



MARKETING & DESIGN

YOUR TEAM



Mary Apesos is a digital marketer and social media strategist with 10+ years of experience amplifying brand awareness and increasing revenue for food, travel and lifestyle brands. She focuses on meeting your business goals by approaching digital strategy from a holistic standpoint.



JP Morales is an experienced graphic designer with a demonstrated history of working with CPG, F&B and media brands. Skilled in illustration and digital design, he creates custom social media content that brings brands to life in the digital world.

The two met while working at the largest candy emporium and first-of-its-kind experiential brand, Dylan's Candy Bar. They work together to tell your brand's story via Instagram, Facebook, Twitter, LinkedIn, Pinterest and TikTok.

OUR BELIEF

Social Media is always changing, and is increasingly demanding. Brands need to fire on all cylinders to produce content that resonates with their audiences and stands out from the pack. Social Media Managers today are expected to do it all, but there's no one in the world that's both a strategic social media manager and creative graphic designer. That's why the two of us have partnered together, to create your ideal social media partner.

CAPABILITIES

SOCIAL MEDIA CONTENT STRATEGY

- On-brand and platform specific social media content planning
 - Instagram (Including Instagram Reels and Stories)
 - Facebook
 - Twitter
 - TikTok
 - Pinterest
 - LinkedIn
- Timeline and content calendar
- Ensure relevance, on-trend and culturally aware content
- Identify content series and campaigns

CONTENT CREATION

- Custom creative asset development (photos, videos, gifs, graphics)
- Content curation

COPYWRITING

- Brand-aligned messaging
- Custom captions

DISTRIBUTION

- Scheduling and posting on all platforms
- Increase discoverability through tags and hashtag methods

SOCIAL MEDIA BRANDING

- Voice, Tone
- Aesthetics, Style

COMMUNITY MANAGEMENT

- Daily on-platform interactions with fans and followers
- Reactive and proactive outreach
- Cultivate community with current and future consumers

TRACK SUCCESS

- Identify social media goals that support business strategy
- Measure audience insights and post performance

ABOVE & BEYOND

INFLUENCER MARKETING

- Scale content creation through influencers
- Develop relationships with superfans
- Contract and budget negotiations
- Content approval

PARTNERSHIPS AND COLLABORATIONS

- Highlight current brand partners and attract new ones
- Giveaways
- Dual-branded content

EMAIL

- Design
- Copy
- Distribution

SOCIAL MEDIA ADVERTISING

- Strategy
- Content
- Copy
- Management

OUR WORK



INSTAGRAM GROWTH

Mary and JP increased the Dylan's Candy Bar Instagram audience by 50% year-over-year and increased web click through rate by 30% year-over-year through ongoing content strategy including trending and seasonal content, brand-aligned giveaways, and targeted influencer marketing.



OUR WORK



DYLAN'S CANDY BAR®

BRANDED CAMPAIGNS

Mary and JP
developed digital

content for branded partnerships that included custom social media content, email campaigns, influencer marketing, and web banners.

Other brands we've partnered with:



A VIACOM COMPANY



MARS

MEAN GIRLS

NETFLIX



OUR WORK



THE FIREMAN HOSPITALITY GROUP

JP developed print and web-based collateral, including menus, brand books, email templates, social media campaigns, direct mail campaigns, presentations, and promotional materials.



OUR WORK

OTHER F&B BRANDS WE'VE WORKED WITH



WALDORF ASTORIA®
HOTELS & RESORTS



FISH CHEEKS

HARLEM SHAKE

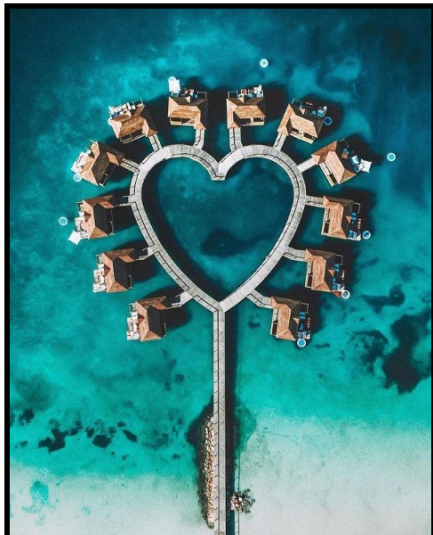


OUR WORK



THE JAMAICA TOURIST BOARD

Mary worked with the Jamaica Tourist Board to increase tourism to the island through PR, influencer marketing and social media efforts. During her time there, the island met the milestone of 2 million stopover visitors in one year.



OUR WORK

OTHER TRAVEL BRANDS WE'VE WORKED WITH



DESTINATION
ONTARIO