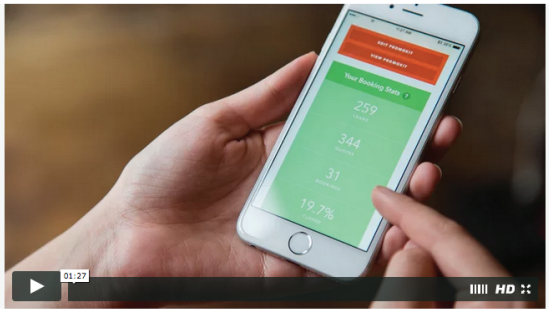
BRAND MANAGEMENT

REBRAND

Spearheaded the launch campaign of GigSalad's 2015 rebranding and website redesign. Managed all components of the campaign from email communications + social content to execution of landing page + brand assets bundle.

GIGSALAD
Get your gig on.™

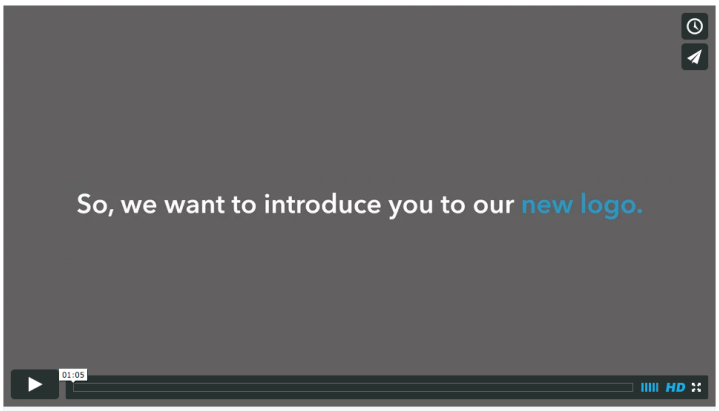


We've made GigSalad better than ever. Here's how:

1. **A smoother booking system.** We've streamlined the whole process with a more intuitive design, and now it's much easier to communicate directly with those looking to book.
2. **A new and improved control panel.** We've revamped the look and usability of this entire section. You've got an inbox showing your notifications, gig leads, bookings and reviews. You can sort through this information, archive and update, and keep all of your gigs organized.
3. **100% mobile-friendly.** GigSalad is now completely, 100% mobile-friendly. Your PromoKit and control panel are now fully responsive, usable on any device, anytime, anywhere. GigSalad will be with you wherever you go.

We're thrilled to introduce these improvements to you.
More importantly, we want to hear from you. Let us know what you think of the new GigSalad.

Log In



A New Year. A Better GigSalad.
from GigSalad PLUS 8 months ago ALL AUDIENCES

G **GigSalad**
to me
Jan 6 Details

GIGSALAD

A New Year. A Better GigSalad.

This time last year, we made an ambitious New Year's Resolution: to make GigSalad easier and more versatile—in other words, to make GigSalad better for you.

For the last twelve months, our dedicated team has focused entirely on you. We've met with a number of your peers and asked what we can do to help you get the most out of GigSalad. We've researched. We've polled. And most importantly, we've listened.

So, what's changed?
GigSalad is now mobile-friendly and easier than ever. We've streamlined the booking system, revitalized the control panel, and made GigSalad readily available on any mobile device, whenever, wherever! For this project, our motto was simple: All benefits, no compromises.

These changes reflect more than our ambition to better serve our members and event planners—they are the culmination of our years of experience. As our company has grown, so has our philosophy, our functionality, our look.

Our previous logo was youthful—fun and full of exuberance. The new logo better represents the diversity of our members and our steadfast devotion to our mission: to celebrate life, one party at a time.

We've made GigSalad better. Now we're introducing it to you.

Meet the new GigSalad.

G **GigSalad**
to me
Dec 29, 2014 Details

A New Year. A Better GigSalad.

We've got some exciting news to share!
In just one week, we'll be introducing a new and improved GigSalad. It's easier to use. It works on all devices. And guess what? *It's even more beautiful, too.* We're *so* excited and can't wait to hear your thoughts. Until then, we're wishing you a happy New Year!