

LENA ROBIN BERCHIELLI

Portfolio

WRITING
MARKETING
MULTIMEDIA
COMMUNICATIONS



[HTTPS://THELENAROBIN.COM/PORTFOLIO](https://thelenarobin.com/portfolio)

ABOUT ME

I love helping organizations and businesses share what makes them unique, connect with their communities, and create communications that people genuinely enjoy reading, watching, and engaging with.



INDUSTRIES I HAVE WORKED IN:

- nonprofit
- Healthcare
- Education
- Entertainment
- Business
- Community Organizations

I am a communications and marketing professional with experience helping small businesses and organizations connect with the people they serve through clear, engaging, and purposeful communication. My work has taken me across nonprofit, healthcare, education, entertainment, business, and community organizations, where I've developed strategic communications, multimedia content, digital campaigns, and branded materials that inform, engage, and inspire.



What I enjoy most is taking complex ideas and turning them into stories people can understand and connect with. Whether I'm collaborating with leaders, developing a communications strategy, writing a press release, designing a presentation, creating visual content, or promoting a community outreach project, I love bringing ideas from concept to completion. At the end of the day, I enjoy creating communications that help people understand, connect, and then, take action.



Non-Profit Communications

Project

Foundation Hope Ayiti rebrand and multilingual website development.

Objective

Strengthen the organization's brand, improve global accessibility, and support donor and community engagement.

My Role

Brand strategy, website design and development, stakeholder collaboration, fundraising communications, writing, editing, and graphic design.

Highlights

- Re-established the organization's branding and visual identity.
- Developed a website available in four languages.
- Supported fundraising campaigns for multiple community initiatives.
- Created consistent messaging across digital communications.

Website available in English, French, Spanish, and Creole.

Planting Seeds of Positive Change

Onè. Respè" traditional Ayitian greeting meaning,
"Honor. Respect."



Testimonials

... Ms. Berchielli has played a critical role in re-aligning and developing our foundation's communication strategy, website and social media content, including the creation of targeted messaging on various platforms to support our fundraising team. Ms. Berchielli has been conscientious, intuitive, and inquisitive in her approach to gathering the necessary data from myriad resources to guide our rebranding process.

Foundation Hope Ayiti

is the U.S. based fundraising arm of Fondation Espoir, a nonprofit dedicated to improving the lives of children and families in Haiti through education, healthcare, and community development. The organization wanted to strengthen its identity, expand its online presence, and better connect with donors, volunteers, and community partners.



Press Release

Highlights

- Created media-ready release.
- Developed supporting communications.
- Maintained consistent organizational messaging.

Project

Community Outreach Campaign.

Objective

Pet adoption initiative and increasing awareness.

My Role

Writing, editing, layout, stakeholder collaboration.



FOR IMMEDIATE RELEASE

Media Contact: Deven Soto (text ok)
Director, Good Karma Pet Rescue
(561) 699-9399
deven.soto@goodkarmapetrescue.org

365 Days of Waiting: Lyla, the Pup Who Refuses to Give Up on Love

BOYNTON BEACH, FL — On July 5th, while many were still celebrating fireworks and freedom, one Good Karma pup quietly marked a very different kind of milestone: **one full year** back in rescue, **still waiting for a home to call her own**.

Meet **Lyla**—a five-year-old white mixed breed pup with a heart the size of Florida and a tail that never stops wagging, even after all she's been through.

Lyla's journey hasn't been an easy one. Originally adopted from [Good Karma Pet Rescue of South Florida \(GKPR\)](#) in 2022, she somehow ended up in the care of a beloved local dog trainer. Tragically, that trainer passed away unexpectedly, and Lyla was one of ten dogs found in the home. The only reason Good Karma could step in was because she had once been part of our rescue family.

Good Karma Volunteers searched for her adopter. They called. They emailed. They waited.

They never heard back.

That was **365 days ago**.

And in that year, not one single adoption application came in for Lyla. Unbelievable, as she is such a fantastic dog.

"Her bags have been packed for a year," said a Good Karma volunteer. "A whole year—waiting by the door for someone who never came."

But Lyla hasn't lost hope. She's never stopped smiling, tail wagging at every volunteer and visitor like they just walked on stage at her personal welcome party.

go by unnoticed, we decided to do
Day—a full day where the answer to
o splash time in the pool. "Yes" to car
her job. (And frankly, she's quite good

ul **"YES"**, it's Lyla.

ome. She's playful, affectionate, and
pounds, she's the perfect mix of
s well on leash, is house-trained, and
e's dog-friendly (no cats, please) and
o helping her shine.

ole gave up on her," said her foster
ust need someone out there to believe

in your heart for a loyal companion,

eserves a **forever home**.

[karmapetrescue.org](#).

nsider **sharing Lyla's story**—

OP BOX OF VIDEOS

la:
outh Florida is one of the largest pet
000 dogs & cats were rescued and
ster, adoption, and transport programs
0 people. Beyond just adoptable
help terminally ill and unadoptable
; and pet parents in need of
fordable routine veterinary care through our Good Karma Pet Clinic.

heir philosophy resonates in its work - believing "Good Karma is earned by those who
elp animals in need".

you are passionate about animals and want to help Good Karma save more lives, visit
www.goodkarmapetrescue.org

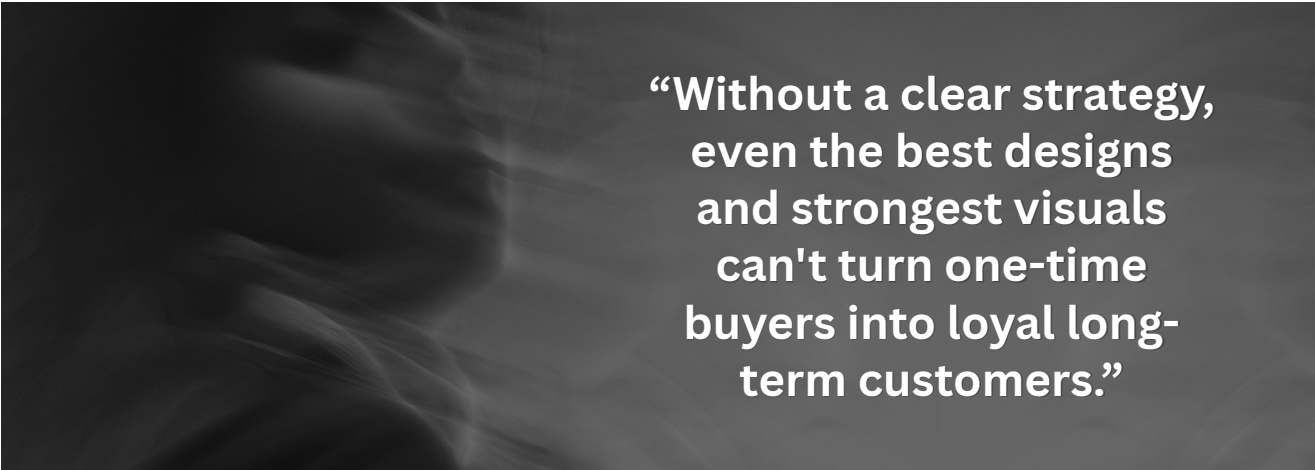
<https://thelenarobin.com/press-releases>

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Writing & Editorial Content



“Without a clear strategy, even the best designs and strongest visuals can't turn one-time buyers into loyal long-term customers.”

Strategy is Power: Building Stronger Brands That Lasts

By Lena Robin Berchielli
April 28, 2025

Recently, I met a talented graphic designer who decided to launch her own clothing line for skateboarders. She had all the right ingredients, or so it seemed. Her designs were edgy and authentic, she understood the culture and language of skaters, and her visual branding was on point.

Yet, there was a problem. While she had mastered the creative side of branding, she had no idea how to run or market her business. She didn't know how to reach her ideal customer (beyond pop-up shows at festivals), set clear goals and timelines, or build repeat buyers through her branding. Her audience loved the designs, but sales quickly stalled.

Why? Because a proper business and marketing plan were missing. Without a clear strategy, even the best designs and strongest visuals can't turn one-time buyers into loyal long-term customers. That's where strategy becomes the power that transforms a passion project into profit.

Why Strategy Matters More Than You Think

Business growth, customer loyalty, and industry recognition don't happen by accident. They are the result of knowing exactly who you are, who you serve, and how you are going to fill their need or want. Without a strategy, even the most creative marketing campaign can fall flat.

When I start working with a new client, I always begin by asking a few essential questions:

- What is your goal here?
- What do you want out of this?
- Who is your ideal client?
- Who are you as a brand?
- Who is your competition?

At first, most businesses believe they know the answers. Typically, I hear responses like: “We want to grow our business,” “We want to make more money,” “Everyone is our potential client,” or “We are the premier [industry] company.”

While these answers sound good, on the surface, they don't provide the clarity and depth needed to build a brand that truly stands out. To grow your business, expand your customer base, and become the go-to name in your industry, you have to dig deeper. You need to understand how to differentiate yourself from competitors in a crowded market. Surface-level answers won't drive strategic marketing, meaningful growth starts with defining who you are at your core.

Nailing down the true goals of a business is often more complex than it seems. In many cases, business owners and managers are.... [Read more at https://thelenarobin.com/blog](https://thelenarobin.com/blog)

Project

Editorial & Thought
Leadership Writing

Objective

Develop informative, engaging articles that educate readers, build organizational credibility, and translate complex business and marketing concepts into clear, actionable insights.

My Role

Researched, wrote, edited, and optimized long-form articles focused on marketing strategy, branding, business growth, sustainability, and wellness topics for digital publication.

Highlights

- Authored SEO-informed feature articles and educational content.
- Translated complex concepts into engaging, reader-friendly language.
- Combined research, storytelling, and strategic messaging.
- Wrote content supporting brand awareness and audience engagement.



Executive Presentation & Educational Content

Project

Research-Based Presentation Design



Objective

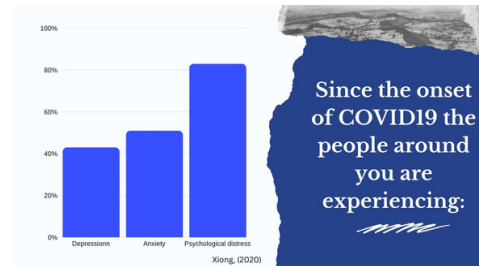
Develop a visually engaging educational presentation that translated emerging psychological research into practical workplace guidance, helping professional audiences understand the impact of COVID-19 on employee well-being and organizational communication.

My Role

- Conducted research and synthesized complex information
- Wrote and organized presentation content
- Designed the visual identity and slide layout
- Created charts, graphics, and supporting visuals
- Developed a presentation that balanced research, storytelling, and audience engagement

Highlights

- 23-slide professionally designed presentation
- Translated complex psychological research into accessible content
- Created branded visual assets and presentation graphics
- Combined research, messaging, and design into a cohesive educational resource
- Supported executive education and workplace training initiatives



Discuss: psychological manifestations of the Covid-19 Pandemic and some of the ways they impact the workplace.

Identify: various options for addressing these sensitive dynamics with individuals within your organization to assist you, your employees and your business.

Building the Case for Mindfulness

A Sense of Control

is a central part of psychological well-being

AUTONOMY & MOTIVATION	MASTERY	SENSE OF PURPOSE
Do what is meaningful and recognize the reason for participating.	Develop your own unique abilities.	Maintaining commitment keeps us invested.

What are affects of the Pandemic on attorneys in the workplace?

- Reliability of staff
- Loss of team integrity/support
- Impact on goals
- Financial impact
- Changes in how one engages with clients, the courts and other professionals

What are variables you notice?

Who is most affected? Why?

1. Extra responsibilities,
2. Perception of threat, risk of contagion, and lack of safety
3. Unknown vs. infobesity (social media and news)
4. Stigma and social exclusion
5. Financial loss and job insecurity

Resetting Techniques

- Soothing Sounds
- Mental Shower
- Relaxing Imagery
- Doorway Breaths



Integrated Social Media & Promotional Campaigns

Project

Developed integrated promotional campaigns that strengthened The Nail Fairy's whimsical brand identity while increasing customer engagement, driving sales, and building a loyal online community through coordinated social media, seasonal promotions, and VIP marketing initiatives.

Objective

Create memorable, visually consistent campaigns that encouraged customer engagement, supported product launches and seasonal promotions, and strengthened long-term relationships through exclusive offers and community-focused marketing.

My Role

- Developed campaign concepts from strategy through execution.
- Designed branded social media graphics, promotional materials, and seasonal marketing campaigns.
- Wrote marketing copy and calls to action tailored for multiple digital platforms.
- Planned and managed promotional calendars supporting product launches, VIP events, and holiday campaigns.
- Maintained a consistent visual identity and storytelling approach across digital communications.



Highlights

- Created cohesive seasonal campaigns that reinforced a distinctive fairy-themed brand identity.
- Designed promotional graphics supporting product launches, sales events, and VIP community initiatives.
- Developed exclusive VIP campaigns that encouraged repeat engagement and customer loyalty.
- Combined storytelling, photography, graphic design, and persuasive copywriting into integrated digital campaigns.

Marketing Communications Materials

Project

Audience-Focused Marketing Communications

Objective

Develop cohesive marketing materials that strengthen brand recognition, communicate services clearly, and engage diverse audiences through consistent messaging and visual design.

My Role

Developed communication strategy, copywriting, graphic design, branding, layout, audience segmentation, print-ready production, and marketing collateral for multiple outreach initiatives.

Highlights

- Designed brochures, flyers, and promotional materials for therapy services, workshops, and professional programs.
- Tailored messaging and visual design for consumer, professional, and organizational audiences.
- Maintained consistent branding across print and digital communications.
- Combined persuasive copywriting with audience-centered design to support outreach and engagement.



**CONNECT.
TRANSFORM.
THRIVE.**

**Helping Individuals and Couples Build Stronger
and Healthier Relationships**

Whether you are navigating stress, anxiety, depression, or life and relationship challenges, therapy offers a safe, space to create an effective plan forward.

Individual Therapy

Find a sense of peace, confidence, and clarity.

Couples & Relationship Therapy:

Reconnect with understanding, empathy, and trust.

Contact Dr. Abdo at:

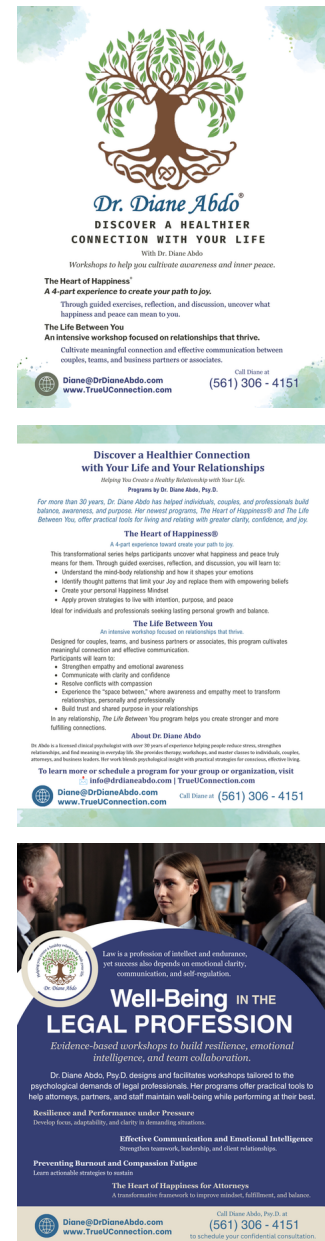
(561) 306 - 4151

www.DrDianeAbdo.com
Diane@DrDianeAbdo.com

Therapy is a partnership.
Every individual and couple has a unique story. Dr. Abdo tailors each session to your personality, pace, and goals, combining insight with actionable steps to help you move forward with confidence.

Helping you create a healthy relationship with your life.

Dr. Diane Abdo



Dr. Diane Abdo®
**DISCOVER A HEALTHIER
CONNECTION WITH YOUR LIFE**

With Dr. Diane Abdo.

Workshops to help you cultivate awareness and inner peace.

The Heart of Happiness®
A 4-part experience to create your path to joy.

Through guided exercises, reflection, and discussion, uncover what happiness and peace can mean to you.

The Life Between You
An intensive workshop focused on relationships that thrive.

Cultivate meaningful connection and effective communication between couples, teams, and business partners or associates.

Call Diane at (561) 306 - 4151

**Discover a Healthier Connection
with Your Life and Your Relationships**

Helping You Create a Healthy Relationship with Your Life.

Programs by Dr. Diane Abdo, Psy.D.

For more than 30 years, Dr. Diane Abdo has helped individuals, couples, and professionals build balance, awareness, and purpose. Her newest programs, *The Heart of Happiness* and *The Life Between You*, offer practical tools for living and relating with greater clarity, confidence, and joy.

The Heart of Happiness®
A 4-part experience to create your path to joy.

This transformational series helps participants uncover what happiness and peace truly means for them. Through guided exercises, reflection, and discussion, you will learn to:

- Understand the mind-body relationship and how it shapes your emotions
- Identify thought patterns that limit your joy and replace them with empowering beliefs
- Create your personal Happiness Mindset
- Apply proven strategies to live with intention, purpose, and peace

Ideal for individuals and professionals seeking lasting personal growth and balance.

The Life Between You
An intensive workshop focused on relationships that thrive.

Designed for couples, teams, and business partners or associates, this program cultivates meaningful connection and effective communication. Participants will learn to:

- Strengthen empathy and emotional awareness
- Communicate with clarity and confidence
- Resolve conflicts with compassion
- Experience the "space between" when awareness and empathy meet to transform relationships, personally and professionally
- Build trust and shared purpose in your relationships

In any relationship, *The Life Between You* program helps you create stronger and more fulfilling connections.

About Dr. Diane Abdo

Dr. Abdo is a licensed clinical psychologist with over 30 years of experience helping people reduce stress, strengthen relationships, and find meaning in their lives. She provides therapy, coaching, and master classes in workshops, seminars, and business leaders. Her work blends psychology with practical strategies for emotional, effective living.

To learn more or schedule a program for your group or organization, visit info@drdianeabdo.com | TrueUConnection.com

Call Diane at (561) 306 - 4151

**Well-Being IN THE
LEGAL PROFESSION**

Evidence-based workshops to build resilience, emotional intelligence, and team collaboration.

Dr. Diane Abdo, Psy.D. designs and facilitates workshops tailored to the psychological demands of legal professionals. Her programs offer practical tools to help attorneys, partners, and staff maintain well-being while performing at their best.

Resilience and Performance under Pressure
Develop focus, adaptability, and clarity in demanding situations.

Effective Communication and Emotional Intelligence
Strengthen teamwork, leadership, and client relationships.

Preventing Burnout and Compassion Fatigue
Learn actionable strategies to sustain.

The Heart of Happiness for Attorneys
A transformational framework to improve emotional, intellectual, and balance.

Call Diane Abdo, Psy.D. at (561) 306 - 4151 to schedule your confidential consultation.



Branding

Project

Comprehensive Brand Refresh & Digital Communications

Objective

Refresh the practice's brand identity and create a consistent, welcoming presence across all communications. The project focused on strengthening the visual brand, improving the website experience, and developing engaging content that clearly communicated the practice's philosophy and services while building trust with current and prospective clients.

My Role

- Led the complete rebranding of the practice across digital and print communications.
- Designed and developed the website, including content strategy, writing, editing, and graphic design.
- Created branded social media graphics and educational content to reinforce key messaging and audience engagement.
- Developed a cohesive visual identity, including typography, color palette, imagery, and communication standards.
- Collaborated directly with the practice owner to translate clinical concepts into clear, approachable messaging.



DIANE ABDO, PSY.D., P.A.

Helping you create a healthy relationship with your life!



DIANE ABDO, PSY.D., P.A.

Licensed Psychologist

Facilitator of support to aid you on your life's journey.



Empower yourself to be the best version of you.



Learn to support each other while growing together.

BRING BALANCE TO YOUR LIFE



Highlights

- Established a consistent brand identity across the website, social media, and marketing materials.
- Designed educational graphics that transformed complex psychological concepts into accessible, engaging content.
- Created a cohesive digital experience that reflected the practice's mission and professional expertise.
- Strengthened the practice's online presence through strategic messaging, visual storytelling, and user-focused design.
- Crafted targeted landing pages to support specialized programs, campaigns, and audience engagement initiatives.



Brand Identity Systems

Project

Brand Identity & Logo Development

Objective

Create distinctive visual identities that communicate each organization's mission, strengthen brand recognition, and provide a consistent foundation for marketing and communications.

My Role

Developed brand strategy, logo concepts, typography, color palettes, and visual identity systems that supported websites, presentations, publications, social media, and marketing collateral.

Highlights

- Designed original logos and brand identities for businesses, authors, and wellness programs.
- Created scalable visual assets for print and digital communications.
- Established cohesive branding used across websites, presentations, promotional materials, and social media.
- Balanced creativity with strategic messaging to create memorable, audience-focused brands.



Dr. Diane Abdo





Visual Storytelling Through Photography

Project

Visual storytelling through photography to support communications, marketing, community engagement, websites, publications, presentations, and social media.

Objective

Capture authentic, engaging images that communicate a story, document community experiences, and strengthen organizational messaging across digital and print communications.

My Role

Concept development, photography, photo selection, composition, editing, and creation of visual content supporting marketing, community outreach, websites, presentations, publications, and social media.



Community • Conceptual Storytelling • Seasonal

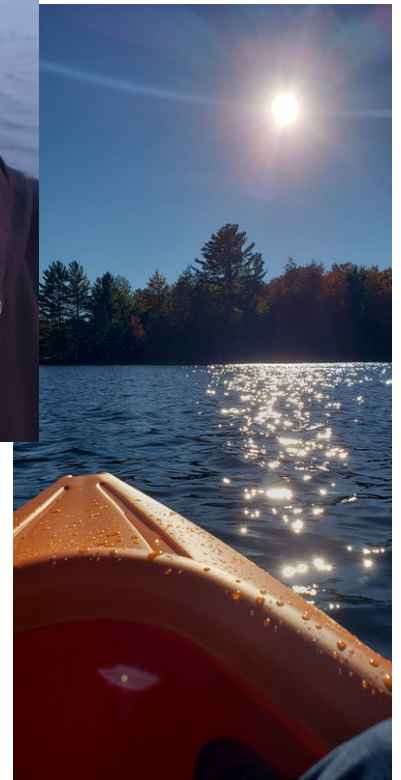


Visual Storytelling Through Photography



Highlights

- Captured authentic images that documented events, community engagement, people, and environments.
- Created photography supporting websites, newsletters, presentations, social media, and marketing materials.
- Produced visual content that strengthened storytelling and reinforced organizational messaging.
- Balanced artistic composition with communications objectives to create meaningful, audience-focused imagery.



Environment • Event • Lifestyle • Portraiture • Activities



Testimonials

The best measure of successful communication is the lasting relationships it creates.

Lena has the rare ability to align with her client's professional purpose and represent them in an accurate and beneficial manner. She captures her client's vision and message and guides them to success.

...she is a gifted wordsmith, able to untangle and re-weave narratives without losing the integrity of the original thread.

Ms. Berchielli applies her abundant leadership skills directly and inclusively, and she works equally well with individuals and in team collaboration.

...Berchielli has been an integral force in the communications and marketing of my companies. She has designed and maintained several of my websites.

Lena's knowledge of SEO, website, and blogging is assisting our guests and attracting new ones from around the country and internationally.

...she has gone above and beyond the parameters of a social media consultant to meet our needs and assist us.

Lena Robin Berchielli
Communications & Marketing Leader