



About Deep Fried Creative Inc.

Serving up Hot and Spicy Ad Media.

Deep Fried Creative was founded by Adam Feldhousen in historic Washington, North Carolina in 2012. As a full-service agency dedicated to providing a full menu of advertising solutions, the agency serves a diverse range of clients and industries. Our award-winning recipe for success involves maximizing resources and using your advertising budget effectively. Our ingredients will keep your target audience coming back for seconds.

We are a small group of highly talented, well-seasoned individuals with diverse skills and resources in all forms advertising. Since 2010, we have been combining all flavors of advertising into one strategic approach. Add in some of our sweet customer service and fulfillment for a complete feast. If you need just a few fixin's, we can help with that too!

Our specialties include **branding, graphic design, website design + development, video production, photography, printing solutions, social media management, and strategic planning.** We have served over 200 agencies and brands, including many area government and non-profit organizations.



*Deep Fried Creative Headquarters
Havens Wharf in Washington, NC*



Founder Adam Feldhousen has 25+ years of marketing and branding experience, from Fortune 100 companies to nonprofit agencies, winning numerous community and industry awards along the way.

We pride ourselves on creating top-notch design work combined with effective and affordable production solutions. Our creative work is produced in-house, utilizing our wide range of resources to save significant time and money – while ensuring smooth communications, and a higher quality end product.

Cost Effective Solutions

Our low overhead and production costs translates to a **“big bang for your buck,”** allowing for an efficient and time optimized project development process.

Personalized Attention

Our staff invests ample time to understand your specific needs, allowing us tailor our strategies accordingly. The people you communicate with on a daily basis are the ones doing the actual work.

Honesty + Integrity

We do all things with excellence, from start to finish. Every time. We stand behind our work, providing clear communication and expectations each step of the way until the goal is achieved.



“Deep Fried Creative is extremely creative and very flexible. They anticipate our needs and questions, proactively seek to control costs, and are respectful of our relationships with parties who will be impacted by projects. They are very conscientious of our staff time and quick to act on suggestions or to offer effective alternatives. Deep Fried Creative has our highest recommendation.”

- Catherine Glover, WBC Chamber of Commerce Director

GOVERNMENT + MUNICIPAL AGENCIES

Deep Fried Creative has provided research, strategic planning, marketing strategy, positioning, website design and maintenance, graphic design, content development, digital advertising, event planning, social media, and/or video production services to:

- City of Washington, North Carolina
- Washington Tourism Development Authority
- Washington Harbor District
- Rivers East Workforce Development
- Eastern Carolina Workforce Development Board
- Northeast NC Career Pathways
- Beaufort County Community College
- Pitt County Schools

NONPROFIT ORGANIZATIONS

- Washington Housing Authority
- Little Washington Sailing School
- Inner Banks Stem Center
- Tideland Electric Management Cooperative
- Tri-County Electric Management Cooperative
- Pitt County Arts Council
- Arts of the Pamlico
- Underground Railroad Museum
- Cub Scouts Pack 99
- YoungLife on the Pamlico
- Washington-Beaufort Chamber of Commerce
- Belhaven Chamber of Commerce
- Hyde County Chamber of Commerce
- NC Catch



"Deep Fried Creative is phenomenal! They are kind and funny and care deeply for the work we do. They have been responsive to our many requests — often at the last minute, and they deliver a quality product. I'm grateful that we found Deep Fried Creative and we recommend them to as many people as we can.

- Ashlan Crouch, Rivers East WDB Special Projects Coordinator



ADVERTISING STRATEGY

We create and execute integrated strategic marketing and public relations plans that achieve desired outcomes.

- Strategic planning
- Stakeholder interviews
- Surveys & focus groups
- Analytics and research
- Message development
- Marketing strategies
- Copywriting and editing
- Event planning
- Press release writing
- Social media management



GRAPHIC DESIGN

We design visual communications that illustrate identities, present information, and clarify complex concepts.

- Logo design and standards
- Infographics, charts, illustrations
- Print design (flyers, brochures, catalogs, ads, reports)
- Digital design (website, social media, GIFs)
- Email templates



PHOTOGRAPHY SERVICES

Captivating high-resolution shots essential for commercial, technical and educational purposes.

- HD Photography
- Location Staging
- + Color Correction
- Editing and Optimization
- Drone Shots
- Stock Photos



WEB DESIGN + DEVELOPMENT

Our strategic approach to website development and digital marketing yields user-experiences that produce results.

- Custom Web Applications
- eCommerce Solutions
- Mobile App Development
- Content Management Systems
- Data & Analytics
- Website audits
- Site map, navigation strategy
- Site design and build
- Search Engine Optimization
- Site Hosting & Domains



VIDEO PRODUCTION

Our video production expertise includes animated and liveaction promotional, instructional, and informational videos.

- Scripting and storyboarding
- Videography and direction
- Interviews and b-roll
- Drone footage
- Custom graphics
- Voiceover
- Captioning
- Media management



The Made in Beaufort County initiative was developed to generate interest and awareness for opportunities in business development and career advancement. Deep Fried Creative designed and produced all campaign materials including the logo and supporting branding elements, brochures, posters, flyers, video clips, social media pages, banner stands, and the MadeInBeaufortCounty.com website.

As a result of the success of this campaign, the initiative was expanded in the following year to include five additional counties (Pitt, Martin, Bertie, Hyde, Hertford) in Northeastern NC.

▲ Logo Design + Branding Elements

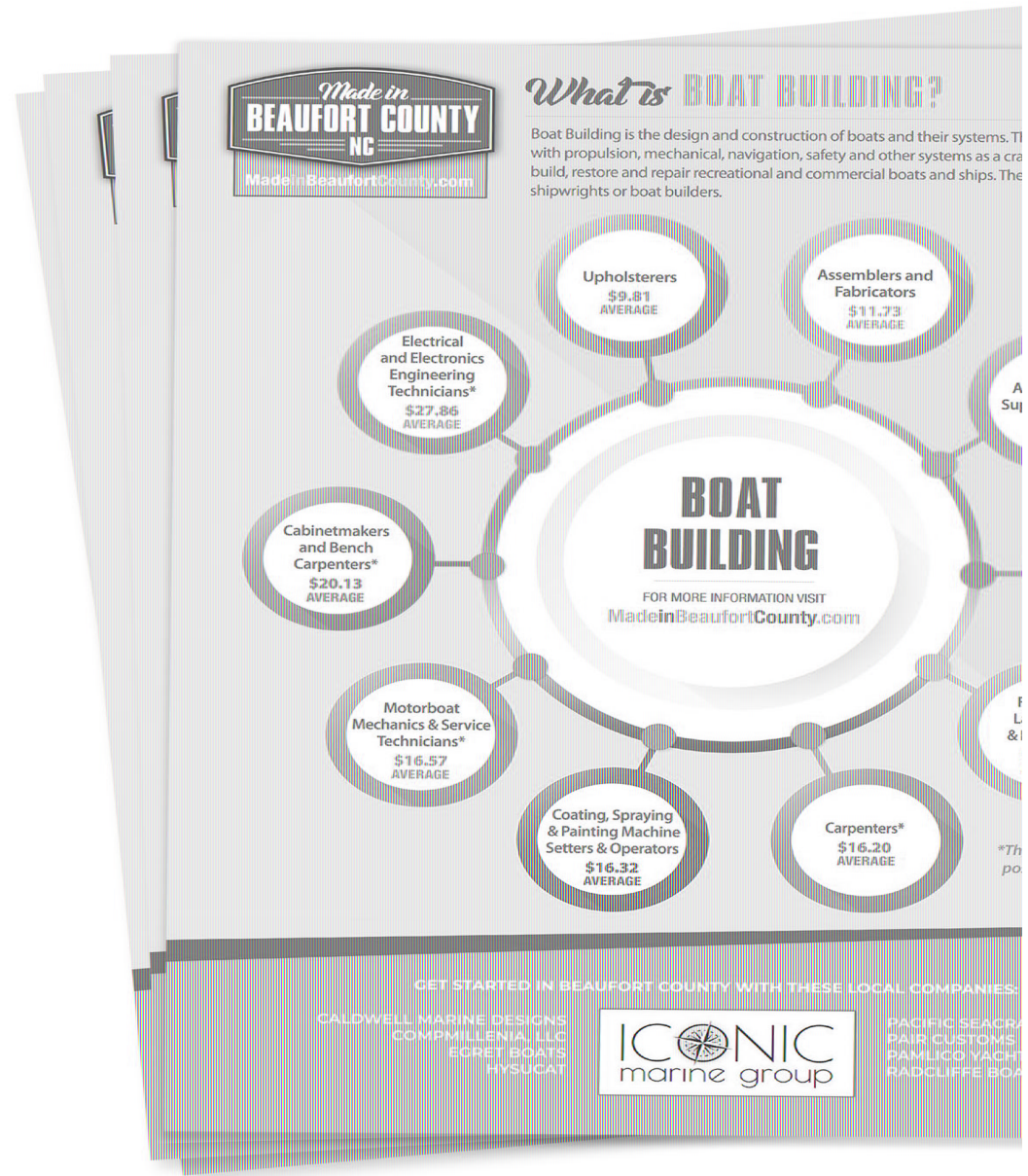


▶ Trifold Brochure: Design & Print



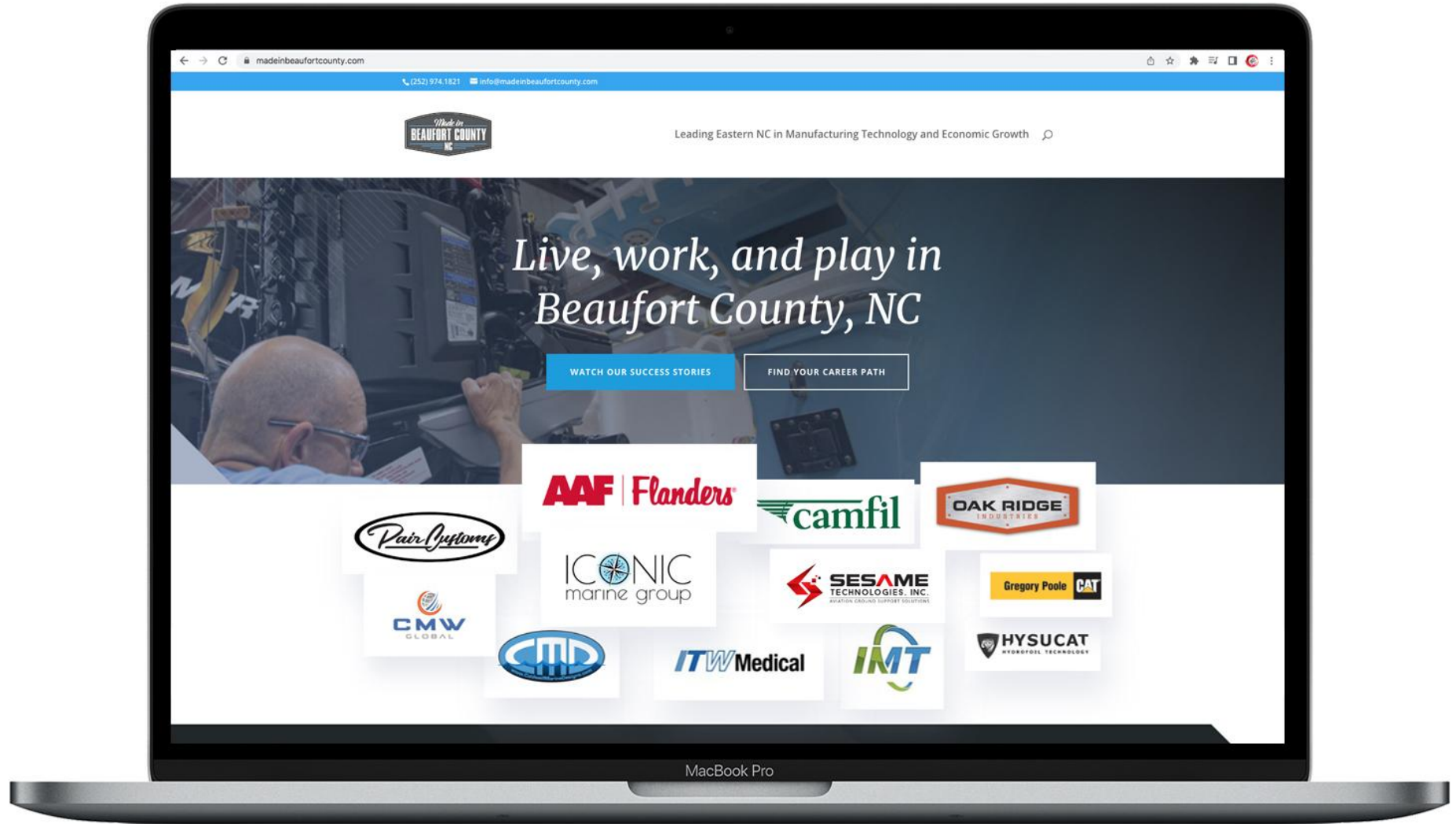


▲ Bannerstand Design + Production



▲ Career Cluster Flyer Design + Production (4 versions)

▼ Website Design + Development: <https://MadeInBeaufortCounty.com>



▶ **Video Production** (5-clip series): Visit <https://MadeInBeaufortCounty.com> to view the full playlist.



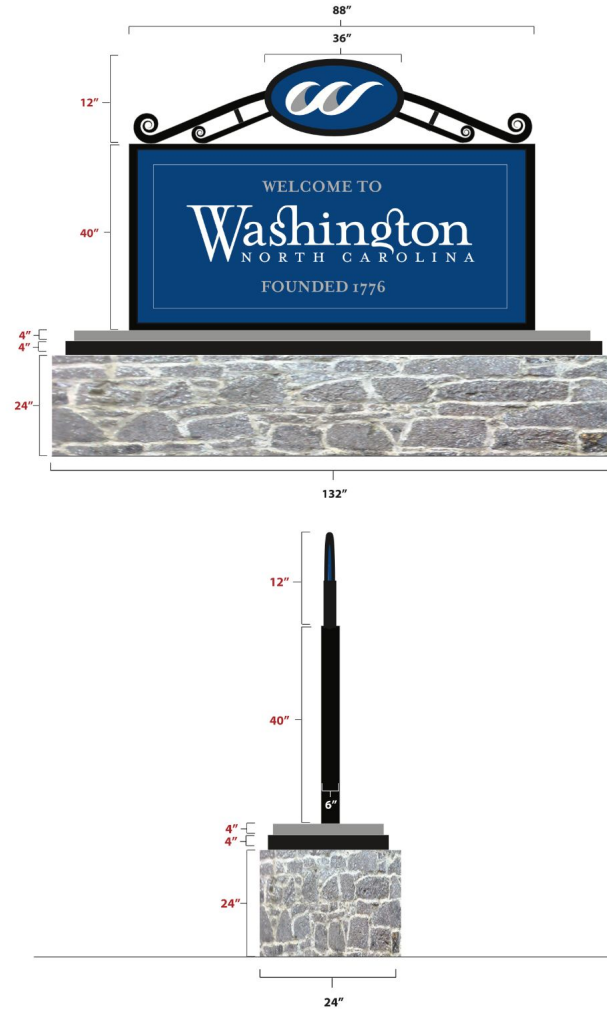
Additional Made in Counties

Due to the smashing success of the Made in Beaufort County Campaign, Deep Fried Creative was selected to design and produce similar materials for these **five additional counties** in Northeastern North Carolina:



► Streetscape Wayfinding Signage Project

Deep Fried Creative produced all designs and fabrication specifications for the City of Washington's full-scale Wayfinding Initiative.



SPECIFICATIONS - Monument - Welcome to Washington Sign

SIGN

SURFACE PROCESS: Paint all exposed surfaces
FOOTER: Concrete Base

DECORATIVE BASE

MATERIAL: Concrete & Stone Masonry
FABRICATION PROCESS: Cast
EDGES: Smooth
Color: Black
SURFACE: Paint all exposed surfaces

SIGN PANEL

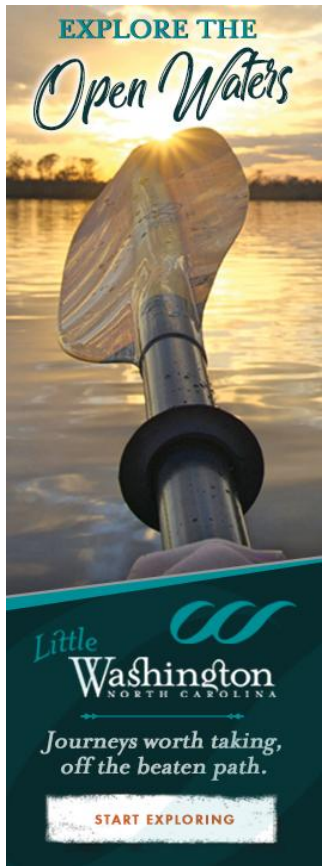
MATERIAL: 1/4" thick aluminum
FABRICATION PROCESS: Square Cut
EDGES: Square
COLOR: Custom as noted
SURFACE PROCESS: Paint all exposed surfaces
FASTENER: Mechanically fasten to backer panel

High-Intensity Retroreflective Vinyl Graphics applied to front face of Sign Panel.

NOTES

1. Fabricator to verify the mounting conditions and provide a detailed drawing for each mounting situation prior to fabrication.
2. Welds: All welds shall be ground smooth, paint all seams.
3. Hardware: All exposed hardware shall be tamper-proof fasteners.

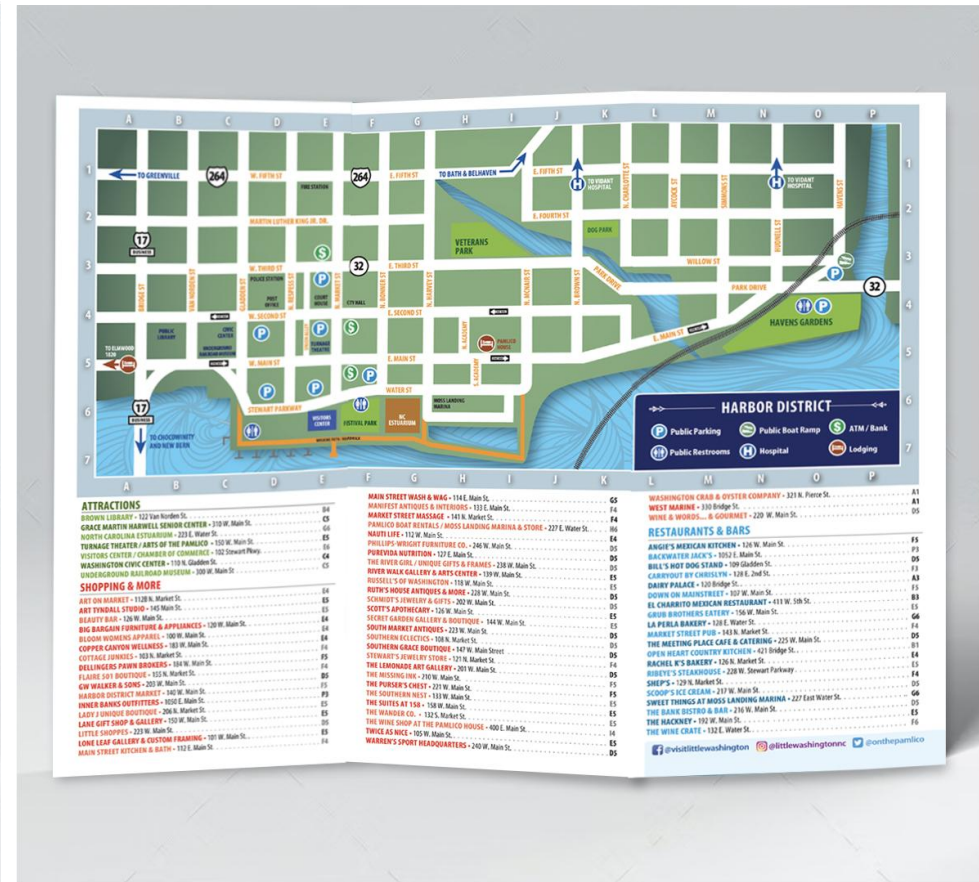
These drawings are meant for DESIGN INTENT ONLY and are not for construction. Contractor shall verify and be responsible for all dimensions and conditions on the job. Contractor shall be familiar with the site conditions it presents. This office must be notified of any variations from the dimensions and conditions shown on this drawing. Shop drawings and details must be submitted to this office for approval prior to proceeding with fabrication. All copy shall be proofread by client and legal requirements checked by legal department.



▶ **Digital Marketing Campaign**

Deep Fried Creative produced a series of website ads designed to generate tourist interest and activity in and around Washington, NC. Included ad strategy, budgeting, placement, scheduling, and reporting.

- ▶ **Trifold Brochure Design + City Map / Directory Design + Photography**
 Deep Fried Creative produced a promotional piece for the City of Washington, including a Downtown Map and Directory for tourist navigation. Photography services were provided to maximize effectiveness and interest.



► **Print Marketing Campaign**

Deep Fried Creative produced a series of full page ads designed to generate tourist interest and activity in and around Washington, NC. Included ad strategy, budgeting, placement, scheduling, and reporting.



DOWNTOWN SHOPPING
LOCALLY OWNED SHOPS
& BOUTIQUES

Washington
NORTH CAROLINA
HARBOR DISTRICT ALLIANCE

NC ESTUARIUM / FESTIVAL PARK
WATERFRONT DINING & EVENTS

**SHOP
DINE
PLAY**

The Harbor District is the heart and soul of Washington, and within this urban core resides our community's unique character, history, and future. Downtown Washington is the hub for entertainment, business, art and culture, shopping, and civic service.

Whether you're here to shop, dine, play or even stay, there's always something to do downtown!

Visit us at www.whda.org for more information, including our business directory and calendar of events!

HISTORIC TURNAGE THEATRE
ART & LIVE PERFORMANCES

Photography by: Business Street Development Company

THE WASHINGTON HARBOR DISTRICT ALLIANCE PRESENTS:

PICKIN' ON THE PAMLICO

JOIN US
**SATURDAY
SEPT. 23RD
6PM - 10PM**
@ **FESTIVAL PARK**
DOWNTOWN WASHINGTON

FEATURING:
**ALL YOU CAN EAT*
LOCALLY HARVESTED
BLUE CRAB
SHRIMP
FRIED CHICKEN
AND ALL THE FIXIN'S!**
WITH
**UNLIMITED
BEER AND WINE
INCLUDED WITH ADMISSION**

*While supplies last!

An Evening of Food & Fun!
Save your appetite for the 2017 Pickin' on the Pamlico! Come early for delicious all-you-can-eat* local crabs, shrimp, fried chicken and more!
Unlimited beer and wine! Dance into the picturesque Washington sunset with live music from **The Main Event Band!**

TICKETS \$60
Reserved tables available for an additional fee.

Purchase your tickets online at PickinOnThePamlico.com / whda.org
OR call (252) 947-1487

MUSIC BY:
the Main Event Band

SPONSORED BY:

<small>All models are... LEE CHEVROLET BUICK</small>	<small>First South Bank goodfirst</small>	<small>Raylo's SPORTS RESTAURANT</small>	<small>COLDWELL BANKER</small>
<small>ZAXBY'S THE ORIGINAL</small>	<small>Minges BOTTLING GROUP, INC.</small>	<small>R. N. JEFFERS DISTRIBUTING COMPANY</small>	<small>WASHINGTON DAILY NEWS</small>
<small>INGALLS Printing</small>	<small>WITN with.com</small>	<small>Bill & HOT DOGS</small>	<small>DOWN ON MAIN STREET</small>
			<small>City of Washington</small>

- ▶ **Tradesformers Branding Campaign**
<https://www.youtube.com/watch?v=g9Oxw9SJDVw>



CHARACTERISTICS OF AN APPRENTICESHIP

Apprenticeship is a training system that combines classroom learning with structured on-the-job training. Students in a registered apprenticeship earn while they learn. Employers are connected directly with local school districts and as participants in the program.

EQUAL OPPORTUNITY

It is the policy of Pitt County Schools to provide equal educational opportunities to all students regardless of race, color, national origin, sex or handicap.

OUR PARTNERS

CONTACT US

Simone Pyle
 Work Based Learning Coordinator
 1787 W. Fifth Street
 Greenville NC 27938

☎ (252) 295-5344 ext. 610 | info@tradesformers.com
 ☎ (252) 343-7902 | www.tradesformers.com

WHAT IS TRADESFORMERS?

Tradesformers is a youth apprenticeship program designed to connect talented students with growing industry trades in our area. By providing opportunities with fundamental training, skills, and expertise, our future workforce will be well-equipped with the skills to grow a successful career. Our apprenticeships provide:

- Complete coursework combined with on-the-job training
- An hourly wage base pay
- Opportunities for experience and career advancement
- Industry-recognized credentials
- Flexibility to earn additional certifications and/or college degrees.

An industry led initiative, participants work closely with the school system, the local community college and community partners to address all needs and gaps. Apprentices gain on-the-job training, related classroom instruction, all while earning a base pay rate while they learn valuable skills to advance in their field.

*Training that Pays:
A workforce investment with valuable returns*

HOW DO I GET STARTED?

Joining Tradesformers is EASY! Our process matches students with the best fit for their individual skills and interests.

- 1 ATTEND INFORMATION SESSION**
Your high school will hold an information session which will provide you with additional information and answer any questions you may have. If you are not attend, be sure to verify your school's Career Development Coordinator.
- 2 ATTEND OPEN HOUSE EVENT WITH A PARENT OR GUARDIAN**
Our Open House Event is an opportunity for your parent or guardian to gain a better understanding of what the Tradesformers program entails. With career counselors, industry professionals and our current Tradesformers apprentices on-hand to discuss the program in great detail, this is the perfect opportunity to decide if Tradesformers is right for you.
- 3 COMPLETE & SUBMIT THE APPLICATION & REQUIRED DOCS**
Complete the Application, and all required documents, return them to your school's Career Development Coordinator for review. If qualified, you will be selected to meet with your industry partner for the Orientation session.
- 4 ATTEND ORIENTATION**
If invited, our industry partner will schedule an orientation session in which you will learn more about the company, the job, training process, and you'll be introduced to key staff and become familiar with some of the tasks associated with your new trade and position.
- 5 OBTAIN AN INTERVIEW WITH INDUSTRY PARTNER**
In the interview process, the industry partner will determine the best position of which you will begin, what amounting your personality and skills want. You may be introduced to your Supervisor and other staff members who will be training and working with you.
- 6 BEGIN WORK AS A PRE-APPRENTICE**
As a pre-apprentice, you'll be working and learning alongside some of the most skilled and knowledgeable professionals in the industry. You'll gain the job experience combined with classroom instruction will begin preparing you for highly skilled and specialized professions. The Tradesformers staff will continue to work with you as you progress. The possibilities and career paths ahead of you are endless!

WHAT ARE THE REQUIREMENTS?

Who may participate? In order to be considered as a high school pre-apprentice, a student must meet the following criteria:

- Be a high school junior
- Be in good academic standing
- Have a good attendance record
- Have a good citizenship/discipline record
- Be willing to make a firm commitment to the Tradesformers program
- Be able to pass a drug screening
- Have a NC Drivers License and reliable transportation

Employers are now seeking talent to fill these roles more than ever before. With the skills you develop through Tradesformers, you can earn a great salary and benefits sooner than you imagined.

Tuition waivers are available for high school students who will enter an apprenticeship program while they are still in school. This waiver can be applied toward further education and training opportunities.

► **Employer Resource Guide**

Deep Fried Creative designed and produced a 18-page booklet for employer resources and opportunities in Northeastern NC.



EMPLOYER RESOURCE GUIDE

A proud partner of the
AmericanJobCenter[®]
network

Success depends on the skill & productivity of your workforce

Fostering the employment of northeastern North Carolinians by enriching the skills and suitability of candidate employees for regional businesses.

RECRUITMENT

PRE-EMPLOYABILITY ASSESSMENTS

Hire with Confidence!

The NCWorks Career Center offers Pre-Employability Assessments that you can use to determine whether applicants possess the skills they need to be successful in their jobs. Hire the right candidate from the start and reduce training and turnover issues by contacting the NCWorks Career Center today! There is no cost!

Tests are free to job-seekers, and results are free to view for businesses. Every occupation has an assessment for you to validate skills. Over 1,500 tests are available for specific and general needs: Typing, Data Entry, Quickbooks, Assembly and Matching, Basic Warehouse Knowledge, and many more!

MY ASSESSMENT

NORTHEASTERN WORKFORCE DEVELOPMENT BOARD & THE NCWORKS CAREER CENTERS

The NWDFB is headquartered centrally in Hertford, serving North Carolina's 10 most northeastern counties, including: Camden, Chowan, Currituck, Dare, Gates, Hyde, Pasquotank, Perquimans, Tyrrell, and Washington Counties.

The purpose of the NWDFB is to provide policy, planning and oversight for local workforce development programs, including the NCWorks Career Centers in the region, and to address workforce issues as identified by the communities that they represent.

NCWorks Career Centers
The NCWorks Career Center is the lead agency for promoting and delivering:

- Career Awareness
- Career Guidance
- Employability Skills

...to provide businesses with a skilled workforce.

ASSISTING BUSINESSES WITH WORKFORCE NEEDS

RECRUITMENT & SCREENING

- ncworks.gov
- Job Fairs
- Labor Market Information

PIPELINE DEVELOPMENT

- Youth Work Experiences
- Career Pathways
- Apprenticeships

TRAINING

- On-The-Job Training
- Employee Training Grants
- Soft Skills Training

EMPLOYER PROGRAMS

- Statewide Programs
- Transition Services
- Partner Programs

EMPLOYER PROGRAMS

TRANSITION SERVICES RAPID RESPONSE

Rapid Response is an early intervention to assist employers and workers facing layoffs, closures, and other sensitive actions such as:

- Downsizing/restructuring
- Natural disasters
- Plant relocations
- Bankruptcy
- Federal action impacting defense, employer or fishing industries

To initiate help from the Rapid Response program a business may need to file a Worker Adjustment and Retraining Notification (WARN) notice with the state. Once filed, the Rapid Response team is deployed within 48 hours to help that company and the affected employees. The team will assess the situation and work with company officials to plan the most appropriate response. Rapid Response teams provide the following services to businesses:

- Experience in handling closures and layoff events
- Providing convenient on-site services to ease the transition for workers
- Offering specialized assistance, such as job fairs, financial planning workshops, and interest/ aptitude assessments or other specialized services

For more information:
nccommerce.com/workforce/businessesrapid-response

VISIT ncworks.gov

Click on "Employers" for access to our comprehensive resources. Find the ideal candidate. Immediately access the resumes of thousands of qualified individuals. Automatically match your job postings and skill requirements with these candidates. Supercharge your recruitment efforts by listing your job online. Advertise your jobs to thousands of qualified candidates at no cost to you!

▶ Job Seeker Resource Guide

Deep Fried Creative designed and produced a 12-page booklet for Job Seeker resources and opportunities in Northeastern NC.



NC
works

JOB SEEKER RESOURCE GUIDE

A proud partner of the
AmericanJobCenter[®]
network

The help you need for the job you want!

Fostering the employment of northeastern North Carolinians by enriching the skills and suitability of candidate employees for regional businesses.

LOCATIONS & CONTACT INFO

NORTHEASTERN WORKFORCE DEVELOPMENT BOARD
Albemarle Commission Building
212 South Church Street, Hertford, NC 27944
Phone Number: (252) 428-5753

NCWORKS CAREER CENTERS AND OUTPOSTS

- NCWorks Career Center: Elizabeth City - Pasquotank**
1305 W. Ehringhaus Street, 111 Jordan Plaza
Elizabeth City, NC 27929
Phone: (252) 621-6350 Fax: (252) 621-6350
Monday-Friday: 8:30am - 5pm Week: 8:30am - 6pm
- NCWorks Career Center: Dare County**
2522 South Croftan Hwy., Nags Head, NC 27959
Phone: (252) 482-3500
Monday-Friday: 8:30am - 5pm
- NCWorks Career Center: Edenton-Chowan**
118 Blades St., Building 3, Edenton, NC 27932
Phone: (252) 442-2195
Tuesday, Thursday: 8:30am - 5pm
- Beaufort County Community College - Roper**
P.O. Box 503, 105 Hwy 52 N., Roper, NC 27970
Career Advisor Call: (252) 337-4128
Call for Hours
- College of the Albemarle - Elizabeth City**
1208 N. Road Street, Elizabeth City, NC 27909
Career Advisor Call: (252) 331-3754
Call for Hours
- College of the Albemarle - Manteo**
132 Russell Telford Rd., Manteo, NC 27954
Career Advisor Call: (252) 312-6852
Call for Hours
- Currituck Department of Social Services**
2793 Carakee Highway, Currituck, NC 27929
Career Advisor Call: (252) 312-6852
Call for Hours
- Gates Department of Social Services**
P.O. Box 165, 122 Main St., Gatesville, NC 27838
Career Advisor Call: (252) 337-4128
Call for Hours
- Hyde County Department of Social Services**
35015 US Hwy 204, Engelhart, NC 27824
Career Advisor Call: (252) 312-6859
Call for Hours
- Hyde County Government Building**
30 Oyler Creek Rd., Swan Quarter, NC 27885
Career Advisor Call: (252) 312-6859
Call for Hours
- Tyrrell County Finance Building**
108 Water Street Columbia, NC 27925
Career Advisor Call: (252) 312-6859
Call for Hours

For more information, visit:
nwdworks.com OR
ncworks.gov

NC works ncworks.gov
A proud partner of the AmericanJobCenter[®] network

SPECIALIZED SERVICES

NCWorks NEXTGEN
Your Future Starts Here

The NEXTGEN mission is to provide an opportunity for eligible young adults, ages 16 to 24, to make informed decisions about their educational and career choices, find a career pathway to maximize their potential to succeed and become competitive candidates in the job market.

For more information: nwdworks.com/nwdgen/lets-get-started

Services include:

- High School Equivalency
- Paid Work Experience
- Education & Career Counseling
- Post-Secondary Education Prep
- Occupational Skills Training
- Tutoring Services
- Work Readiness Preparation
- Employment & Soft Skills Training
- Leadership Development
- Financial Literacy
- Labor Market Information
- Career Readiness Certificates
- Career Pathways Counseling
- Transportation & Child Care Assistance
- Job Referrals
- Resume Development
- Entrepreneurial Skills Training
- On-the-Job Training

Interviewing Skills

Our Career Advisors can offer you tips and strategies on how to give a winning interview!

- Develop confidence with opportunities to practice, using different interviewing styles
- Learn tips to improve your interview skills and tips for effective follow-up techniques

Dressing for Success

Our Career Advisors offer guidance on understanding how your dress contributes to your brand and impacts success.

- Learn how to present yourself professionally, what to wear vs. what not to wear, how to dress properly for interviews and while on the job
- Gain understanding of how others may see you and how that image can impact your employment

Resumé Assistance

Allow your resumé to serve as a marketing tool to market YOU! Ask our Career Advisors to assist with:

- Tailoring your resumé to the job/career you want to get the employer's attention
- What to include, exclude, or enhance on the resumé and how to customize per employer

VETERANS

Learn how the skills you acquired in the military translate to the civilian and business sector. Veterans and eligible spouses are given priority of service at NCWorks Career Centers and are given 24-hour veteran preference on newly created job orders. We have specialized staff, all of whom are veterans, who work closely with veterans and employers to create more opportunities for veterans.

RE-ENTRY SERVICES

Career center staff ensure job seekers with a criminal record have the necessary resources to conduct an effective job search and to assist with being productive in the workforce. Additional services include:

- Help with resúms and a "letter of explanation" detailing reasons for their criminal record and/or incarceration
- Knowledge about employers' policies concerning hiring former offenders
- Referrals to community organizations that assist former offenders
- Provide information on Federal Bonding and the Work Opportunity Tax Credit, which encourages employers to hire individuals who are qualified for open positions but face barriers to employment

LIMITED ENGLISH PROFICIENCY

For those who have Limited English Proficiency (LEP) technical assistance and guidance is available through the LEP program with translating resources available in numerous languages.

NCWORKS

POWERED BY NORTHEASTERN WORKFORCE DEVELOPMENT BOARD
CAN HELP YOU FIND A JOB... IT'S EASY!

- 1 VISIT ncworks.gov
It's free to all North Carolina Job Seekers!
- 2 SELECT
Click Register - Individual
- 3 CREATE
Choose a username and password.
- 4 REGISTER
Complete your registration - All fields are required!
- 5 SEARCH
Build your resumé and find a job!

To learn more, text "NCWorks" to 56512



Thank you!

Thank you for considering Deep Fried Creative Inc.. We appreciate the opportunity to show you the wide range of projects we have undertaken, and demonstrate our capabilities. We appreciate your consideration for future projects and collaborations.

Adam Feldhousen

CEO/Creative Director

adam@deepfriedcreative.com | 252-227-0093 |

deepfriedcreative.com | Washington, NC