

Annabeth Applefield – Marketing & Content Portfolio

SEO Blog Copywriting – Sleepyhead USA

Project: Blog Content for College Market

Link: College Dorm Bed Essentials

- Wrote engaging, SEO-optimized blog posts targeting college students and their parents.
- Researched keywords and implemented link-building to increase **organic visibility and lead generation**.
- Helped boost brand authority in the higher education/lifestyle niche.

Digital Strategy & Web Development – Gulf Air Center

Project: Full Web & Digital Marketing Strategy

Link: Gulf Air Center Website

- Established, initiated, and optimized strategies for **web page development, brand promotion, and digital marketing**.
- Used company goals, market data, and budget constraints to drive **targeted visibility and lead acquisition**.
- Ensured cohesive branding and professional digital presence for a competitive aviation market.

Consulting Case Study – INDYCAR Urban Expansion (MBA Project)

- Authored a **25+ page consulting proposal** recommending Monterrey, Mexico as a new INDYCAR host city.
- Conducted **market research, infrastructure analysis, financial modeling, sponsorship strategy, and event marketing planning**.
- Ranked **#2 among class proposals** and commended by executives.
- Strengthened skills in **sports business development, consulting, and strategic partnerships**.

Brand & Strategic Analysis – Red Bull (MBA Project)

- Delivered a **25-page graduate case study** analyzing Red Bull's business model, brand positioning, and consumer psychology.
- Produced a **Strategic Factor Analysis (SFAS), SWOT insights, and branding/sponsorship recommendations**.
- Focused on **brand loyalty, cultural influence, and global expansion strategy**.

Additional Skills & Highlights

- **Paid Media Management:** Hands-on experience managing campaigns across Meta, TikTok, Google Ads, and LinkedIn.
- **UGC/Influencer Collaboration:** Created viral TikTok content (250k+ views) through authentic storytelling.

- **Marketing Analytics:** Proficient in GA4, keyword research tools, and social insights reporting.
- **Creative Strategy:** Experienced in blending data-driven insights with bold, innovative creative.