

FAILURES THAT TEACH: TURNING ADVERSITY INTO GROWTH

In 2019, just before the pandemic, I launched a digital publication serving Wilton Manors, Fort Lauderdale, Oakland Park, and the beach areas. The online magazine featured a mobile-responsive website with digital marketing tools, banner advertising, and video capabilities, all designed to provide a modern, cost-effective alternative to print media.

The publication was organized into categories such as events, bars, food, businesses, and people, with the goal of promoting local businesses, especially those without large advertising budgets. A standout feature was the ability to have articles read out to the reader aloud, allowing users to consume content while driving, exercising, or multitasking.

I handled the full project — from conceptualization and design to hosting and website creation — and began promoting and selling advertising. When the pandemic hit, outreach and advertising sales became challenging, so the project was put on hold. While it didn't unfold as planned, the experience demonstrated the value of experimentation, full-stack design, and creating innovative digital media solutions.

In late 2025, talks to revamp the website have started.

PROJECT: WILTON MANORS LIFE MAGAZINE
CLIENT: AVID MARKETING INC.

