? We'll have Pretty Useful Co. here tomorrow for our weekly Small Shop Saturday. 1-4pm. #901 #memphis #wedontbluff @prettyuseful

LIKES: 134



Cosgrove & Lewis was a hit at our weekly Small Shop Saturday. Thanks for coming!

If you haven't heard of Small Shop Saturday, it's a weekly event that highlights a local vendor/artist/maker in Memphis. We've got the next month booked with goodies. #shopsmallmemphis

LIKES: 134

SMALL SHOP SATURDAY

This event also started in November of 2016 and has continued every Saturday since. Small Shop Saturday brings in a different artist, maker, or vendor each week to share their craft. Anyone and everyone is eligible, and there is no fee to set up. This event focused on giving artists, big or small, some more exposure in the market.

CAMPAIGNS (recurring)

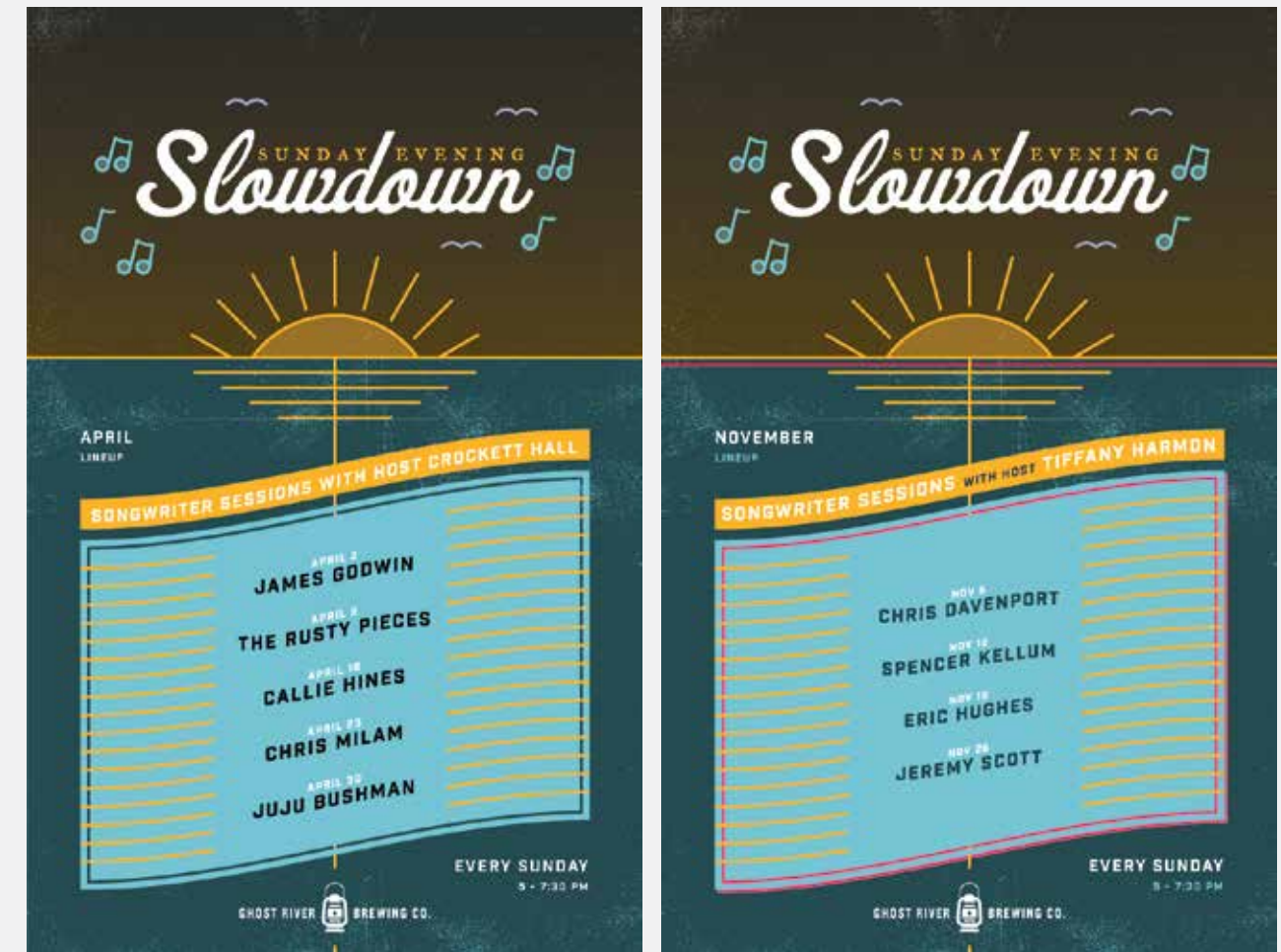
EXAMPLES OF GRAPHICS



EXAMPLE OF COPY:

Songwriter Sessions has transformed into Sunday Evening Slowdown. A night of relaxation, preparation for the work week, local talent, and craft brews. Host Tiffany Harmon will bring in a different artist every Sunday night. This week we have (artist name.) (Bio of artist.) (Link to music.)

EXAMPLE OF PRINT



SUNDAY EVENING SLOWDOWN

This event also started in November of 2016 and, as you guessed, has continued ever since. In the beginning, we had Crockett Hall as host, bringing in a different guest each week to soothe your soul. In August, Tiffany Harmon took his place as host. Both hosts were determined to bring in musicians that either didn't play in public often or were just starting out. This event has slowly gained momentum in the community, giving these artists great exposure.

CAMPAIGNS (recurring)

EXAMPLE OF GRAPHICS



EXAMPLE FACEBOOK EVENT COPY 2018

No one should start their resolutions right away. We are giving you full permission to delay your responsibilities for just ONE day. We won't tell.

At Ghost River, we will have Flying Sobies Hen House Food Truck on site with the "Hen House NYD SPECIAL" which includes a crispy fried Cornish game hen with a side of southern-style greens, lucky black eyed peas, and of course, you gotta have the cornbread.

Enjoy the sounds of The Rusty Pieces as they fill the taproom with joy and celebration of the new year. They will be playing from 2-4pm. The Rusty Pieces are a two piece strum, stomp, shake, slap and bang duet from Memphis, TN. Two long time singer songwriters converged, and out sprang a crop of soulful, earthy, catchy ear candy. Stomp box, cajon, washboard, shakers, and foot percussion join in with guitar and rich vocal harmonies to create a surprisingly huge sound.

Brunch Drinks include Gose-mosas (Howzit Gose+OJ), Bloody Beers (Grindhouse + Bloody Mary Mix, Lime & Celery) & Beeritas (Prestige Pilsner + Margarita Mix, Lime & Salt.) >> Only \$4 a pop.

We will have the College Football Bowl games on ALL DAY.

If you're looking for the hair of the dog that bit you, or celebrating the end of the holiday stress, you're welcome here. Whether you're looking for a place to take your family for one last hurrah, or avoiding them completely, you're welcome here. If you're looking to win a Connect 4 competition against your kids, you're welcome here. If you're looking to listen to some tunes or watch some Sunday football, you're welcome here. Basically, if you're a human, you're welcome here. Wait, if you're a dog, you're also welcome here, but only outside... so bundle up!

Quick Fact: You can bring wine/champagne here for a small corkage fee. Just sayin'.

NEW YEAR NEW YOU NOT TODAY

We threw this event last year, not expecting to throw it again. Who opens on a Monday on NYD? We ended up having very successful business days both years. Different food trucks provided southern food like ham, black eyed peas, and more, and we provided music, brunch drinks, and plenty of board games. This event was focused on giving yourself one extra day to indulge before cracking down on those resolutions you planned to make. **2018's event reached 5.9K people, had 400 views, and 99 responses.**

CAMPAIGNS (recurring)

EXAMPLE OF GRAPHICS:



EXAMPLE OF SOCIAL MEDIA, PHOTOGRAPHY, & COPY:



Getting ready for Galentines Brunch

VIEWS: 432



Galentines Brunch success! What an awesome day of ladies celebrating ladies. #galentinesday #ilovememphis #choose901 #microbrewery #craftbrew #galentinesday2017 #memphis

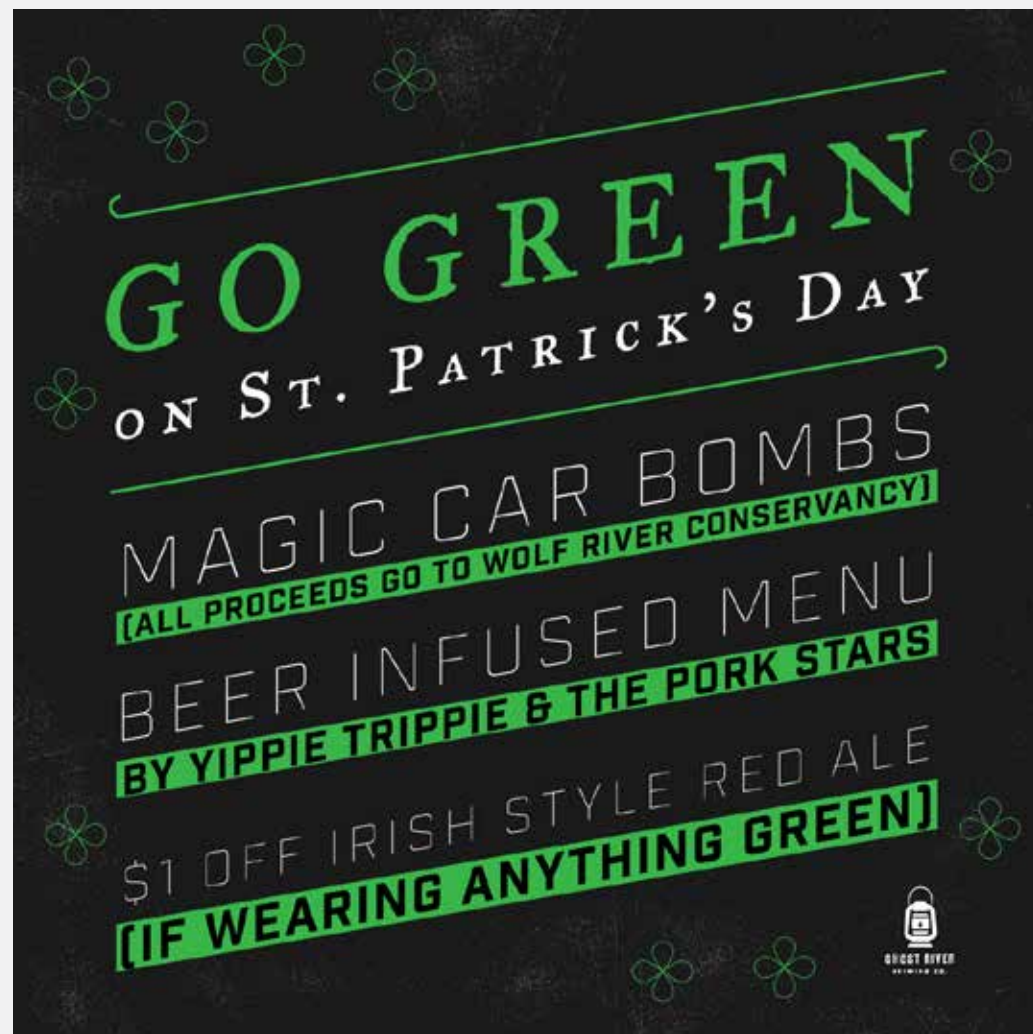
LIKES: 77

GALENTINES

Why not celebrate ladies celebrating ladies? We (literally) hosted a Galentines Brunch. There were reservations, hand-written name cards, compliment cards (using quotes from Parks & Rec plus some originals,) candy bags, and table-side service. We had Flying Sobie's on site taking orders from tables. We also had Sunday Evening Slowdown with Crockett Hall & guest Kelley Anderson. All those that attended left great reviews of their experience. We plan on repeating this event this year. **This event had 156 people "interested."**

CAMPAIGNS (one-off)

EXAMPLE OF GRAPHICS:



EXAMPLES OF SOCIAL MEDIA, PHOTOGRAPHY, & COPY:



MAGIC CAR BOMBS! All car bomb proceeds go straight to @wolfriverconservancy. Go green by giving back.

VIEWS: 882

LIKES: 123

FACEBOOK EVENT COPY:

What if we told you that you could not only drink on St. Patrick's Day, but you could also be GREEN about it.

We're excited to partner with Wolf River Conservancy for a special event on St. Patrick's Day. We'll be selling *MAGIC CAR BOMBS* Best part? All proceeds will go to our BFFs Wolf River Conservancy!

Yippie Trippie & The Porkstars will be on site with some regular menu items + some BEER-INFUSED goodies like: Irish Stew, Shepherd's Pie, Chocolate Stout Cupcakes, Cornbeef & Cabbage Pizza + more!

PLUS if you wear GREEN, you'll get \$1 off a pint of our Irish-Style Red Ale (Riverbank Red.) And you won't get pinched! Maybe.

Party on.

GO GREEN AT GHOST RIVER

In collaboration with our friends at Wolf River Conservancy, we hosted a great event that not only gave you a place to pre-game for your St. Patrick's Day festivities, but also raised some money for them. We raised over \$700 dollars for WRC that night. **This event had 241 people "interested" on Facebook.**

CAMPAIGNS (one-off)

EXAMPLES OF GRAPHICS



EXAMPLE OF FACEBOOK EVENT COPY

"The last total solar eclipse viewed from contiguous United States was on Feb. 26, 1979 whose path passed through the northwestern U.S. states of Washington, Oregon, Idaho, Montana, North Dakota, and Canadian provinces of Saskatchewan, Manitoba, Ontario and Quebec." It didn't even pass us! Rude. However, did you know that Memphis will get about 90% coverage this year? It's been 38 years since the last Solar Eclipse. Let's enjoy it with good company, family, and a cold beer.

Earlier this Spring, we branded our Prestige Pilsner with the illustration of an eclipse. Prestige is the reveal of a magic trick. A solar eclipse is nature's greatest magic trick. We brewed a special batch of our Pilsner so we can toast this special, natural event.

Free Viewing Party 11:00-??? - during phase

Guests are welcome hang out at Ghost River's taproom during the Solar Eclipse. BYO chair, lawn chair, or blanket & get you a good spot! We'll have Memphis MoJo Cafe & MEMPopS on site. Outdoor games will be set up, plus we're family-friendly. Starting August 4th, we'll be selling single custom-made Solar Eclipse viewing glasses for \$3 in the taproom leading up to the event & day of. Don't fret! The taproom will be open if you're thirsty. We all know surviving something like this requires celebration, after all.

Want to pre-order a package? Buy online or come by the taproom for these great deals, and you'll have everything you need for the big day. Beer Tickets redeemable at both events.

Packages Found Here:
<https://www.picatic.com/solareclipse2017>

SURVIVE THE SOLAR ECLIPSE

The to-do list for this event was epic, as was the day itself. To make this event more personable, we created packages that contained different items for keepsakes. We played off the idea of this natural occurrence being harmless (well, mostly harmless) and threw a viewing party. We ordered 500 custom-made (my design) solar eclipse glasses and sold out. We also sold all of our custom-made (Heiroglyph Co.'s design) t-shirts. **There were 381 people "interested" on Facebook.** This was our third busiest day of the year.

CAMPAIGNS (one-off)

EXAMPLES OF PRINT



DOCK PARTY CONCERT SERIES

We took our loading dock and turned it into a stage. This event occurred every Friday in October and featured all local bands. There were 277 people "interested" on Facebook. This event reached 10K people, had 1.7k views, and 350 responses.

CAMPAIGNS (one-off)

EXAMPLES OF SOCIAL MEDIA



EXAMPLES OF PRINT & COPY



FACEBOOK EVENT COPY

Ghost River's taproom is turning ONE & we want to celebrate with YOU! Food trucks, shops, and music. Check it out.

MUSIC

Headlining this celebration, we've got Juju Bushman opening and following that, Cameron Bethany. + IMAKEMADBEATS from Unapologetic. 8pm. NO COVER.

SHOP

Super Small Shop Vendors will be set up outside from 1-6pm. This pop-up market will be perfect for any early holiday shopping you might need to get done! We brought back some of our favorite vendors.

FOOD

12-5pm: Piece & Love Pie Co
6-11pm: El Mero Taco

GIVEAWAY

What else could we do to make this celebration even better? Why not an hourly giveaway from 12-8pm?!* Sounds good, doesn't it?

ONE YEAR PARTY

We celebrated our first birthday at the taproom. We created a pop up market with past Small Shop Saturday vendors, scheduled food trucks, and decided to give a few items away to show our gratitude. This was the second busiest day of the year, right after the 10 Year Party. **There were 415 people "interested" on Facebook. This event reached 11K people, had 1k views, and 490 responses.**

CAMPAIGNS (one-off)

EXAMPLES OF SOCIAL MEDIA



FACEBOOK EVENT COPY

That's right - we are celebrating our 10 YEAR ANNIVERSARY!!
On December 31st, 2007, Ghost River brewed its FIRST beer. It was called South Main Pale Ale. 10 years later, we're going to brew that beer again - just for you.

Here's what's going down on our 10 Year Anniversary:

- We're only open from 12-8 due to it being New Year's Eve. Trust us, we're a good pregame spot. Just make sure to invite us out afterwards cause we're also good party animals.
- We'll be toasting to the London New Year at 6pm. A free 4oz pour of South Main Pale Ale to all of those in attendance. #LondonCalling
- We'll have Flying Sobies Hen House Food Truck on site for brunch, as we do every Sunday. They'll have their classic fried/smoked Cornish game hens, waffles, and fries.
- We'll have some old swag around the taproom as a throwback to our old logo - cypress tree lovers unite!
- We'll have some new swag as well. Carabiner mugs, commemorative t-shirts, and more. PLUS giveaways every hour.
- Sunday Evening Slowdown will continue from 5-7:30 with host Tiffany Harmon & Crockett Hall. We're bringing back our old songwriter night host Crockett as a guest. We're excited to have these two play together for this special event.

HAPPY NEW YEAR!

TEN YEAR PARTY

The brewery was turning 10 years old to the date on New Year's Eve. We marketed the new and old swag, the new re-released beer, and the celebration of the New Year. This was the busiest day we had in 2017. **There were 263 people "interested" on Facebook. This event reached 10K people, had 883 views, and 314 responses.**

OTHER

OTHER (popular social media posts)

MY FIRST POST:



The taps are ready. Are you?
Grand Opening : November 5th

LIKES: 169
SHARES: 35
COMMENTS: 12



Follow the rainbow and you'll find a pot of Golden Ale. Taproom Hours: Wed: 4-10:30 / Thurs: 4-10:30 / Fri: 4-10:30 / Sat: 12-10:30 / Sun: 12-9.

LIKES: 653



Tomorrow. 2-10:30p. @901selfie on site. @elmerotaco for dinner. @crocketthall for late night tunes (8-10). See you there. #lookforthelantern

LIKES: 159