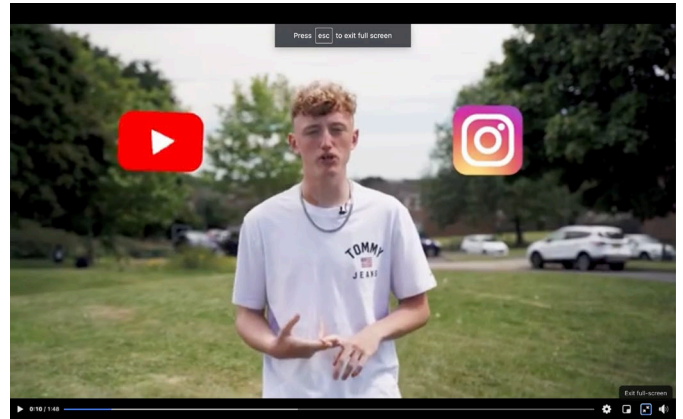


Samuel Kavanagh

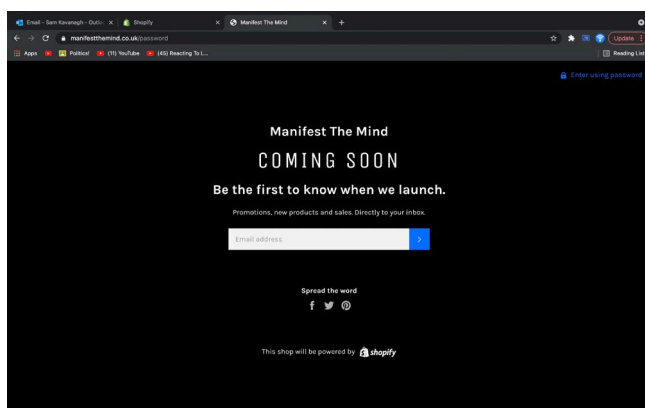
I have always had an interest in media especially online since I was young from creating small YouTube videos with my friends (which luckily I can't find) to being in media productions in the picture below.

- This picture is from a digital marketing campaign that I was involved in that reached over 12,000 people and filled the course we was promoting.
- In addition to this I have also being involved in other digital marketing campaigns on the production of a short film to increase awareness of county lines. This reached over 50,000! Views.



More recently I have started to journey into my own digital marketing as I have started to familiarise myself with Facebook pixel and how to actual make an ad. Through this I have got used to all of the different terminology: Reach, conversion rates, Impressions, Cost per ad.

I have also created a clothing line in my own time to increase my understanding on webpages and what attracts people to them. Here is a photo from that website and the logo of the clothing and I have physical examples of the t-



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shirts.

