

Ashley Longstreet

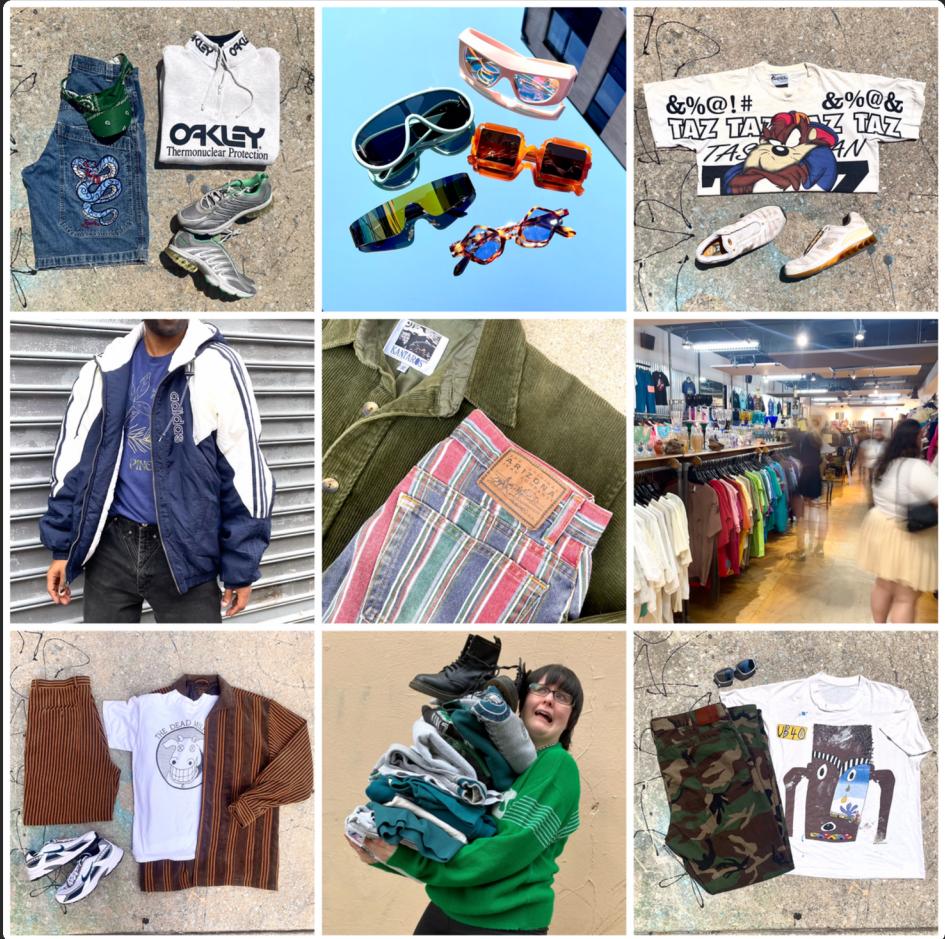
Social Media Management Portfolio
Creative Strategy • Brand Growth • Analytics

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Case Study:

Aligning Brand Tone at Retrospect Vintage



Visual Highlights

Clean, easy-to-read photos featuring Philly staples, streetwear, and gender-fluid styles. Focused on items that reflected how people actually dressed, with a mix of nostalgia, local pride, and visual clarity.

Objective

The goal was to make the store's online presence actually reflect the people who were shopping in it. Gen Z, trend savvy, queer, and price aware. As Store Manager, I saw how much stronger things could be if the visuals and tone matched the real store audience. It wasn't about making things look cute, it was about better engagement, brand awareness, smarter buying, and ultimately stronger sales.

Challenge

The inherited brand presence upon hire didn't match the clientele. A disjointed aesthetic, inconsistent messaging, and outdated content were limiting performance and confusing internal direction. The brand was still speaking to a legacy audience, when the shoppers have moved on, thus holding us back.

Strategy

- Ran Instagram polls and story surveys to gather real feedback along with brick and mortar customer surveys
- Developed themed series (e.g. "What's In My Bag") to boost recognition.
- Styled photos to blend old brand tone to transition to the new.
- Tracked polls, views, saves, and DM engagement to measure success.

Execution

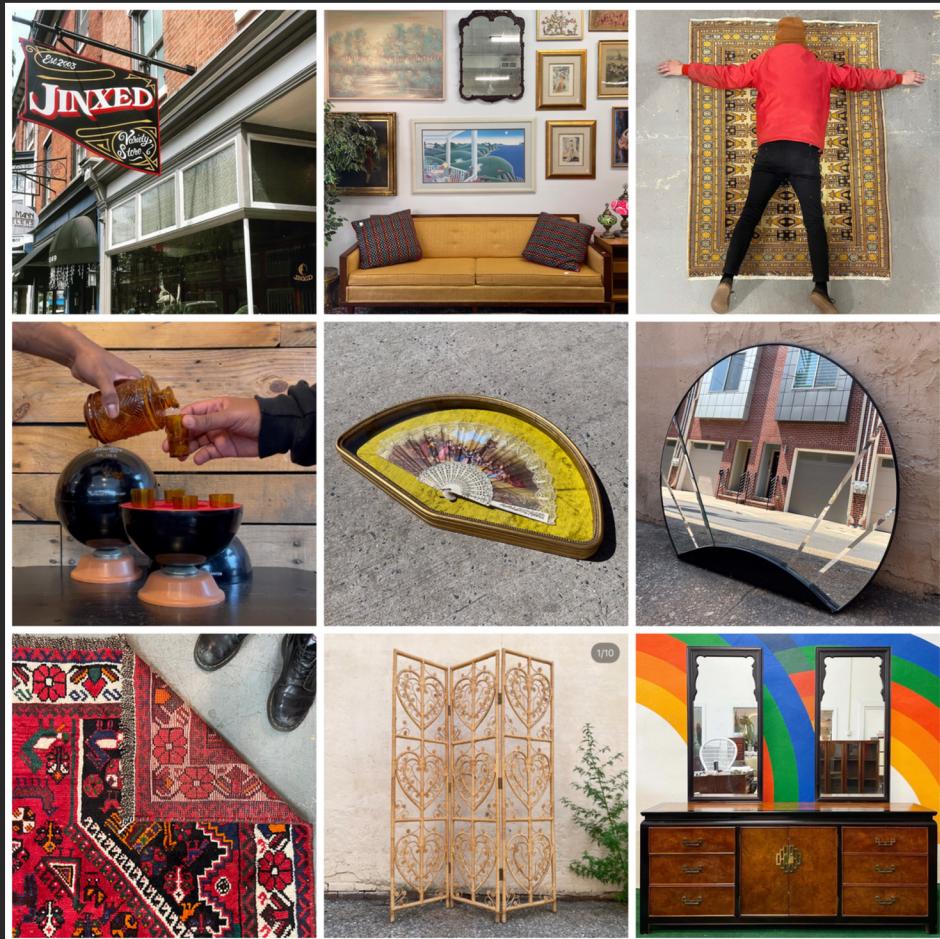
- Rolled out events like DJ nights and vendor pop-ups to increase shareable content.
- Boosted stories and posts using tagging, shoutouts, and interviews.
- Internally aligned staff on tone, captioning, and voice through doc templates.
- Created story-driven content tied to in-store drops and visuals.

Results

- Weekend revenue increased from ~\$5.6K to ~\$11K.
- Social content aligned with IRL customers and built brand trust.
- Story Content and Reels drove foot traffic and sales via IG DM's
- Built a strong brand image

Case Study:

Brand Momentum at Jinxed Philadelphia



Visual Highlights

Focused, saturated product shots helped define the brand's rhythm.

Objective

The goal was to keep the feed, cohesive, bold, and consistent, while slowly introducing new content format like reels and promoting events in a way that matched Jinxed established curated tone.

Challenge

Jinxed had a clear aesthetic. It was gritty and vintage, tattoo punk meets antiques. Any new media or format how to feel authentic. The goal was to stay fresh without killing the vibe.

Strategy

- Used sharp saturated photo to highlight product
- Roll out the use of Reels gradually
- Promoted high traffic events
- Kept the post rhythm steady

Execution

- Managed daily product photographs
- Created content for Heart Show and Back 2 School Bash
- Stayed on brand

Results

- Account grew steadily to ~94k followers
- Event posts drove strong foot traffic
- Product posts converted to omnichannel sales

Primary Logo



Submark



Brandmark



Brand Asset



Color Palette

#3I3EFl
Vivid Blue

#IEF10B
Vivid Green

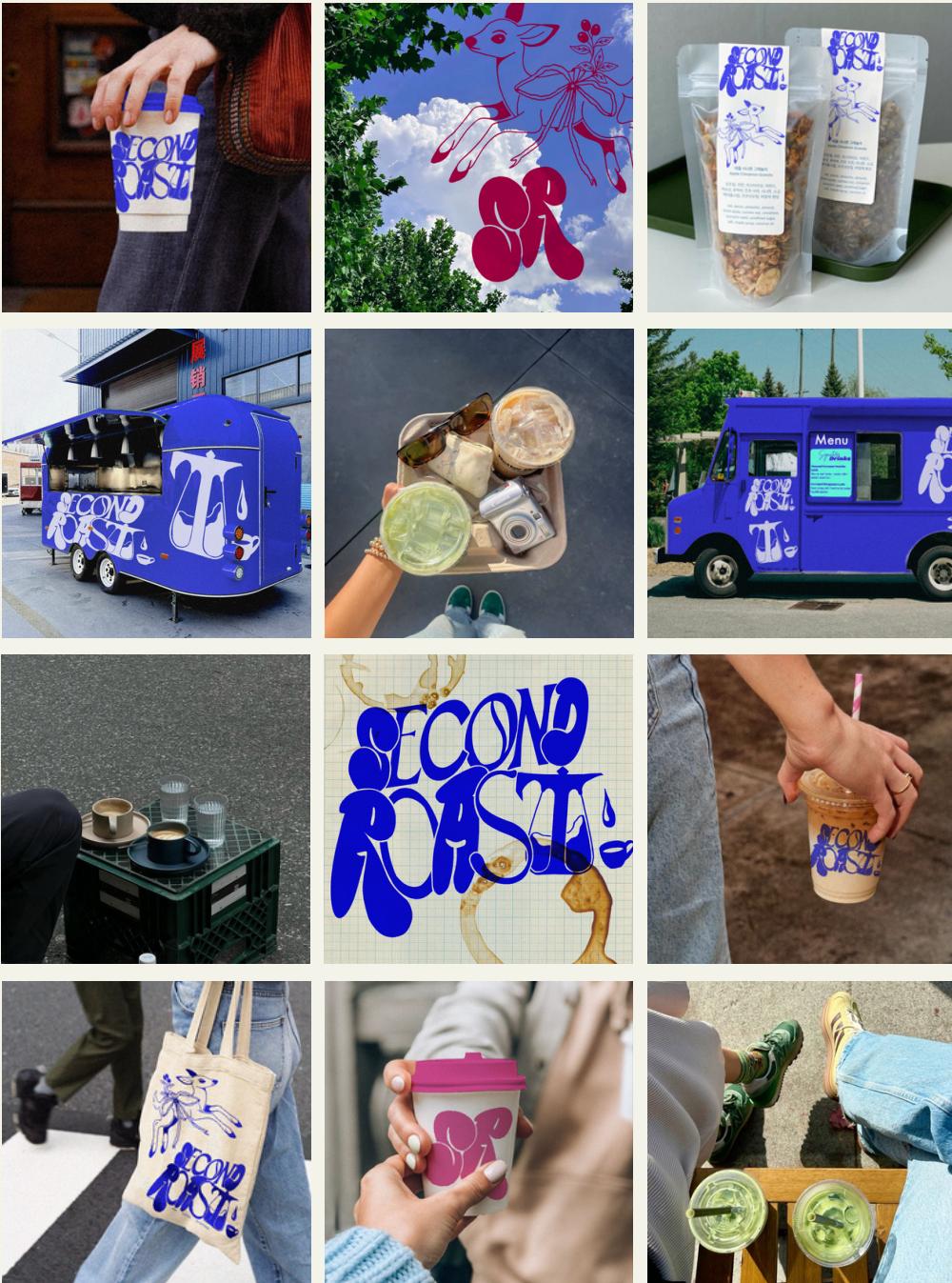
#F3F3E9
Sand

#C8l269
Wine

Secondary Logo



Social Media Direction



*Mock up photos and graphics

Expanding Content

- Build on the photo + graphic mix with more video content.
- Short-form ideas:
 - Day in the life at the truck
 - Trying new drink flavors
 - Customer reactions / taste tests
 - Behind-the-scenes prep + collabs

Collabs & Special Drops

- Partner with influencers/local artists on limited edition flavors.
- Release small runs of drinks served in ceramic cups made by local artists as a higher-tier collectible item.

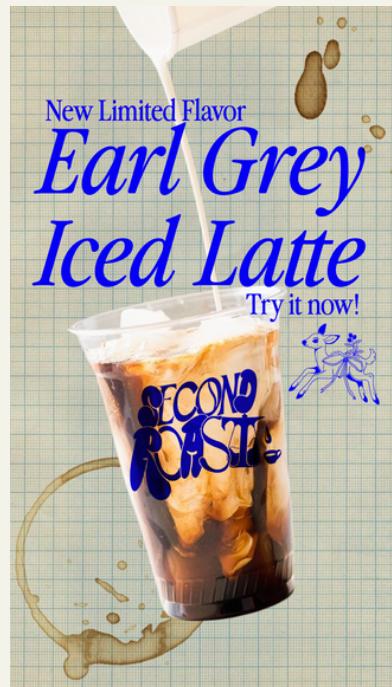
Merchandise Growth

- Expand beyond tote bags into stickers, hats, and t-shirts.
- Use IG to drop and promote these in a way that feels hype-driven and community-oriented.

Second Roast's socials are meant to feel bold, playful, and easy to connect with. The mix of lifestyle photos and graphic posts keeps things fresh.

The focus is on:

- Real life shots that make the brand feel approachable and part of everyday life
- Fun, scroll-stopping graphics that bring in the color palette and logo play
- A mix of urban energy and welcoming vibes so it feels cool, but still for everyone



Story Mockups