

# Ashley Longstreet

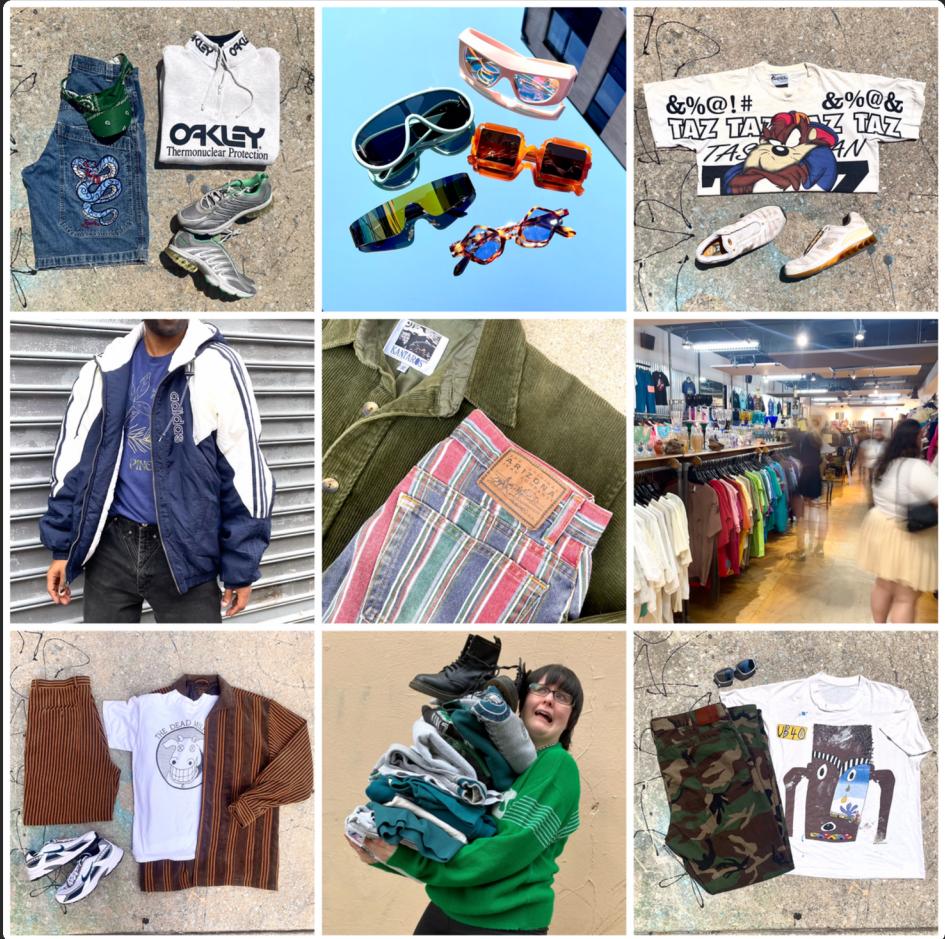
Social Media Management Portfolio  
Creative Strategy • Brand Growth • Analytics

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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 A disjointed aesthetic, inconsistent messaging, and outdated content were limiting performance and confusing internal direction.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

# Social Media Campaign:

## Monthly Calendar + Eagles Drop Example

As part of Retrospect's strategy to modernize its brand presence, I planned one major themed drop per month, with September dedicated to a Philadelphia Eagles vintage collection. The campaign was announced a month in advance through a pinned event calendar post, with supporting content released two weeks prior to build anticipation. The goal was to generate brand awareness, drive in-store traffic, and boost weekend sales, while shifting the store's identity from its traditional "old school" vintage vibe to a more modern, trend-driven interpretation of vintage streetwear.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Content: Store enticing POST Topic: New Window	27 Content: Etsy <i>Create Photo based content for 3rd, 5th, 8th, Analysis of 20th-26th</i>	28 Content: Furniture POST <i>Reels based content for 6th, 7th, Photo HP for 31st-6th stories</i>	29 Content: Community event REEL <i>Reels based content for 6th, 7th, Photo HP for 31st-6th stories</i>	30 Content: Showcase products REEL <i>Reels based content for 6th, 7th, Photo HP for 31st-6th stories</i>	31 Topic: Event Calendar Content: Store enticing POST <i>Schedule tasks for 4th-8th for content for 10th-16th</i>	1 Content: Sunday sale promo
Content: Store enticing POST Topic: Eagles Drop SATURDAY	3 Content: Etsy <i>Photo based content for 10th, 12th, 15th, Analysis of 27th-2nd</i>	4 Content: Furniture POST <i>Reels based content for 13th, 14th, Photo HP for 7th-13th stories</i>	5 Topic: Eagles Drop Content: Furniture POST <i>Reels based content for 13th, 14th, Photo HP for 7th-13th stories</i>	6 Content: Community event REEL <i>Reels based content for 13th, 14th, Photo HP for 7th-13th stories</i>	7 Topic: GRWM Content: Showcase products REEL <i>Reels based content for 13th, 14th, Photo HP for 7th-13th stories</i>	8 Topic: Eagles Drop NEXT WEEK Content: Store enticing POST <i>Schedule tasks for 11th-15th for content for 17th-23rd</i>
Content: Store enticing POST Topic: Eagles Drop SATURDAY	10 Content: Etsy <i>Photo based content for 17th, 19th, 22nd, Analysis of 3rd-9th</i>	11 Content: Furniture POST <i>Reels based content for 20th, 21st, Photo HP for 14th-20th stories</i>	12 Topic: Night Market Content: Furniture POST <i>Reels based content for 20th, 21st, Photo HP for 14th-20th stories</i>	13 Content: Community event REEL <i>Reels based content for 20th, 21st, Photo HP for 14th-20th stories</i>	14 Topic: Eagles Drop TWO DAYS Content: Showcase products REEL <i>Reels based content for 20th, 21st, Photo HP for 14th-20th stories</i>	15 Topic: Eagles Drop TOMORROW Content: Store enticing POST <i>Schedule tasks for 18th-22nd for content for 25th-29th</i>
Content: Store enticing POST Topic: Winter Wear in store	17 Content: Etsy <i>Photo based content for 24th, 26th, 29th, Analysis of 10th-16th</i>	18 Content: Furniture POST <i>Reels based content for 27th, 28th, Photo HP for 21st-27th stories</i>	19 Topic: Customer Interviews Content: Community event REEL <i>Reels based content for 27th, 28th, Photo HP for 21st-27th stories</i>	20 Topic: GRWM Content: Showcase products REEL <i>Reels based content for 27th, 28th, Photo HP for 21st-27th stories</i>	21 Topic: Store Walkthrough Content: Store enticing POST <i>Schedule tasks for 25th-29th for content for 1st-7th, Make October Calendar</i>	22 Content: Sunday sale promo
Content: Store enticing POST Topic: Photos of store	24 Content: Etsy <i>Photo based content 1st, 3rd, 6th, Analysis of 18th-23rd</i>	25 Content: Furniture POST <i>Reels based content for 4th, 5th, Photo HP for 28th-4th</i>	26 Topic: GRWM visit store Content: Community event REEL <i>Reels based content for 4th, 5th, Photo HP for 28th-4th</i>	27 Topic: Furniture Vignette Content: Showcase products REEL <i>Reels based content for 4th, 5th, Photo HP for 28th-4th</i>	28 Topic: Preview Window Change Soon Content: Store enticing POST <i>Schedule tasks for 2nd-5th for content for 8th-14th</i>	29 Content: Sunday sale promo
						30 Content: Sunday sale promo

### Sept 2023 Content Calendar Eagles Drop Campaign

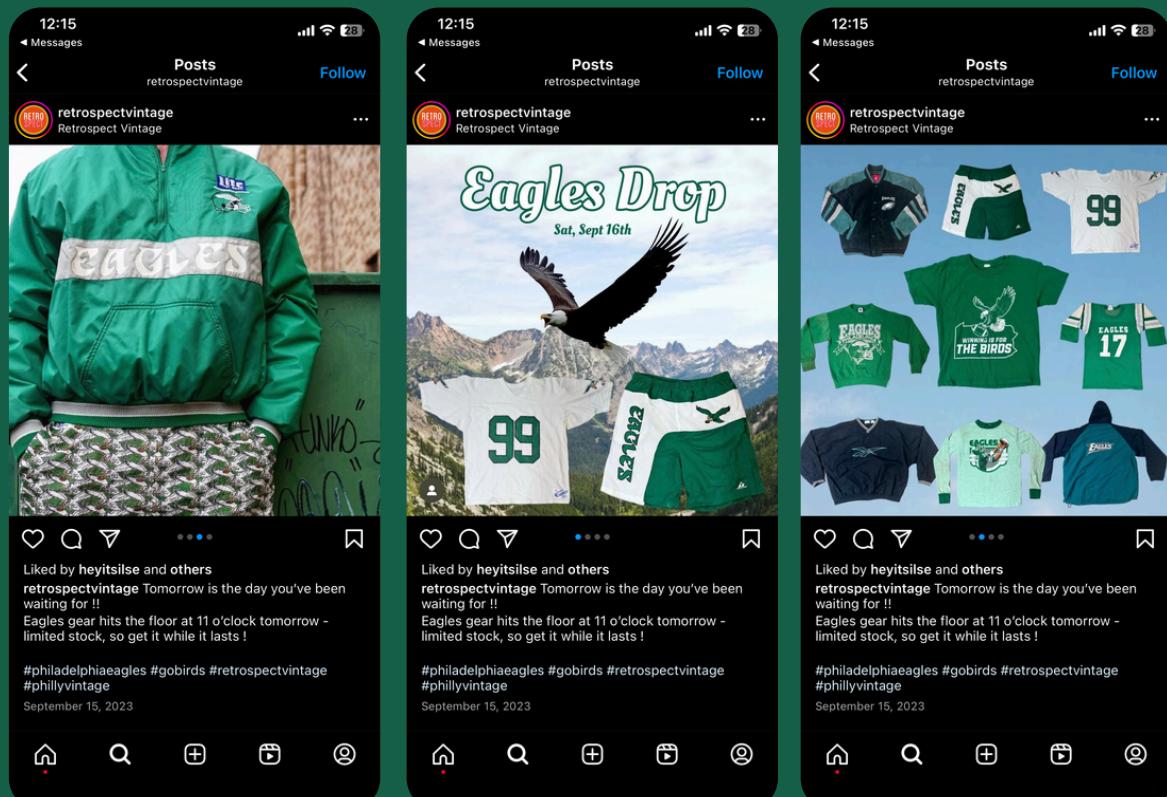
I planned month-long content calendars that balanced the daily required post per day with any campaign-specific promotion. Calendar also outlined behind-the-scenes prep and tasks for store staff and content creator and also was used to show what was going live that day.

#### Calendar Key

- Black text → Published social media post (feed or story)
- Blue italic text* → Tasking/work-in-progress item for the content creator
- Green highlight** → Eagles Drop campaign content

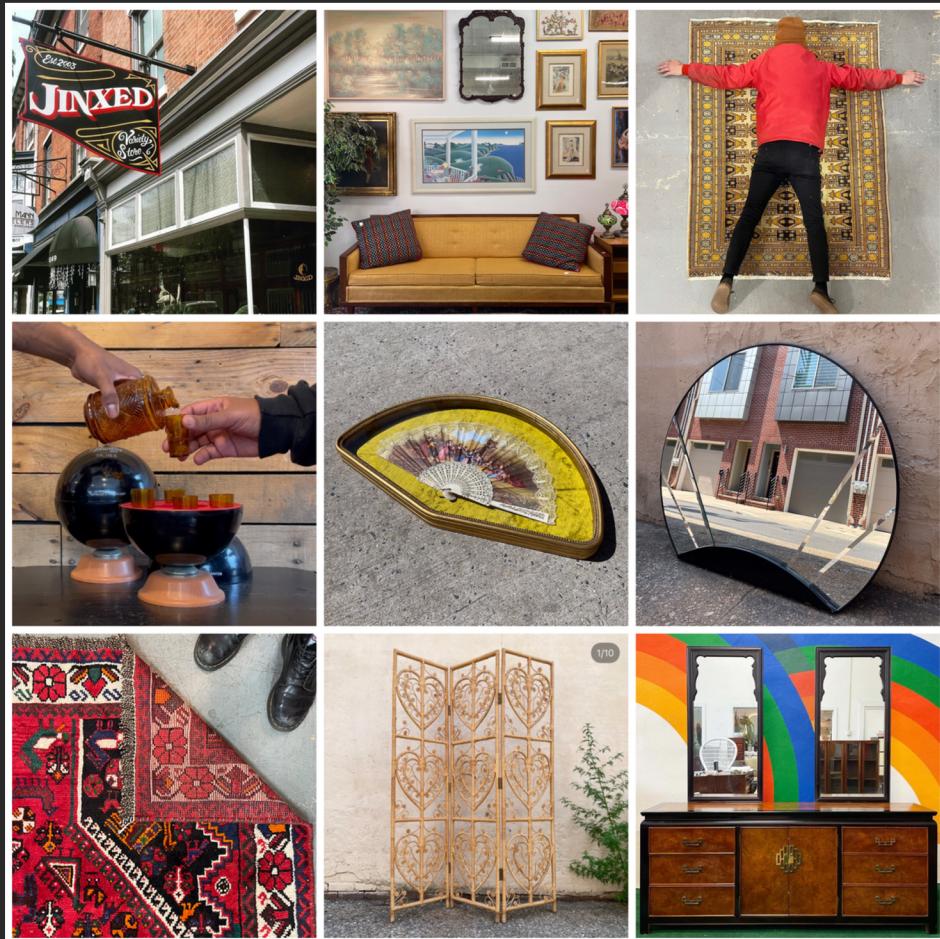
### Selected Content Screenshot

I executed the campaign with a mix of lifestyle shots and flatlays that aligned with Retrospect's brand ethos. Posts highlighted product variety, in-store displays, and themed signage, while also creating urgency around limited items. This combination contributed to higher weekend sales and sold-out pieces on launch day.



# 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



## Project Overview

This is a concept branding and marketing project I developed to showcase my ability to create a client-facing deliverable focused on social media strategy, brand identity, and community-focused marketing concepts.

I chose a coffee food truck as the subject after conducting market research in the Philadelphia and Bucks County area, honestly because I love coffee. Despite a strong food truck scene, I found very few coffee-focused or beverage trucks, with the closest option located across the bridge in South Jersey. I found the concept of a coffee truck to be an interesting concept that could be complimentary to other food trucks rather than being competitive. That gap, combined with my interest in events, community spaces, and playful brand experiences, made it a natural concept to explore. I also really enjoy the constraints of creating a brand and social concept that can be fun and surreal but still grounded and accessible to anyone as coffee is something many people purchase.

The project demonstrates my ability to:

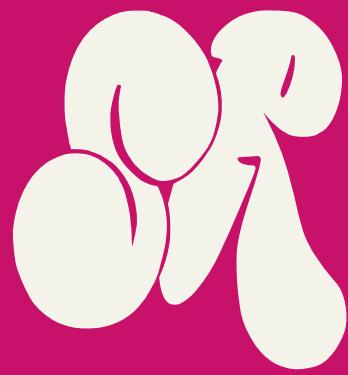
- Build a brand story that connects with a target audience.
- Develop social media campaigns and marketing concepts that emphasize brand awareness and community engagement.
- Package this process into a professional, client-facing presentation that mirrors the standard of agency or consultancy work.

To bring the concept to life, I created the logo and supporting graphics myself. While design is not my primary field, I wanted to ensure the branding felt cohesive, recognizable, and flexible for both social media and event signage. These visuals supported the broader marketing concept, giving the project a polished, client-ready feel.

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.

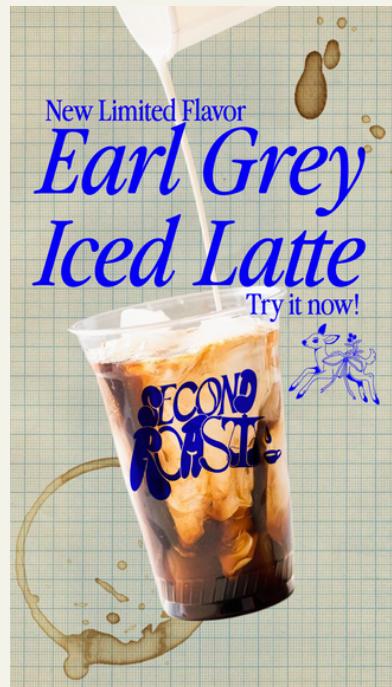
### Merchandise Growth

- 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