

(RED) Song of the Summer Campaign

Timeline: 1 week

This competition was executed in collaboration with sponsors Fiat and Chart Data. I played a key role in refining the campaign's creative execution, ensuring it aligned with (RED)'s brand vision. The campaign exceeded the previous year's metrics by 20%, significantly boosting (RED)'s reach and impact. I collaborated closely with Creative Art Director Emily B. and Digital Managers Brian K. and Gabby M. to deliver a cohesive and engaging experience.

5M+ Impressions      250K+ Engagement

Core Responsibilities:

- Developed the brand campaign aesthetic, ensuring alignment with overall vision and goals.
- Created and edited background graphics and bracket visuals to maintain visual consistency.
- Sourced photos and graphic assets to align with the campaign's aesthetic.
- Produced short-form videos, highlighting songs and sourcing sound for each category.
- Designed the website graphic cover for the campaign blog post.
- Developed Apple Music playlist cover for a cohesive brand experience.
- Created engaging GIFs for social media to boost interaction.
- Wrote caption copy and managed social media posting for audience engagement.
- Implemented SEO and paid media strategies to maximize reach and engagement.

