

Farrell's Daughter Consulting

Marketing & Graphic Design Pitch Deck

What we promise you.

**Customized Support Based On Your
Brand or Organizations Needs**

**Timely Deliverables Based On Your
Brand or Organizations Campaigns**

**Clear Communication So
You Are Never In The Dark**



Contractor Contact
Trish Bernard
consultant@farrellsdaughter.com

About the Owner

Team Lead & Main Contact

My name is Trish, and I own Farrell's Daughter Consulting. As the Lead Marketing Strategist and Creative Director, I'm supported by a team of exclusively female subcontractors. Together, we execute digital marketing and branding strategies through a simplified process, aimed at helping brands make an impact.

My transition from a freelance graphic designer and virtual assistant into owning a full-fledged marketing agency was driven by the realization that my clients required more comprehensive support. My academic background includes a Bachelor of Science in Sociology, which informs my business approach through insights into human behavior and communication. This understanding enables me to craft personalized solutions tailored to each client's unique needs.

[Learn More & View My Resume](#)



@farrellsdaughter

About Your FDC Team

Farrell's Daughter Consulting (FDC) is a full-service agency specializing in marketing, process development, partner outreach, and graphic design. We simplify strategies into clear, actionable steps, empowering **solopreneurs**, mission-driven **brands**, and **nonprofits** to share their stories effectively. Through innovative strategies, compelling storytelling, and visually stunning designs, we help organizations forge meaningful connections, inspire trust, and achieve their goals. At FDC, we're dedicated to driving success through teamwork, authentic communication, and lasting impact.

FDC Team Contact Information

4849 Greenville Ave Suite 100
support@farrellsdaughter.com
214-228-2636

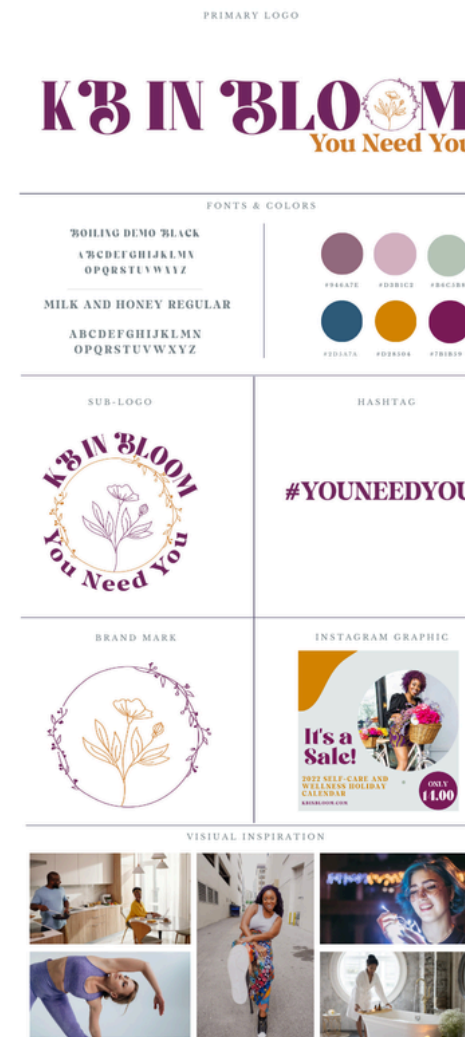


Client Love + Work Examples

I wish I could give this business 10 stars. There was no fuss, no confusion, no hassle. I presented my ideas and Farrell's Daughter DELIVERED. I will use Farrell's Daughter time and time again. The creative genius that delivers intricate work, it's like she's reading my mind. There are few consultants that just "get" your vision and she's one of them. Mind blown with the overall clean finish of my company's logo. You will not be disappointed.

Kebrena B.

@farrellsdaughter



Problem Solving & Solution Driven

At Farrell's Daughter Consulting, we specialize in delivering customized marketing and graphic design solutions tailored to meet the unique needs of your brand or organization. Whether you're a solopreneur, small business, or nonprofit, we act as your fractional marketing team, offering part-time support that feels like a full-scale corporate solution.

Our approach is research-driven and collaborative, ensuring you're always in the loop. We solve tech challenges, streamline workflows, and design strategies with your goals and target audience in mind. From branding to project execution, we handle the details so you can focus on what you do best. With FDC, your brand or nonprofit doesn't just grow—it thrives on a scale that feels monumental.

About FDC's Approach & Timelines

Our approach is methodical, step-by-step, and tailored to ensure that each task is aligned with your mission, vision, and goals. By breaking down the work into clear phases and milestones, I ensure transparency, efficiency, and high-quality results. Below is my detailed methodology and timeline for delivering your campaign needs.

Tools and Communication

- Project Management: All tasks will be tracked and managed using Trello for seamless client communication and updates.
- Monthly or Biweekly Client Meetings: Regular updates will be provided to review progress, address feedback, and adjust strategies.
- Task Timelines: Admin task (3-6 days per page/task), Graphic design (14 days based on complexity), Website design (30 days based on complexity).
- Clients on retainer receive unlimited email and chat support Monday - Friday between 10:00 am and 6:00 pm CST.

Client Love + Work Examples

"Trish is prompt, efficient, and results-driven. I can always depend on her to proactively look for ways to solve a problem before it gets to me. This is a value-add when you are running a business."

Tracey Knight



Who WE ARE
Tracey Knight Consulting (TKC) is a training ground for individuals who strive for greatness. We provide simple, entertaining, and unforgettable learning experiences to help you Master the Game of Life and Leadership.

Our philosophy is that life and leadership are a game to master. To win, you must find and live from an unchangeable center that can withstand the inevitable and ever-changing circumstances in your personal and professional lives...and at the same time, enjoy every-minute of every-experience along the way. This is Self-Mastery!

WHAT WE DO
TKC is taking a unique approach to learning and leadership. My Self Mastery Center (MSMC) offers immersive in- person and virtual training, coaching, conferences, and Game Day experiences to A.R.M. you in the skillful A.R.T. of Principle-centered Leadership and Emotional Intelligence which has been proven to matter 2 times as much as IQ when assessing the quality of a leader.

As we disrupt and replace ineffective habits, your personal power and self-confidence will skyrocket, and so will the caliber and effectiveness of your leadership at home, work and in the community.

WHAT SETS US APART
TKC likes to SPICE™ things up and make the journey to greatness fun. Edutainment is the driving spirit behind our immersive, world- class training and coaching experiences. The SPICE™ Experience is our revolutionary method that uses a creative, real-world application to disrupt and replace ineffective patterns. This proven technique has empowered and helped thousands of individuals see a remarkable transformation in their career, relationships, and lifestyle – and it can help you too.

The S.P.I.C.E. Experience

- S**IMPLE
- P**ATTERN DISRUPTIVE
- I**MMERSIVE
- C**REATIVE
- E**MPOWERING

myselfmasterycenter.com info@iamtraceyknight.com traceyknightconsulting.com



I AM TRACEY KNIGHT
TAKE BACK ... TRANSFORM ... AND WIN AT YOUR OWN LIFE!

It's time to Master Your Life!™

\$750 per session for 3 sessions

\$1500 per session for 6 sessions

\$2250 per session for 9 sessions

Master Your Life Coaching Program (MYL) is designed to A.R.M.™ you for greatness as a Principle-centered leader/entrepreneur. We do this by increasing your Emotional Intelligence (EI) while uprooting the mental/emotional fears and barriers that are standing in the way.

ARE YOU TIRED OF FALLING SHORT OF YOUR GOALS?

Live One-on-One Personal Coaching
50 Minute Sessions \$250 per session

VIRTUAL Using any device | **FLEXIBLE** Accommodates your busy schedule | **AFFORDABLE** Payment plan available*

WWW.IAMTRACEYKNIGHT.COM

Pay in full at time of registration and get 10% off any package.*



Darryl Chappell
Founder, Chairman & CEO



Emmanuel Kayode
Officer, Treasurer



Royal Alley-Barnes



Trish Bernard



John Guass Jr.



Ralph Johnson



Nadia Sulayman



Karr Washington

A Passion for Serving Underrepresented Groups

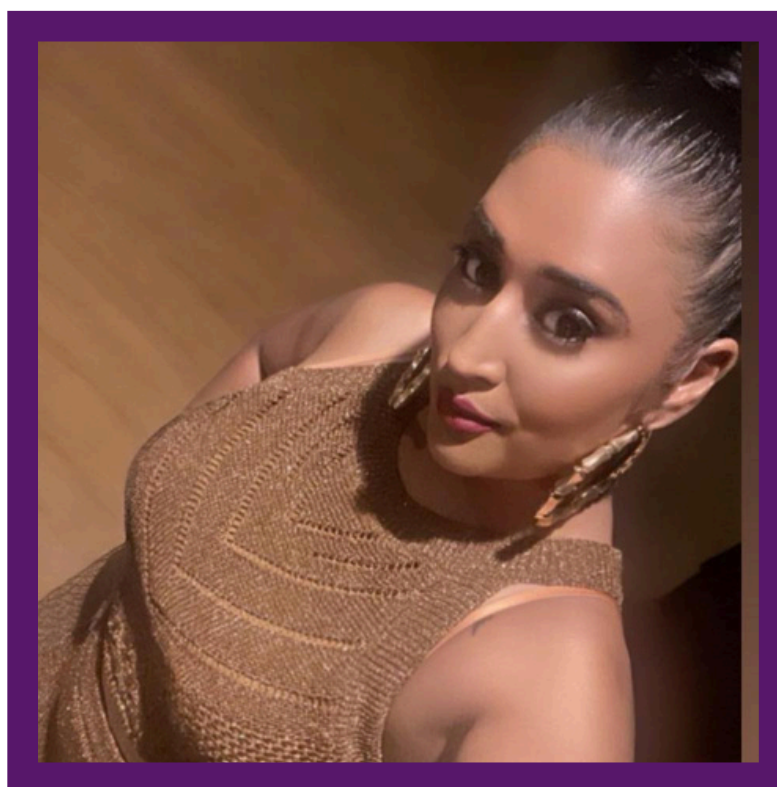
As a proud **board member** of the Darryl Chappell Foundation, I am honored to support a mission that empowers Afrodescendant artists to achieve their highest potential.

The mission of the Darryl Chappell Foundation is deeply rooted in the belief that art has the power to transform individuals and communities. By providing artists with the resources and freedom to create, we are enabling them to bring new perspectives and visions to the world.

My volunteer board director term started in 2024 and ends 2026.

[Learn More](#)

References & Client Love



Trish is an exceptional brand consultant—professional, efficient, and hands-on with every project. She provides tailored solutions, values client feedback, and goes the extra mile to support new entrepreneurs.

Shalini S.
916-532-0714
Beauty Brand



I cannot say enough about the support she provides for my business not only as a marketing expert but also from a business advisory perspective. Trish has been outstanding to work with. I would recommend her to any small business looking to take their marketing, and overall business, to the next level.

Amirh D.
510-932-7163
Coworking Space & Preschool



Trish is very professional and efficient! She is very patient and very detailed! I would definitely recommend her! Quality work and support.

Tamara M.
860-593-3709
Hair Salon



Trish has helped my company with marketing and provided invaluable teaching along the way. Farrell's Daughter Consulting delivers outstanding quality and business growth support, no matter the industry.

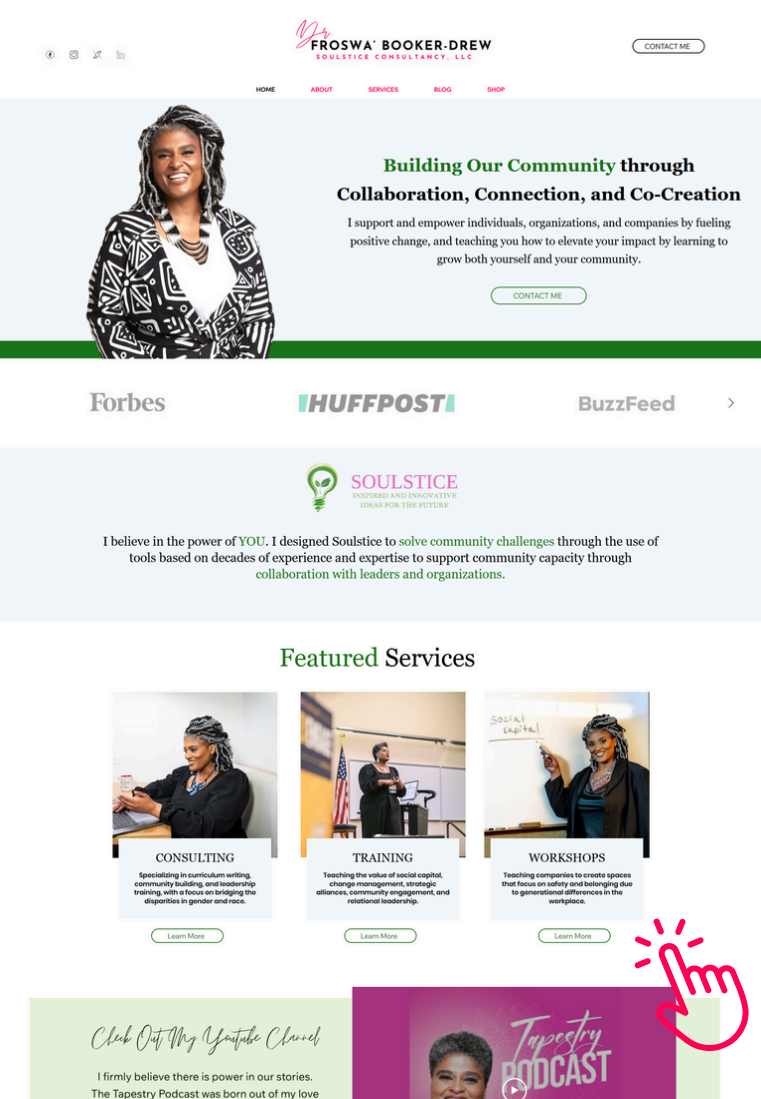
Yeshua H.
972-900-3700
Tech Brand

Featured Offerings

Brand Photography



Web & Graphic Design



Marketing Solutions



1on1 Training

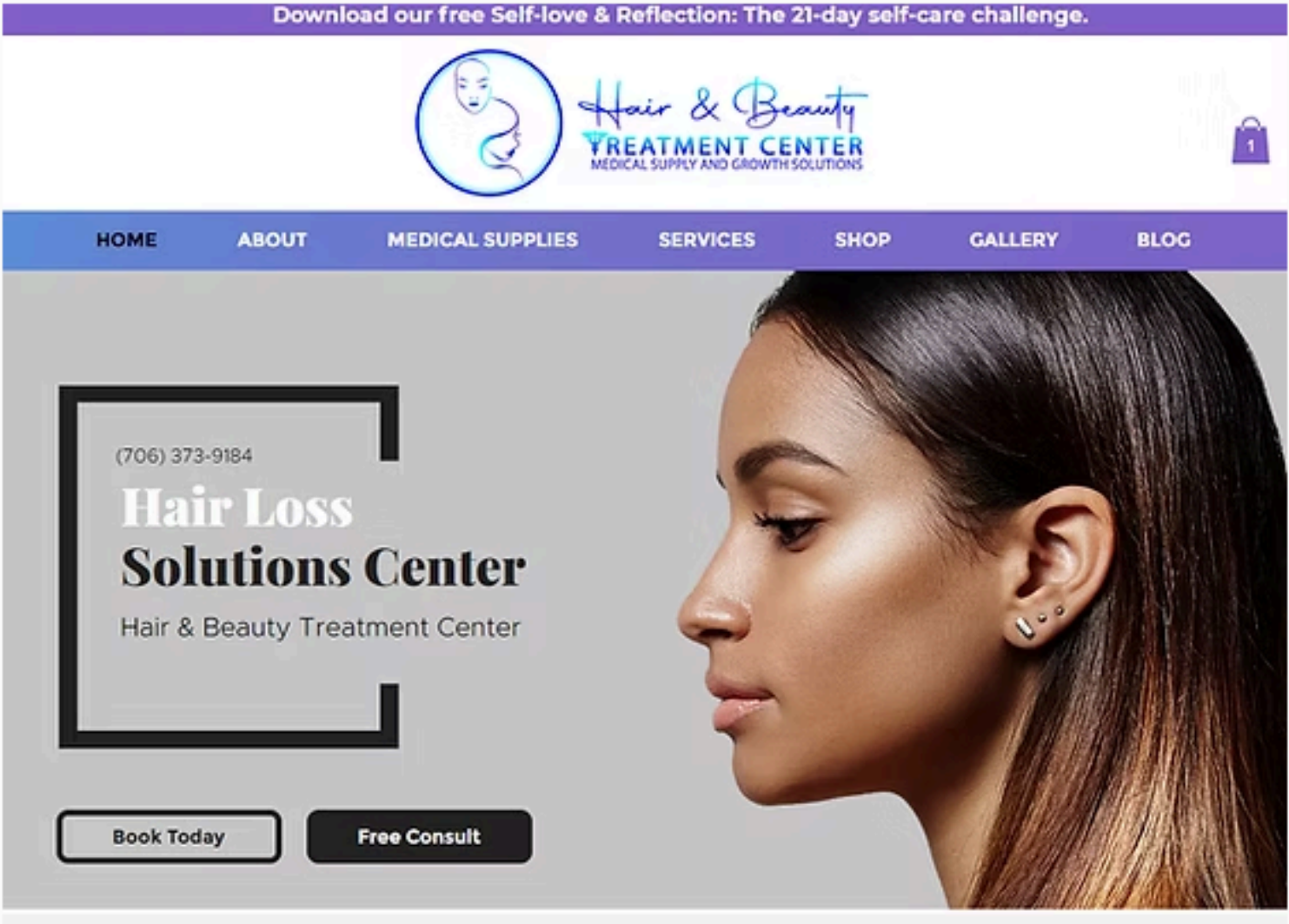


Projects

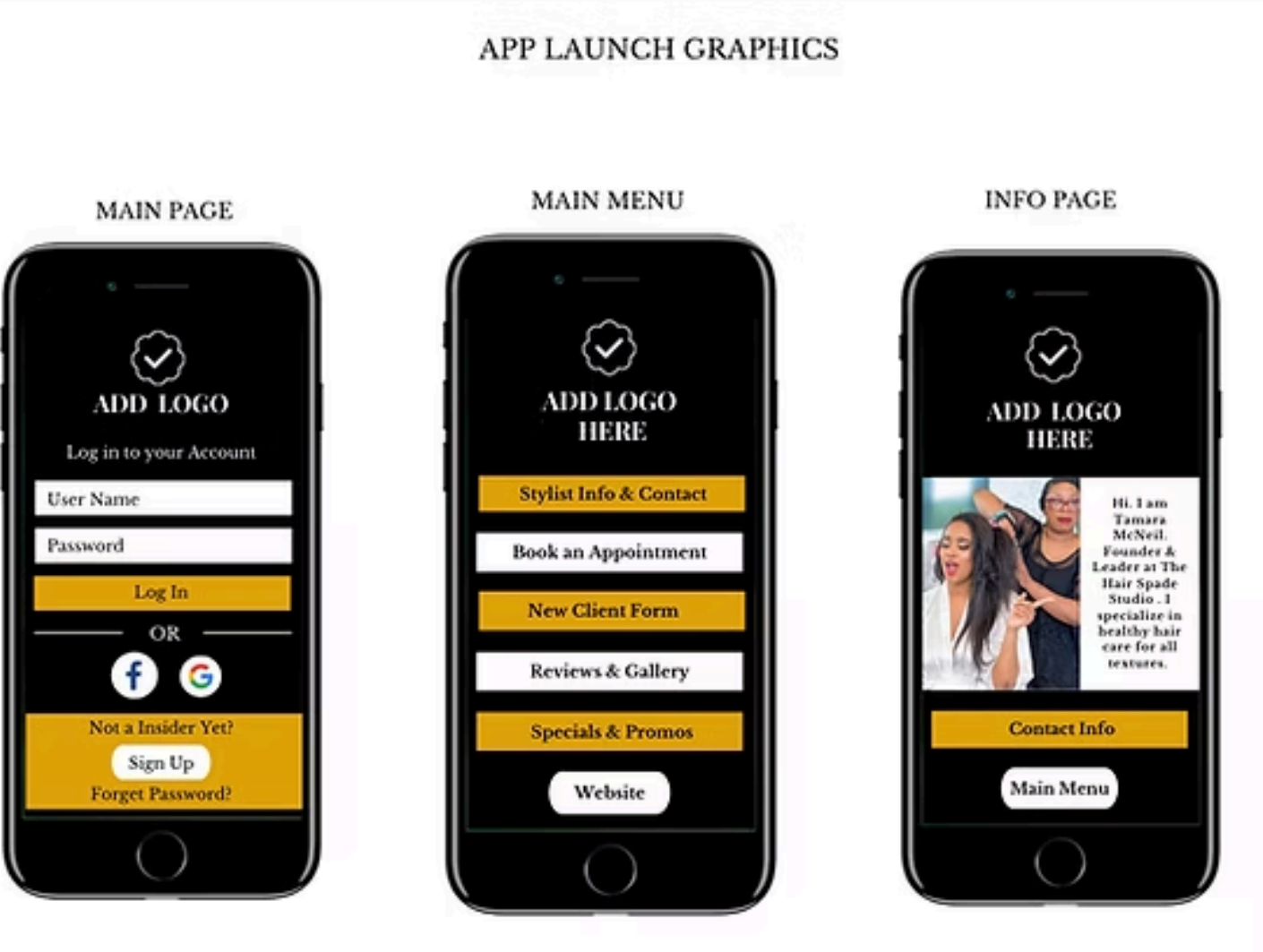


More Work Examples

Portfolio



WEBSITE PORTFOLIO



DESIGN PORTFOILO

What a great company to work with! Trish created the perfect social graphics for my brand with so much attention to detail. Highly recommended!

-Dianne Duckett

**LEARN MORE
& GET STARTED**

VISIT MY WEBSITE

BOOK A FREE CALL