Portfolio by

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OBJECTIVE:PROVIDE HIGH LEVEL CAMPAIGNS INSIGHTS AND STRATEGIES IMPLEMENTED FOR CREATIVE PROJECTS CONCEPTED THAT PROVIDED CONTINUITY AND REACH FOR THE ORLANDO MAGIC,AND BRAND ENGAGEMENT FOR FANS AND PARTNERS.

PARTNER CAMPAIGN:DISNEY

Overview: Strategically created a one day social blitz to announce Walt Disney as the official jersey sponsor for the Orlando Magic.

Platform Distribution: Facebook, Instagram, Twitter, Snapchat
Content Type: Photo, Video, Cover Photo, Articles, Player Takeover
Total Impressions: 3.6 M
Total Video Views: 469K
Total Engagements: 23K

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PARTNER CAMPAIGN:FLORIDA HOSPITAL

Overview: Tasked with creating a co-branded campaign with Florida Hospital surrounding Mother's Day. Created a UGC program using memorable quotes provided by Orlando Magic player's mothers with a CTA inviting fans to share their #MOMSays quotes.

Platform Distribution: Facebook, Instagram, Twitter, OOH Billboard
Content Type: Quote Graphics, Billboard
Total Impressions: 475K
Total Engagements: 20K

COMMUNITY:PULSE TRIBUTE

Overview: Led the creative concept and execution for the Pulse Tribute that included the entire Orlando Magic team, executive staff, Orlando Mayor, city officials and first responders to remember those affected by the tragedy.

Platform Distribution: Facebook, Instagram, Twitter, Snapchat
Content Type: Photo, Video, Cover Photo
Total Impressions: 865 K
Total Video Views: 108K
Total Engagements: 13K

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PARTNER *RE*-BRANDING

BEFORE

AFTER

While video is currently deemed "king" in the social space we were seeing a decrease in engagement for a partner highlight post. To align with the new strategy and increase engagement for the partner we shifted them into more photo content, with a cleaner esthetic and adjusted the time of release for optimal reach.

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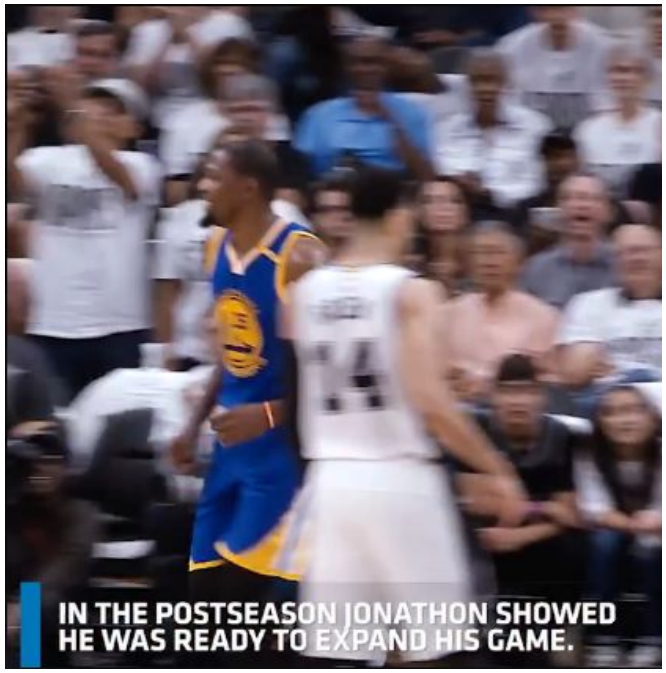
CONTENT: VIDEO

16 X9



1X1

By transitioning video formats from the traditional 16x9 we were able to significantly increase video views by switching to 1x1 formats with enhanced closed captions which allowed consumers to view content on their phones without sound and not be distracted by the content posted before or after; as 1x1 takes up far more real estate on mobile devices.

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CONTENT: BRANDING

Significantly increased branding efforts to ensure brand recall for both organic and paid partner post.

SNAPCHAT LAUNCH

Capitalized on the excitement of Aaron Gordon's return to the 2017 All-Star Weekend Dunk Contest with a movie sequel parody campaign to bring awareness to the launch of the Orlando Magic Snapchat channel and to drive tune in.

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HONORABLE SOCIAL MENTIONS

- ☑ National Best Friend Day
- ☑ #NationalSelfieDay
- ☑ #NBACereal
- ☑ Sixers Fun
- ☑ Facebook LIVE

THANK YOU

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