

PORTFOLIO
2023

ELAINE PAULES

SOCIAL MEDIA MARKETING PROFESSIONAL



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ABOUT ME

I am a social media marketing professional with over 2 years of experience in organic social media management, both with an in-house agency and independent companies.

I specialize in crafting impactful **strategies**, building **brand awareness**, fostering **community engagement**, and creating compelling **content**.

With a strong emphasis on effective communication and project management, my expertise extends across the fashion industry and Web3 sector, particularly with B2C companies.

I look forward to the potential of working with your business—crafting and executing successful social media campaigns that resonate with your audience and elevate your brand.



WORK EXPERIENCE



SOCIAL MEDIA MANAGER

KR8 Agency (Sept. 2023 - PRESENT)

Spearheaded the development and implementation of **holistic social media strategies** for clients, covering content pillars, tone of voice, community engagement, grid planning, and content calendars. Leading end-to-end social strategies for promotional periods and collection launches, I've successfully **managed 5 clients** with Instagram **followings ranging from 20k to 200k**. Additionally, I've executed in-house content shoots, ensuring alignment with brand aesthetics, and played a key role in **influencer marketing** by crafting lists, facilitating outreach, and strategizing impactful user-generated content for brand collaborations.

SOCIAL MEDIA & COMMUNITY MANAGER

Coolman Media (Jun. 2022 - Oct. 2022)

Led **end-to-end marketing strategy**, encompassing **copywriting**, creative briefs, and **SEO implementation** for social media posts, announcements, and website content. Orchestrated influencer marketing campaigns across platforms like Twitter, Instagram, and Discord to enhance brand visibility. Supervised a Discord community of **26,000+ members**, hosting weekly Twitter Spaces with 300+ listeners to foster a strong sense of community. Achieved remarkable growth, with a **200% follower increase** on the primary collection Twitter account and a **following of 140,000** on the secondary collection Twitter account.

SOCIAL MEDIA & COMMUNITY MANAGER

Matrix (Oct. 2022 - Feb. 2023)

Led cross-functional collaboration, integrating marketing strategy into **monthly roadmaps** for unified company goals. Demonstrated exceptional **project management** skills, optimizing team schedules, ensuring timely project delivery, and contributing copywriting expertise. Maintained the brand's exceptional content reputation through meticulous quality assurance checks and alignment with content creation best practices. Proactively **established strategic partnerships** to expand brand recognition, fostering growth and community engagement through valuable relationships.

SOCIAL MEDIA MANAGER

BMC Ventures Inc. (Dec. 2021 - Mar. 2022)

Implemented impactful social marketing campaigns, heightening brand awareness during crucial promotional periods. Formulated a **comprehensive marketing strategy**, covering **copywriting**, **content creation**, and **SEO**, for social media posts and announcements. Designed visually compelling social post graphics using Adobe Photoshop and Canva to enhance brand identity and drive engagement. Maintained the security and efficiency of the company's Discord server, cultivating a thriving community of 16,000+ members. Provided exceptional international holder support, addressing inquiries across diverse channels.

EDUCATION



UNIVERSITY OF CALIFORNIA, SANTA CRUZ

Bachelors of Arts in Psychology

Bachelors of Science in Cognitive
Science

Achievements:

Department Major Honors

Dean's Honors

Phi Beta Kappa Academic
Honor Society

CERTIFICATES



COMPETITIVE BENCHMARKING & ANALYSIS

Meltwater Academy

SOCIAL MEDIA STRATEGY

Meltwater Academy



Certificate: 59438663



Certificate: 59281186

SOCIAL MEDIA MANAGEMENT

Meltwater Academy



Certificate: 59440512

SOCIAL LISTENING

Meltwater Academy

SKILLS

SOCIAL MEDIA STRATEGY

Content Pillars, Hashtag Best Practices, Tone of Voice, Target Audience, Influencer Marketing, Content Calendar, Grid Planning, Projections/Goals

COMMUNITY ENGAGEMENT

Giveaways, Live Q&As, Announcements, Polls, Trivia, Shopping Guides

CONTENT CREATION

Photo Shoots, Photo Editing, Video Editing, IG Story & Feed Assets

ANALYTICS

Profile Performance Reports, Social Listening Reports, Competitive Benchmarking Reports

PROJECT MANAGEMENT

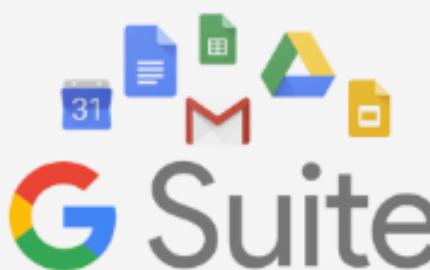
Scheduling & Timelines, Quality Assurance Checks, Deliverables, Supervising, Budgeting

TOOLS & SYSTEMS

SOCIAL MANAGEMENT



COLLABORATIVE PLATFORMS



CONTENT CREATION



STRATEGY

CONTENT PILLAR EXAMPLES (CLIENT: KROST NY)

CONTENT PILLARS				
EDUCATE	ENTERTAIN	UGC	INCITE	PROMOTE
PRODUCT KNOWLEDGE QUALITY FABRIC MATERIAL PRODUCTION DETAILS	CURRENT TRENDS + RELATABLE CONTENT LIFESTYLE STREET CONTENT ENGAGEMENT INITIATIVES	VIA ORGANIC GIFTING VIA PAID INFLUENCER GIFTING - PRODUCT FOCUSED STREET STYLE - LIFESTYLE COOL EDIT/TRANSITION VIDEOS - DISPLAY OF DIFFERENT SETTINGS WHERE PRODUCT CAN BE WORN	STYLING TIPS Context for wearing product PHILANTHROPY	Products w/ call to Actions Brand Identity Via Paid media Eden Reforestation Projects
ABOUT THE BRAND PHILANTHROPIC EFFORTS EDEN REFORESTATION PROJECTS AND THEIR MISSION	GIVEAWAYS POLLS LIVE Q&A IG SHOPPING GUIDE "IMPACT" STORY HIGHLIGHTS PHILANTHROPY TRIVIA	USAGE: INSTAGRAM TIKTOK		

ENTERTAIN

WHAT

- + Current Trends: Incorporate current trends to captivate our audience. This includes sounds, TikToks, winter, and lifestyle. Primary focus is improving SEO.
- + Community Initiatives: Engage with our audience to make them feel involved in the brand and collection – community engagement tactics.

HOW

- + Current Trends: Create reels/tiktoks featuring trending sounds and video edits. Create content tuned into Winter and lifestyle trends ("cozy aesthetic", sustainable living, thanksgiving and christmas)
- + Community Initiatives: Weekly giveaways, live Q&As, Instagram polls, Instagram shopping guides, philanthropy highlights, philanthropy trivia

EDUCATE

WHAT:

- + Product Quality: Materials, manufacturing, durability, comfortability, eco-friendly
- + Brand: KROST aesthetic, mission statement, origin
- + KROST's Philanthropic Commitment: Why we are philanthropically oriented as a brand & how we are philanthropically committed as a brand (current & previous nonprofit partnerships, overall statistics on HOW we are giving back to these communities)
- + Eden's Mission: work with local communities to restore landscapes on a massive scale, thereby creating jobs, protecting ecosystems, and helping mitigate climate change.

HOW:

- + Product Quality: Caption copy, content featuring pieces of product descriptions (made in portugal, double layered, locally sourced suede, etc.)
- + Brand: Caption copy (direct & elevated), content featuring mission statement & early stages of company
- + KROST's Philanthropic Commitment: Live Q&As, caption copy (Why it's important for us as a brand to give back), content featuring infographics and in action company givebacks (ex. community meetups)
- + Eden's Missions: Caption copy outlining statistics and actions of Eden, content featuring infographics about reforestation

INSPIRE

WHAT

- + Styling Tips: How consumers can build outfits with the Winter collection
- + Context for Wearing Products: Where consumers can wear their products (outdoors, NYC, work) and under what conditions (weather, occasion)
- + Philanthropy: Inspire audience to be philanthropically oriented and engage in community and non-profit initiatives

HOW

- + Styling Tips: Weekly story content featuring different ways to wear and build outfits with pieces from the Winter collection. Follow content with community engagement tactic: "which is your favorite?"
- + Context for Wearing Products: Content featuring products in different contexts (ex. walking in NYC on a rainy day in out winter jacket, hiking in our puffer, out at dinner in our pants).
- + Philanthropy: Set up and capture content of community events (NYC clean up, planting trees, etc.). Follow up philanthropy infographics with a call to action (look into Eden's Mission, partake in sustainable living).

THE PROCESS

Through comprehensive brand analysis and audience understanding, I identify overarching themes such as 'Educate, Entertain, Incite, and Promote.' These pillars serve as the cornerstone, providing a structured framework for engaging and purposeful social media campaigns. This involves illustrating each pillar with vivid content examples, showcasing their implementation with precision and creativity. Through this approach, I ensure a cohesive narrative that not only aligns with brand values but also captivates and connects with the intended audience.

STRATEGY

GRID PLANNING EXAMPLES (CLIENTS: KROST NY, BABY PHAT, JOROCCO)

Social Strategy

FALL 2023 - INSTAGRAM

The rollout narrative continues here, as we show visually appealing imagery that tells both the personal and the philanthropic story of the brand.

KROST

Overview Strategy + Mockup with Placeholders

15 GRID 10.30-11.13

Weekly Cadence:

- + 2-3X Campaign
- + 1X Product Still Life
- + 1X Lookbook
- + 1X Philanthropy
- + 1X Giveaway
- + 1X Ecomm Still Life
- Craftsmanship Descriptions

*add videos into rollout (red squares for placement)

*product detail diagrams- Send over with a white background instead of grey

11.13 BTS Reel	11.12 Product Flat	11.11 Drop 2 Giveaway
11.10 Drop 2 Live	11.9 Drop 2 Tease	11.8 Drop 2 Tease
11.7 Infographic	11.6 Drop 2 Tease	11.5 Product Flats
11.4 Drop 1 Giveaway	11.3 Drop 1 Live Lookbook Images	11.2 Campaign Video
11.1 Infographic	10.312 Campaign Tease	10.30 Video Tease

DATES: 11.7- 11.25

- DROP 3 LIVE
- BLACK FRIDAY PROMO
- BLACK FRIDAY LIVE

9 Grid 11.4 - 11.18

Feed Post Schedule: Mon, Wed, Thurs, Sat.

PRODUCT IN HOUSE SHOOT
[10.20, ALLAN ON BODY SHOOT](#)
[10.20, ALLAN STILL LIFE SHOOT](#)
[10.20](#)

THE PROCESS

The process begins with understanding client goals and content needs. I proceed to develop a grid mockup that balances content categories (e.g., lifestyle, e-commerce, campaign), while including dates reflecting posting cadence and inspiration/examples for each feed placement. After client approval and finalizing creatives, I strategically place them to ensure a cohesive and engaging social media presence that aligns seamlessly with the client's vision.

STRATEGY

CONTENT CALENDAR EXAMPLES (CLIENTS: KROST NY, BABY PHAT)

MON	TUES	WED	THURS	FRI	SAT	SUN
10/30 DROP 1 TEASE: -1x VIA IG GRID --3-4 IG STORY	10/31 -3-4 IG STORY -1X IG GRID 1X REEL	11/1 -1x VIA IG GRID -3-4 IG STORY	11/2 -1x VIA IG GRID --3-4 IG STORY -1X REEL	11/3 DROP 1 LAUNCH: -3-4 IG STORY 1X IG GRID 1X REEL	11/4 -1x IG GRID -3-4 IG STORY	11/5 -1x IG GRID -3-4 IG STORY
11/6 DROP 2 TEASE: -1x VIA IG GRID --3-4 IG STORY	11/7 IG -1X GRID -3-4 IG STORY	11/8 -1X REEL --3-4 IG STORY	11/9 -1x VIA IG GRID -3-4 IG STORY X1 REEL	11/10 DROP 2 LAUNCH: -1x VIA IG GRID -3-4 IG STORY 1X REEL	11/11 -1x VIA IG GRID -3-4 IG STORY	11/12 1X IG Reel -3-4 IG STORY
11/13 -1x VIA IG GRID 1X REEL -3-4 IG STORY	11/14 -3-4 IG STORY -1X REEL	11/15 TEASE BLACK FRIDAY -1x VIA IG GRID -3-4 IG STORY	11/16 -3x VIA IG GRID -3-4 IG STORY	11/17 -1x VIA IG GRID -3-4 IG STORY	11/18 -1x VIA IG GRID -3-4 IG STORY	11/19 -1X REEL -3-4 IG STORY
11/20 BLACK FRIDAY -1x VIA IG GRID -3-4 IG STORY	11/21 -3-4 IG STORY -1X REEL	11/22 -1x VIA IG GRID -3-4 IG STORY	11/23 -3x VIA IG GRID -3-4 IG STORY -1X REEL	11/24 -1x VIA IG GRID -3-4 IG STORY -1X REEL	11/25 -1x VIA IG GRID -3-4 IG STORY	11/26 -1X IG GRID -3-4 IG STORY -1X REEL
						THROUGH CYBER MONDAY ...



MON	TUES	WED	THURS	FRI	SAT	SUN
FEED POST SCHEDULE: MON , WED, THURS, SAT	10/30 -1x VIA IG GRID --3-4 IG STORY	10/31 --3-4 IG STORY 1X REEL	11/1 -1x VIA IG GRID --3-4 IG STORY	11/2 -1x VIA IG GRID --3-4 IG STORY -1X REEL	11/3 -3-4 IG STORY 1X IG GRID 1X REEL	11/4 -1x IG GRID -3-4 IG STORY
AND FRI. ON DROP DAYS	11/6 DROP 3 TEASE -1x VIA IG GRID --3-4 IG STORY	11/7 -3-4 IG STORY -1X REEL	11/8 -1x VIA IG GRID --3-4 IG STORY	11/9 -1x VIA IG GRID --3-4 IG STORY	11/10 DROP 3 LAUNCH: -3-4 IG STORY	11/11 -1x VIA IG GRID -3-4 IG STORY
	11/13 -1x VIA IG GRID -3-4 IG STORY	11/14 -3-4 IG STORY -1X REEL	11/15 -1x VIA IG GRID -3-4 IG STORY	11/16 -3x VIA IG GRID -3-4 IG STORY	11/17 -3-4 IG STORY	11/18 -1x VIA IG GRID -3-4 IG STORY
	11/20 -1x VIA IG GRID -3-4 IG STORY	11/21 -3-4 IG STORY -1X REEL	11/22 -1x VIA IG GRID -3-4 IG STORY	11/23 -3x VIA IG GRID -3-4 IG STORY	11/24 -3-4 IG STORY	11/25 -1x VIA IG GRID -3-4 IG STORY
						11/26 -1X REEL -3-4 IG STORY

STRATEGY

COMMUNITY ENGAGEMENT EXAMPLES (CLIENTS: KROST NY)

COMMUNITY ENGAGEMENT

INSTAGRAM GIVEAWAYS (1X Week)

- + Feed: Follow, Comment, Reshare
 - + UGC posting using hashtag
#KROSTFAMILY
 - + Eden Reforestation Trivia
 - + Product Comment (Where are you wearing?)
 - + Community Cleanup Challenge

PHILANTHROPY HIGHLIGHTS (X1 Week)

- + Story Series with Infographics about Eden, Reforestation, sustainability, our commitment/contributions

INSTAGRAM & TIKTOK UGC

- + Story reposts as they come in
 - + Feed integration following Winter Collection drops

INSTAGRAM POLLS (X3 Week)

- + This or That Products
 - + This or That Product Pairings
 - + Fabric Texture Preference
 - + Heart/Fire Scale
 - + Styling Tips
 - + Philanthropy Trivia

Q&A LIVE (1X Week)

- + Sit Down with Eden Social Activist and KROST Representative
 - + KROST Q&A with Sammy about the Brand
 - + Around the Office Showing Product
 - + Audience Member chosen for giveaway at the end of live

SHOPPING GUIDES (11/11)

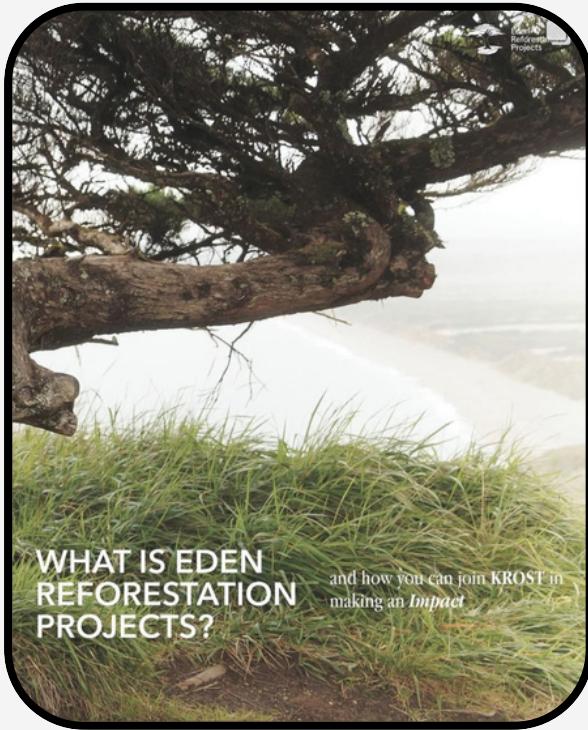
- + “Founder’s Favorites” & “Consumer Favorites”

COMMUNITY CALENDAR

MON	TUES	WED	THURS	FRI	SAT	SUN
10/30 DROP 1 TEASE POLL: This or That Product Pairings	10/31 POLL: Fabric Preference	11/1 STORY SERIES: Eden Reforestation Trivia	11/2 POLL: This or That Product	11/3 DROP 1 LAUNCH POLL: Styling Tips (4 Options)	11/4 GIVEAWAY: Follow, Comment, Reshare	11/5 GIVEAWAY WINNERS IG LIVE: Q&A with Sammy on Brand Mission and Origin LIVE GIVEAWAY: Live audience member chosen
11/6 DROP 2 TEASE SHOPPING GUIDE: "Founder's Favorites" & "Consumer Favorites"	11/7 POLL: This or That Products	11/8 STORY SERIES: Eden Reforestation Trivia	11/9 POLL: This or That Product Pairings	11/10 DROP 2 LAUNCH POLL: Styling Tips (4 options)	11/11 GIVEAWAY: Follow, Comment, Reshare	11/12 GIVEAWAY WINNERS IG LIVE: Q&A with Eden Social Activist & KROST representative. GIVEAWAY: Live audience member chosen

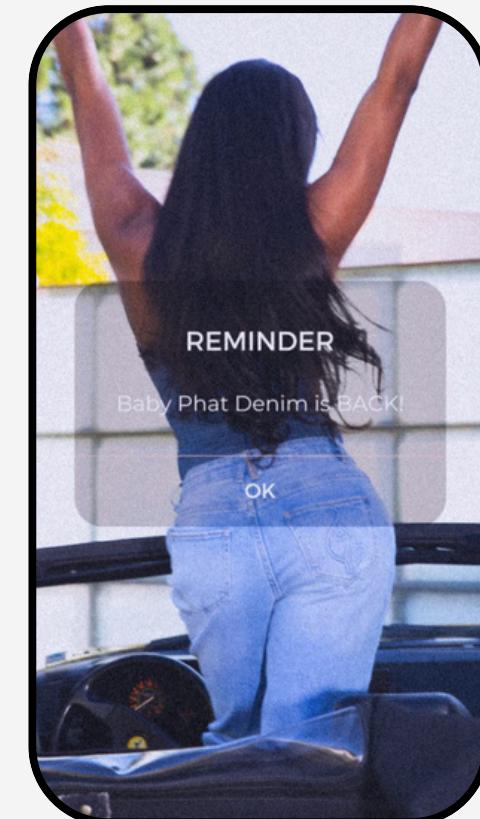
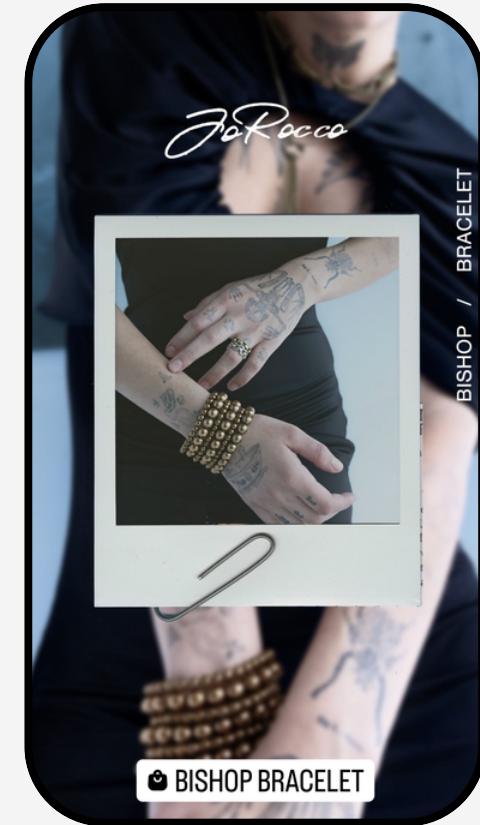
CONTENT CREATION

INSTAGRAM FEED EXAMPLES (CLIENTS: KROST NY, JOROCCO, BABY PHAT)



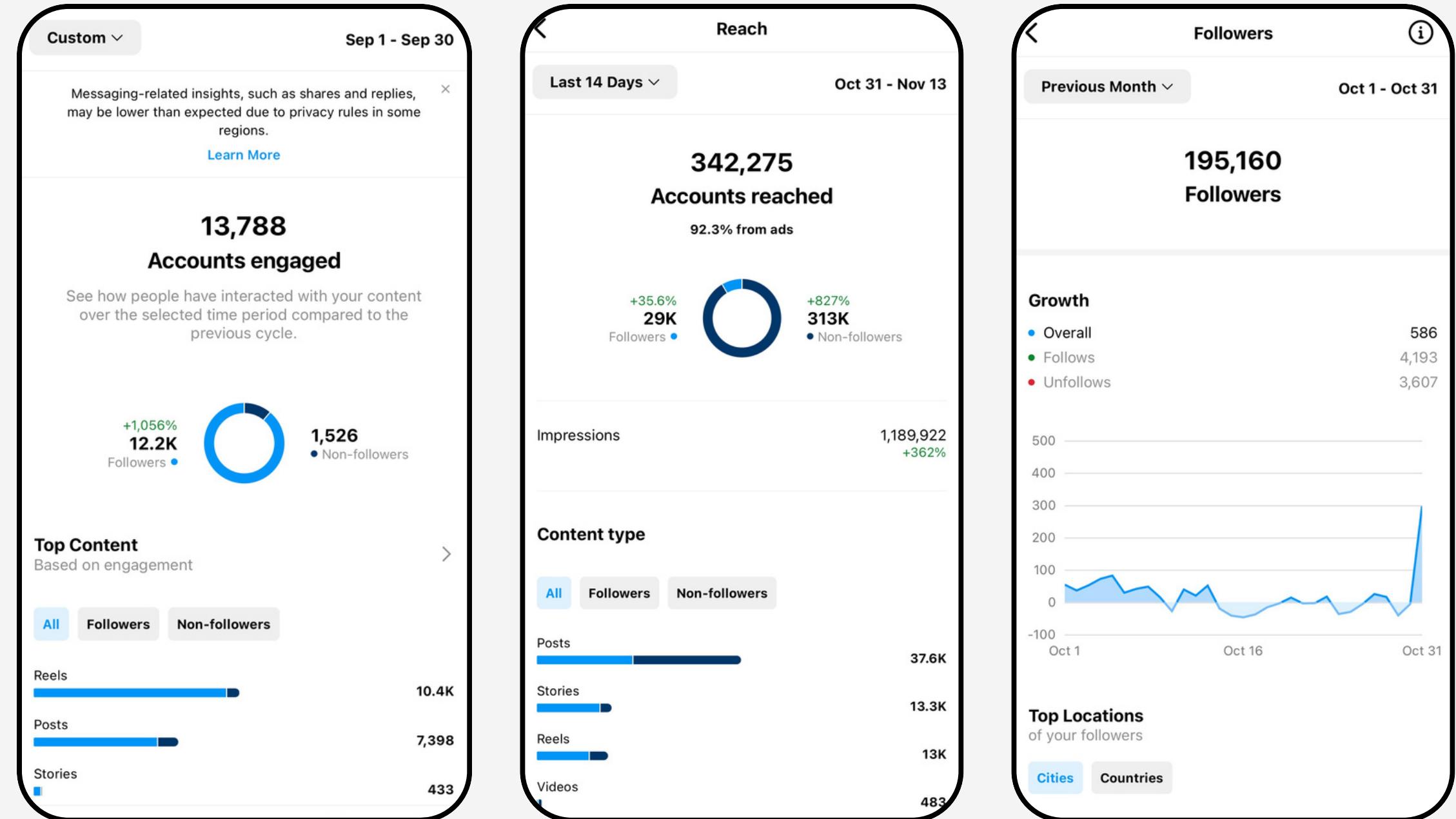
CONTENT CREATION

INSTAGRAM STORY EXAMPLES (CLIENTS: KROST NY, JOROCCO, BABY PHAT)



RESULTS & TESTIMONIALS

CLIENT: BABY PHAT



"Having Elaine on board was a game-changer. Her keen eye for trends and openness to diverse creative visions brought a refreshing perspective to our team, and I couldn't help but share the excitement with everyone. A true asset for any creative endeavor."

-Lily Conaty (KROST NY, Head of Content & E-Commerce)

"Elaine was a standout team member, excelling in both organization and professional client communication. Their ability to stay organized ensured seamless project workflows, while their dedication to clear and effective interactions greatly contributed to project success."

-Rita Crook (KR8 Agency, Project Manager)

"Elaine was a key asset as a Social Media Manager at Coolman Media. Her creative strategies, particularly in influencer marketing, significantly boosted brand visibility and community engagement. With strong project management skills and meticulous attention to content quality, Elaine left a lasting positive impact on our brand."

-Ryan Dunlop (Coolman Media, Brand Manager)



CONTACT ME

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Beverly Hills, CA 90211