

MIA GALLUCCI

SHORT PITCH

A web experience showcasing the social media marketing expertise, writing skills, and leadership in a startup company of Mia Gallucci.

LONG PITCH

miagallucci.com will share selected social media profiles, projects and publications from Mia Gallucci. An emphasis on showcasing her work as a leader at a startup company and her experience as a writer and social media team member at VIM Magazine must be present. miagallucci.com will act as a platform for creative expression through photography, and capture a pleasing aesthetic of Mia's creative capabilities. The web experience must capture Mia's experience as a student at MSU while cohesively translating her skills and abilities as a young professional looking to expand her career.

PERSONAS



Trevor the Entrepreneur
Specific interest in social media marketing



Stacey the Supervisor
Social media and blogging professional



Anna the Enthusiast
Blogger with specific interest in photography and social media

COMPS



STEPH
PICKARD

stephpickard.com



meimeiphotography.com



Shireenmohyi.com