

# PORTFOLIO

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SENIOR MARKETING

# CAMPAIGNS

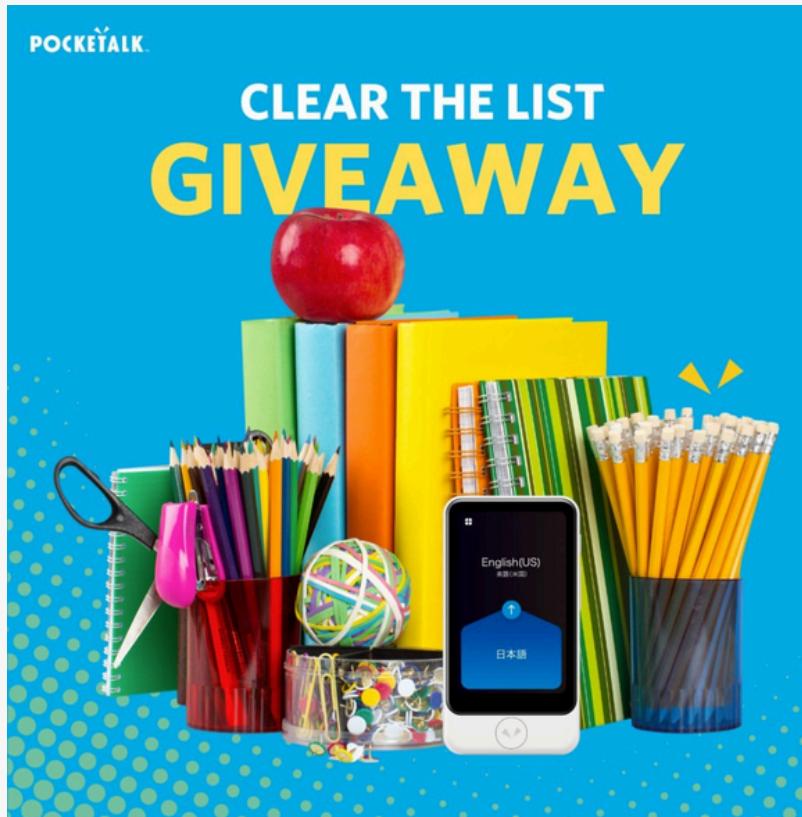
THE #ALLSPOKENHERE CAMPAIGN WAS DESIGNED TO PROMOTE GLOBAL INCLUSIVITY BY REMOVING LANGUAGE AS A BARRIER AND INSTEAD POSITIONING IT AS AN INVITATION.

THE INITIATIVE ENCOURAGES INDIVIDUALS AND ORGANIZATIONS, FROM CLASSROOMS TO CORPORATIONS, TO EMBRACE OVER 92 LANGUAGES AND WELCOME CONVERSATIONS IN ANY LANGUAGE.

AS PART OF THIS CAMPAIGN, I DEVELOPED EYE-CATCHING STICKERS AND DIGITAL BADGES THAT VISIBLY SIGNAL TO THE WORLD: ALL LANGUAGES ARE WELCOME HERE. THESE ASSETS WERE NOT JUST BRANDING TOOLS BUT SYMBOLS OF BELONGING, ENCOURAGING PEOPLE TO ENGAGE ACROSS LINGUISTIC BOUNDARIES.

TO EXPAND REACH, THE TEAM INVITED GLOBAL AUDIENCES TO DISPLAY THEIR BADGES, SHARE PERSONAL STORIES AND IMAGES ON SOCIAL MEDIA USING THE HASHTAG #ALLSPOKENHERE, THE RESULT IS A GROWING GLOBAL MOVEMENT, A CAMPAIGN ROOTED IN THE BELIEF THAT EVERYONE IS WELCOME TO THE CONVERSATION.





SOCIAL MEDIA IS ONE OF THE MOST POWERFUL TOOLS FOR BRAND BUILDING, DRIVING AWARENESS, ENGAGEMENT, AND COMMUNITY ACROSS AUDIENCES AND INDUSTRIES.

AT POCKETALK, I DEVELOPED AND MANAGED A CROSS-PLATFORM SOCIAL STRATEGY SPANNING TIKTOK, LINKEDIN, INSTAGRAM, FACEBOOK, AND TWITTER, CRAFTING CONTENT TAILORED TO SECTORS WHICH INCLUDED EDUCATION, HEALTHCARE, GOVERNMENT, LOGISTICS, AND PUBLIC SAFETY.

THROUGH SOCIAL MEDIA, I ANNOUNCED SEVERAL PRODUCT LAUNCHES IN NEW INTERNATIONAL MARKETS AND LED TIMELY CAMPAIGNS. SOCIAL CONTENT WAS USED TO BUILD TRUST, CONNECTION, AND BRAND LOYALTY ON A GLOBAL SCALE, ALL WHILE REINFORCING POCKETALK'S MISSION TO BREAK DOWN LANGUAGE BARRIERS.

## SOCIAL MEDIA

# BLOG POSTS

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# EVENT PLANNING & DESIGN

AS THE SENIOR MARKETING MANAGER AT POCKETALK, I LED THE END-TO-END STRATEGY AND EXECUTION FOR MORE THAN 100 B2B EVENTS, INCLUDING NATIONAL CONFERENCES AND GLOBAL INDUSTRY TRADE SHOWS.

FROM BOOTH DESIGN TO ON-SITE LOGISTICS, I MANAGED EVERY ASPECT OF EVENT PLANNING, PARTNERING WITH AGENCIES, COORDINATING WITH VENDORS, AND ALIGNING INTERNAL STAKEHOLDERS TO ENSURE A COHESIVE BRAND EXPERIENCE.

THE EVENT PROGRAMS I DEVELOPED NOT ONLY ELEVATED POCKETALK'S PRESENCE IN THE TRANSLATION TECHNOLOGY SPACE BUT DIRECTLY CONTRIBUTED TO EXCEEDING SALES PIPELINE GOALS AND DRIVING QUALIFIED LEADS.

HIGHLIGHTS INCLUDE THE DESIGN AND LAUNCH OF VISUALLY IMPACTFUL BOOTHSTHAT SHOWCASED PRODUCT INNOVATION AND USER VALUE IN HIGHLY COMPETITIVE ENVIRONMENTS.



# SALES COLLATERAL

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**B2B Bulk Sales - Price List**

Pocketalk Plus	Price	Pocketalk S	Price
5 - 20 .....	\$329.00	5 - 20 .....	\$279.00
21 - 59 .....	\$309.00	21 - 59 .....	\$259.00
60+ .....	\$289.00	60+ .....	\$239.00

*Five-year built-in data plan included  
Free shipping for orders over 20 units*

**Pocketalk S Accessories**

	Price
Pocketalk Protective Case .....	\$15.00
Pocketalk Carry Case .....	\$15.00
Pocketalk Screen Protector .....	\$15.00
Pocketalk Lanyard .....	\$15.00

**Pocketalk Device Protection Plan (PDPP)**

- Extends the warranty of your Pocketalk device and covers accidental damage
- A Pocketalk Protective Case or Protective Case and Screen Protector must be purchased to qualify (Protective Case and Screen Protector are sold separately)
- Easy to use portal provides quick device replacement with no deductible

Protective Case Only	Price	Protective Case + Screen Protector	Price
1YR PDPP .....	\$20.00	1YR PDPP .....	\$15.00
2YR PDPP .....	\$25.00	2YR PDPP .....	\$20.00
3YR PDPP .....	\$36.00	3YR PDPP .....	\$25.00

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