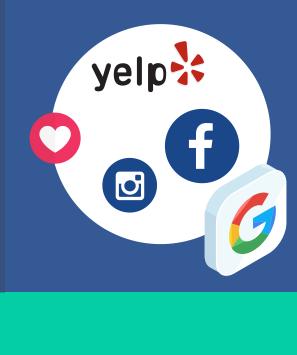
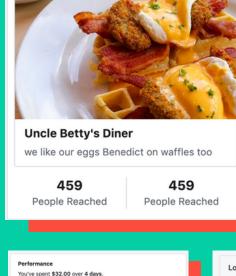
## ESTABLISHED AND BUILT THEIR ONLINE PRESENCE

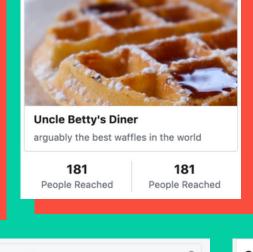
When I started working with this client, they had been locked out of all their social accounts and had to start from O. Through a combination of consistent posts, relevant content and community engagement, I was able to grow their instagram audience to over 1600+ active and engaged followers.

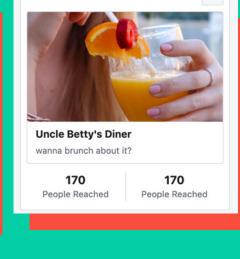




# RAN PAID ADS THAT GOT CUSTOMERS IN THE DOOR





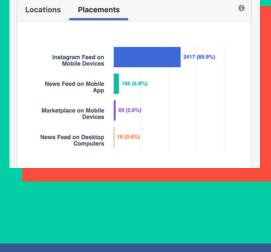


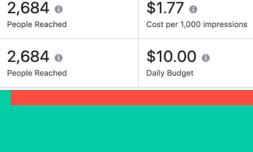


Unique Visitors

21.6k

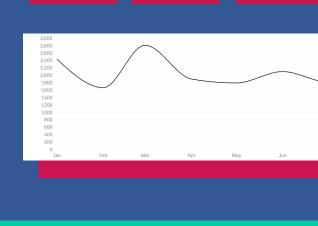
+1,680.8% yr/yr





#### **BUILT A SWEET WEBSITE WITH SQUARESPACE AND USED GOOGLE ANALYTICS TO INCREASE TRAFFIC, LIKE A** LOT Because a first point of contact between businesses and their customers is often online, it's super

important to be there when they want to engage with your brand. By looking at the user data over time, I was able to identify relevant audience and consumption patterns to use in ongoing promo initiatives. Visits Pageviews



59.9k

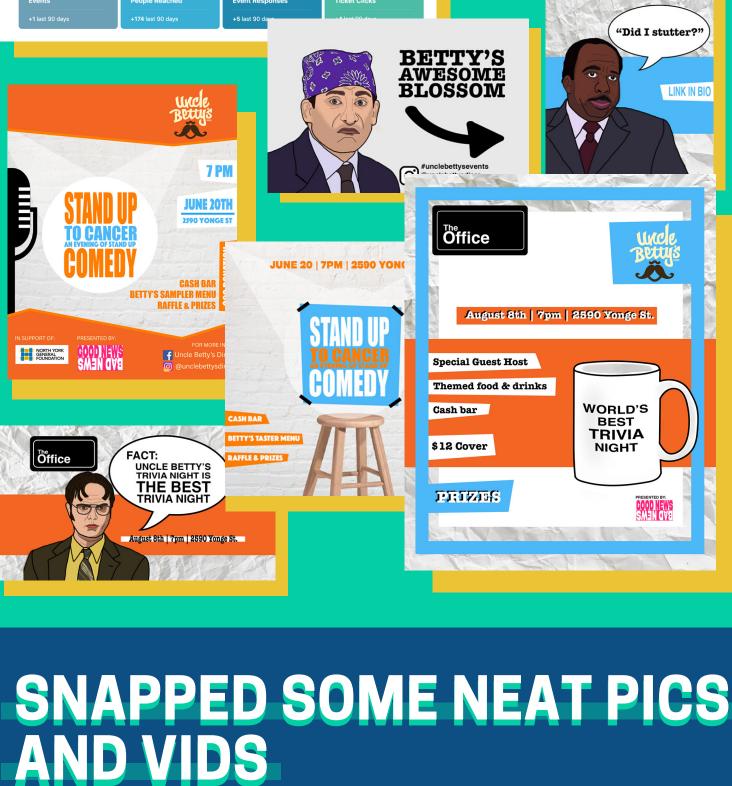


### EVENTS Never-ending construction, changing demographics and soaring rent prices are just a few of the challenges that businesses in the city face. Events are a great way to drive

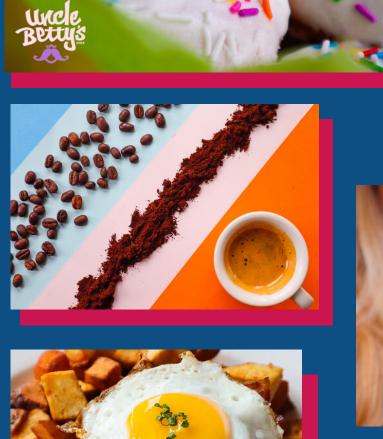
20.1k

+1,275.0% yr/yr

revenue and get new customers in your door. With a combination of strong creative, strategic ad placement, and really fun event ideas, I successfully showed the business owners how to better use their space and grow their brand awareness. office Uncle Betty's Diner • Last 365 Days ▼ **TRIVIA NIGHT** gust 8th | 7pm | 2590 Yonge St **SEE YOU ON THE 8TH** 4.6K 95 72 Ticket Clic



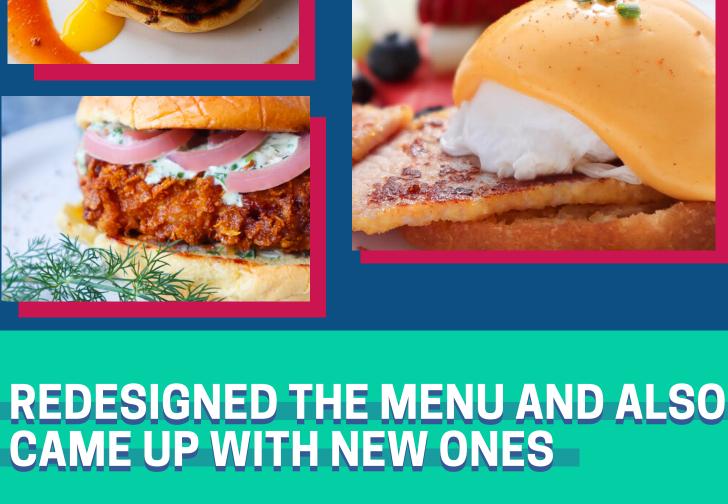
### blogTO even Beveriy Hills.





Uncle Betty's Diner





#### A business' online and print media should Öffice always reflect its brand identity. **MENU** Jim's Famous Grilled Cheese | \$10 Dwight's Worst Parm Sammy | \$10 By working with designers, chefs, and the



Salads 12

Caesar

Greek add chicken

Sharesies 8

Hooch 9

Beer 6 Wine 7

If the Creek Don't Rise - rye, ginger

Sweet Fries

Dwight's Beet Salad | \$10 Kevin Malone's Chili | \$10

Betty's Awesome Blossom | \$10

Additionally, I costed and devised specialty menus for events and catering.

highlight key offerings.

business owners, I updated the design and

layout of the menu to increase revenue and

HANDMADE FRESH EVERY DAY!

Steak