✅ Work Sample 1

📁 File Name: beef_content_analysis_robinson-muyanzi.md

Metadata & Strategic Analysis – Netflix's Beef (2023)

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Content Analyst – Portfolio Sample

✓ **Title Overview:**

Attribute   Details

Title: *Beef*

Year: *2023*

Platform: *Netflix*

Genres: *Drama, Dark Comedy, Psychological Thriller*

Episode Count: *10 (Season 1)*

Main Cast: *Steven Yeun, Ali Wong*

Language: *English, Korean*

Creator: *Lee Sung Jin*

Metadata Tags:

✅ ***Primary Tags:***

Genre: *Dark Comedy, Drama*

Format: *Series*

Themes: *Anger, Revenge, Identity, Mental Health, Disillusionment*

Mood/Tone: *Tense, Unpredictable, Introspective, Satirical*

✅ ***Micro-Tags***:

Road Rage, Asian-American Identity, Emotional Spiral, Unresolved Trauma, Marriage Breakdown, Obsession, Religion, LA Setting

✅ ***Audience Clusters:***

Millennial & Gen Z Viewers: Emotional instability, complex characters

Binge-watchers: Cliff-hanger's and escalating tension keep them engaged

Asian-American Viewers: Cultural relatability and visibility

A24 Enthusiasts: Stylistic storytelling, slow-burn narrative

Platform Strategy Insight:

Cross-cultural storytelling   Expands appeal among U.S., Korean, and global audiences

Emotional realism with dark humor   Aligns with niche/high-engagement viewership

Critical acclaim (Emmy wins & nominations)   Drives prestige brand association

Trendy themes (rage, mental burnout)   Matches current audience psychology trends

Recommendation:

>Netflix should continue to position Beef under categories such as:

- ✓ "Psychologically Intense"
- ✓ "Critically Acclaimed Dramas"
- ✓ "Under 30's Favorites"
- ✓ "A24-style Originals"

>Metadata should prioritize emotional tone and character dynamics over plot-driven summaries to better engage high-sensitivity and introspective viewers.

End of Sample

Robinson Muyanzi

https://github.com/Huntsmare/portfolio

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