

# Beth Cranford

## FLORAL DESIGNER



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## BUSINESS PROFILE

Professional floral designer with ten years of experience in Floral Design, Customer Service, Event and Retail Management. Sourced and Designed over 150 weddings.

## ACADEMIC BACKGROUND

Mississippi State University

Bachelor of Science--College Agriculture and Life Sciences, Horticulture with an emphasis in Floral Management

121 hours of course work in Art Design, Business Law, Finance, Floral Design, Marketing, and Plant Science

Floral Internship at Baisch and Skinner Wholesale Florist, St. Louis, Missouri

## FLORAL EXPERIENCE

- *Beth Cranford Floral Designs, LLC, Bay Saint Louis, MS 39520*

### 2016-Present

Owner-Designer specializing in Wedding and Event Florals and providing flowers for all of life's special moments

- *The University Florist--Mississippi State, MS 39562*

### 2009-2013 Design Lead and Sales Supervisor

Design lead and sales supervisor operating a Full-service florist and retail gift shop. Managed and consulted for weddings and university events, while pursuing my Bachelor's Degree.

## ACHIEVEMENTS

- Featured wedding florist, Gulf Coast Weddings Magazine. 2021
- Weddings M-List, Mississippi Magazine Wedding Register. 2020
- Regional and National AIFD Student Designer category awards. 2010-2013

# Weddings

## BECOMING A BCFD BRIDE



## GETTING STARTED

Your wedding day should be one of the most beautiful, memorable days of your life. I strive to make your experience as seamless as possible.

First, I ask that you fill out the provided questionnaire as completely as possible. I know that many elements may not be decided upon until closer to your event, but the more details I have prior to our consultation, the better

## CONSULTATION

1 HOUR CONSULTATION FEE \$150.00, to include:

- Twenty minute phone call meet and greet. General information gathered.
- 1 Hour face-to-face consultation with detailed discussion of design ideas.
- PDF Proposal with story board and estimate.

NOTE: After booking, Consultation fee is applied to event invoice.

## SAVE THE DATE

By accepting the proposal and estimate via Square the bride will be under contract for the services and florals described in the proposal, the estimate will be converted to an invoice and a non-refundable retainer of twenty-five percent is due to reserve the event date. After the estimate is finalized, the retainer must be submitted on or before the date specified on the invoice.





# Execution

## DESIGN DETAILS



## COLOR STORY

Custom color story created for each couple. Creative input given based on the couple's style and interests. BCFD color schemes are inspired through nature, art, local scenery, and fashion.

## FLOWER STORY

Thoughtful selection of plant material for weddings, utilizing locally-grown and regional products to enhance designs, as well as wholesale resources in Europe, Central America, South America, and California that provide special order materials.

The story of your wedding flowers is presented in designs as they would appear in nature. This is BCFD's romantic signature touch.

## CUSTOM CEREMONY

- Creative concepts that set the stage for you and your vows.
- Unique designs that make your special day one of a kind, just like you.
- Complimenting pieces that leave a lasting impression for you and your guests.

## PERSONAL FLOWERS

The people are the most important part of your day, BCFD highlights these individuals with the most romantic personal flowers. These pieces are carefully crafted down to each tiny detail to make you and your bridal party feel extraordinary.



## INNOVATIVE RECEPTION

- Custom design pieces that create the "Wow-Factor" for your guests.
- Wide selection of centerpiece props in a variety of finishes in inventory to customize the couple's event look.
- Enhancing elements that provide a cohesive look for the entire event.

