

REAL ESTATE DEVELOPMENTS (CURRENT AND RECENT PAST CLIENTS)

REGENCY HOMEBUILDERS- MEMPHIS, TN

- August 2019 - present (currently as needed)
- Logo revisions, website, copy writing.
- Website - <https://newregencyhomes.com/>

MADLINE FARMS - PIPERTON, TN

- Main Street Realtors / Neel Fitzgerald
- August 2017 - present (currently as needed)
- Naming, strategy, branding, web, copywriting, etc.
- Website - <https://madlinefarmsliving.com/>

MAIN STREET REALTY - COLLIERVILLE, TN

- Main Street Realtors / Neel Fitzgerald
- August 2020 - present (currently as needed)
- Strategy, branding, messaging

THE HENRY - CHARLOTTE, NC

- RangeWater Real Estate (formerly Matrix Residential) and Stonehenge Real Estate Group
- August 2021 - present
- Branding, messaging, website, copywriting, etc

ELLA - East Lake - ATLANTA

- Perennial Properties
- August 2021 - present
- Branding, messaging, website, copywriting, etc
- Website - <https://ellaeastlake.com/>

THE WATSON - TAMPA, FL

- Rangewater
- August 2021 - present
- Branding, messaging, website, copywriting, etc
- Website - <https://thewatsontampa.com/>

PANAMA FLATS - PANAMA CITY BEACH, FL

- 360 Residential and RAM
- Feb 2021 - present
- Strategy, branding, collateral, web, copywriting, 3D illustrations/animations, etc.
- Website landing page - <https://panamaflatsapts.com/>

THE VILLAGE - GERMANTOWN, TN (RETIREMENT COMMUNITY)

- Jan 2021 - present
- Strategy, branding, collateral, web, copywriting, digital and traditional advertising, video, photography, etc.
- website - <https://www.village-germantown.com/>

TRIBUTARY RISE - BIRMINGHAM, AL

- RangeWater Real Estate, Novare Group
- June 2021- present
- Strategy, messaging, 3D renderings

PINE 25 - CHARLOTTE, NC

- RangeWater Real Estate /Stonehenge Real Estate Group
- July 2019 - present (currently just hosting)
- Branding, messaging, website, copywriting, etc.
- Website - <https://pine25northend.com/>

THE CITIZEN - MEMPHIS, TN (MIXED USE AND MULTI-FAMILY)

- Belz Enterprises and Harbour Retail, Ram Partners
- October 2017 - present (currently as needed)
- Branding, strategy, marketing, website, collateral, copywriting, signage, etc.
- Backup of website <https://citizen.2dimes.com>
 - Username citizen
 - Password paradigm
- Website - *Sold but link above is the saved website*

ATLANTIC PALMS - TRADITION, FL

- Atlantic Pacific
- August 2019 - 2021
- Strategy, branding, collateral, web, copywriting, etc.
- Website - *Not a Paradigm built site anymore*

WATERTOWER DISTRICT - COLLIERVILLE, TN

- Boyle
- September 2019 - present (on hold)
- Strategy, branding, naming, collateral, web, copywriting, 3d illustrations, etc.
- Website - waiting city approval

THE ARCHER – ACWORTH, GA

- RangeWater Real Estate
- April 2019 – present
- Branding, messaging, website, copywriting, etc.
- *Website* – <https://thearcheracworth.com/>

THE GRAY – TAMPA, FL

- RangeWater Real Estate
- June 2019 – present
- Branding, messaging, website, copywriting, etc.
- *Website* – <https://thegraynoho.com/>

ELE – DALLAS, TX

- RangeWater Real Estate
- April 2020 – present
- Branding, messaging, website, copywriting, etc.
- *Website Landing page* <https://eledallas.com/>

EASTSIDE STATION – AUSTIN, TX

- RangeWater (Matrix Residential)
- September 2017 – Nov 2020 (sold)
- Messaging, website, copywriting, etc.
- *Website – Sold not a Paradigm built site anymore*

THE FALLS – FORSYTH CO, GA

- 360 Residential
- October 2017 – December 2020 (sold)
- Branding, strategy, website, collateral, copywriting, 3D animation, custom photography, illustrations, etc.
- *Website – Sold not a Paradigm built site anymore*

SANIBEL STRAITS – FT MYERS, FL

- 360 Residential / purchased by RangeWater later
- October 2017 – present (currently as needed)
- Branding, strategy, website, collateral, copywriting, 3D animation, illustrations, etc.
- *Website* – <https://sanibelstraitsapts.com/>

THE ARTIZIA – CHARLOTTE, NC

- RangeWater Real Estate
- March 2021 - present
- Strategy, brand direction, collateral, web, copywriting, 3D illustrations/animations, etc.
- *Website* – <https://artistryclt.com/>

THE MAVEN – SUWANEE, GA

- RangeWater Real Estate
- March 2021 - present
- Strategy, web, copywriting, etc.
- *Website – Sold not a Paradigm built site anymore*

THE MASON – INDIAN LAND, SC

- RangeWater Real Estate
- August 2018 - present (currently as needed)
- Strategy, branding, collateral, web, copywriting, etc.
- *Website* – <https://www.masonapts.com/>

TRAVURE – GERMANTOWN, TN (MIXED USE DEVELOPMENT)

- Gill Properties
- August 2017 – present (currently as needed)
- Full-service branding, web, collateral, 3D illustrations, video, copywriting, signage
- *Website* – www.travure.com

THORNWOOD – GERMANTOWN, TN (MIXED-USE WITH MULTI-FAMILY)

- McNeil Commercial, Fogelman Management
- April 2017 – present (currently as needed)
- Full-service branding, web, collateral, 3D illustrations, video, copywriting, signage
- *Website* – www.thornwoodgermantown.com

HAVANA SQUARE -TAMPA, FL

- RangeWater Real Estate
- May 2016 - present (currently as needed)
- Strategy, messaging, collateral, web, copywriting, etc.
- *Website* – www.havanasquaretampa.com

STACKS ON MAIN – NASHVILLE

- St. Clair Holdings/ RangeWater (Matrix Residential)
- May 2015 – August 2021 (recently sold)
- Strategy, branding, collateral, guerrilla marketing, web, photography, interactive sales tool, copywriting, etc.
- *Website – Sold not a Paradigm built site anymore*

SOLANO – MIRAMAR, FL

- RangeWater Real Estate
- October 2017- present (currently as needed)
- Website, copywriting, etc.
- *Website* – <https://solanoatmiramarapts.com/>

PASEO - WINTER PARK VILLAGE, FL

- RangeWater Real Estate
- August 2018 - present (currently as needed)
- Strategy, web, copywriting, etc.
- Website - <https://paseoliving.com/>

GLASGOW – GERMANTOWN, TN

- RangeWater Real Estate
- October 2021- present
- Strategy, branding, web, copywriting, etc.
- Website Landing page - <https://glasgow-germantown.com/>

THE GROVE AT CLERMONT – CLERMONT, FL

- RangeWater Real Estate
- July 2022- present
- Strategy, branding, web, copywriting, etc.
- Website - <https://groveclermont.com/>

ENCORE AT TRADITION – PORT ST LUCIE, FL

- Schmidt Family of Companies/CB Paradise
- Feb 2021 - present
- Web, copywriting.
- Website - <https://encoreattradition.com/>

OTHER RELEVANT CLIENTS/PROJECTS

- Condo Experience:
 - One Beale - Memphis
 - Signature Tower - Nashville
 - Terceira – Destin, FL
 - Dakota Mountain Lodge – Park City, UT
 - Meridian – Destin, FL
- Redfish Village – Grayton Beach, FL – Mixed-Use
- Sweetwater – Hailey, ID – Mixed-Use
- Poag Lifestyle Centers – Mixed-use and retail developer
- RVC Outdoor Destinations – Outdoor destination brand
- Note 16 – Apartment (Stonehenge Real Estate Group, Ram Partners)
- The Chisca – Apartment (Carlisle Corporation)
- Duet – Apartment, Nashville (since sold and website has been changed)
- Artisan on 18th – Apartment, Nashville (since sold and website has been changed)
- West 46th – Apartment, Nashville (since sold and website has been changed)
- EDR (Education Realty Trust) – Now part of Greystar – various projects

THE DARY – MANOR, TX (NEAR AUSTIN)

- RangeWater Real Estate
- June 2022- present
- Strategy, branding, web, copywriting, etc.
- Website – *IN DEVELOPMENT*

THE PROVOST – OLIVE BRANCH, MS

- McNeill Commercial Real Estate
- August 2022- present
- Strategy, branding, web, copywriting, etc.
- Website – *IN DEVELOPMENT*

BUTLER ROW/THE 509 – MEMPHIS, TN (Mixed- Use Development)

- KRN Development
- January 2022 - present
- Strategy, branding, web, copywriting, etc.
- *Early stages of project*

THE WATERTOWER DISTRICT– COLLIERVILLE, TN (Mixed- Use Development)

- Boyle Development
- January 2020 - present
- Branding, messaging, signage, 3D illustrations and animations.
- *Early stages of project*

RESTAURANTS (CURRENT AND PAST CLIENTS)

- **Abner's Chicken** – website in early design/dev, rebrand, brand assets, mockups,
- **Bain's Barbeque** - Underway - brand strategy, brand design, brand assets, headlines/copywriting, interior environmental graphics, menu design, digital ads
- **Billie's Pecans** – website, brand strategy, rebrand, brand assets, headlines/copywriting, packaging design, photography
- **Bonfire Pizza** – brand strategy, naming, brand design, brand assets, headlines/copywriting, interior environmental graphics, menu design, digital ads
- **Flat Hat/Hook Point Brewery** – website, social media, digital ads, brand strategy, brand design, brand assets, headlines/copywriting, interior environmental graphics, photography, video, traditional advertising, all can design, etc.
- **Grata Grill** - branding
- **Jax & Juleps** – rebrand and environmental design (project later branded as Venice Kitchen)
- **Holiday Deli** – website, graphic design, brand assets, advertising, photography, menu design
- **Humdingers** – Underway - brand strategy, brand design, brand assets, headlines/copywriting, interior environmental graphics, menu design, digital ads, website, etc.
- **Levee Creamery** – brand development, signage, and environmental design input.
- **Pyros Pizza** – website, social media, brand strategy, naming, branding, brand assets, headlines/copywriting, environmental design, advertising, photography, menu design
- **Venice Kitchen / Old Venice** – website, social media, brand strategy, naming, headlines/copywriting, branding, brand assets, environmental design, advertising, photography, menu design
- **Wolf River Brisket** – branding and signage, menu design

Other (partial list)

- **Allure Bridal** – website, brand assets, headlines/copywriting, development and maintain - *gets over 1million visits per month* and has partnership with Disney.
- **Arrow Creative** – website, brand strategy, naming, branding, advertising, environmental design, collateral, headlines/copywriting, photography, video
- **Bellano Dental** – website, social media, digital advertising, brand strategy, branding, brand assets, headlines/copywriting, digital and traditional advertising, photography, video, collateral
- **Bella Vita** - brand strategy, re-branding, environmental design, packaging design, headlines/copywriting, photography, video, collateral
- **Buff City Soap** – website, social media, digital advertising, brand strategy, naming, branding, environmental design, headlines/copywriting, photography, video, collateral
- **Dixon Gallery & Gardens** – website (in development), brand strategy, headlines/copywriting
- **Linkous Construction** – website, brand strategy, branding, headlines/copywriting, collateral design
- **Miestro Home Integration** – website, social media, digital advertising, brand strategy, brand assets, naming, branding, headlines/copywriting, traditional advertising, photography, video
- **Perkins and Everitt Lighting** – website (in design/dev), brand strategy, branding, headlines/copywriting, environmental graphics underway
- **RBR Enterprise** – website, digital advertising, brand strategy, brand assets, headlines/copywriting, traditional advertising, photography, video, collateral
- **Regency Homebuilders** – website, brand strategy, brand assets, headlines/copywriting

- **Reynolds Bone & Griesbeck** – website, brand strategy, rebrand, brand assets, headlines/copywriting, photography, collateral
- **Semmes Murphey** – website, social media, digital advertising, brand strategy, rebrand brand assets, headlines/copywriting, traditional advertising, photography, video, collateral
- **The Pet Hospitals** – website, digital advertising, brand strategy, rebrand, brand assets, headlines/copywriting, environmental graphics, traditional advertising, photography, video, collateral
- **YMCA of Memphis** – website (in design), brand strategy, brand assets, headlines/copywriting, digital and traditional advertising, photography, video, collateral

EXAMPLES OF 3D/VIDEO WORK (Click Links Below)

3D Based:

[The Falls at Forsyth](#) - 3D Video Tour - Apartments in GA

[The Falls - VR Tour](#) - Apartments in GA

[Sanibel Straits - 3D Video Tour](#) - Apartments in FL

[Watertower district](#) - created to help them get approval for the project

[VR Tour - Loft](#) - Created for example purposes

[3D Stills](#) - from a number of different projects

[Note 16](#) - Nashville Apartments

[Artisan on 18th](#) - Nashville Apartments

[Boise State Honors College](#) - Student Housing

[West 46th - Video Tour](#) - Apartments in Nashville, TN

[3D Video Demo](#) - compilation of projects

Live Action Videos (Can send more, just a few):

[The Citizen](#) - Apartments in Memphis, TN

[Carrington at Schilling Farms](#) - Apartments in Collierville, TN

[Brand Video](#) - Paradigm Marketing and Creative

[Video Demo Reel](#) - compilation of projects footage