



Pretty yummy things

BRIEF

- **Brand Establishment:** Collaborated in market research to define Pretty Yummy Things' unique selling points, participated in developing a cohesive brand identity, including logo design and brand messaging.
- **Business Launch:** Involved in all aspects of setting up and launching the bakery.
- **Daily Operations:** Implemented efficient systems and procedures to streamline daily operations, including inventory management, scheduling, and customer service protocols.
- **Bespoke Campaigns:** Produced high-quality imagery to showcase products attractively. Attended to creating tailored marketing campaigns to showcase Pretty Yummy Things' offerings, incorporating the latest trends in product styling and visual presentation.
- **Digital Presence:** Engaged in the design and management of an aesthetically pleasing e-commerce website and curated engaging content for social media platforms to attract and retain customers.
- **Event Organisation:** Participated in organising local events such as exhibitions and fairs to increase brand visibility and foster community connections.
- **Financial Management:** Handled invoicing, account reconciliation, and supplier communications to ensure financial stability and smooth operations.
- **Customer Support:** Maintained a responsive customer support line via email, chat, and telephone, while also managing a comprehensive customer database.



"As the founder of Pretty Yummy Things, I am delighted to provide glowing feedback on the exceptional services rendered by Galina in enhancing our brand's online presence. Her adeptness in product photography has brought our delectable treats to life, captivating our audience with irresistible visuals. Moreover, their meticulous attention to detail in designing and managing our e-commerce website has streamlined the customer experience, resulting in increased sales and customer satisfaction. Additionally, her innovative social media campaigns have effectively engaged our audience and amplified our brand's reach. Galina's professionalism, creativity, and dedication have truly elevated our bakery to new heights."

Ellie

Founder, Pretty Yummy Things Ltd.

