

Social Media Portfolio

Full Portfolio: www.monicabrie.com

CreateAthon at VCU 2015



Annual 24 hour creative blitz where teams of volunteers create branding content for local non-profits.

Event Theme: Creative Hereos/Comic Book

Created a social media strategy, implented a plan and calendar.

Platforms: Facebook, Instagram, Twitter, and created a Snapchat for live coverage and multiple contests during the 24 hour event.

We conducted a 24 livestream of the event with the video production team volunteers.

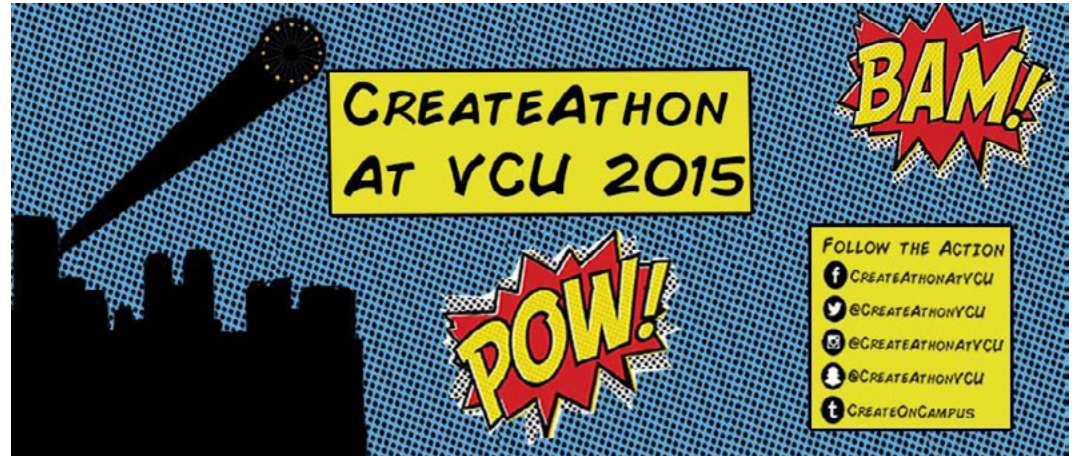
That year my team and I also created a new website for CreateAthon at VCU.

Links to Social Media Platforms

- Facebook
- Instagram
- Twitter
- Website

Media Kit download [here](#).

Facebook Examples and Materials



Event Cover Photo



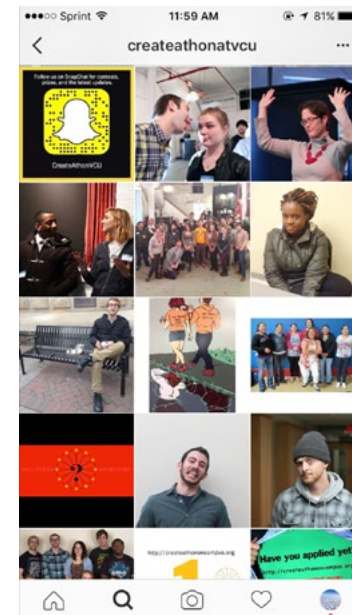
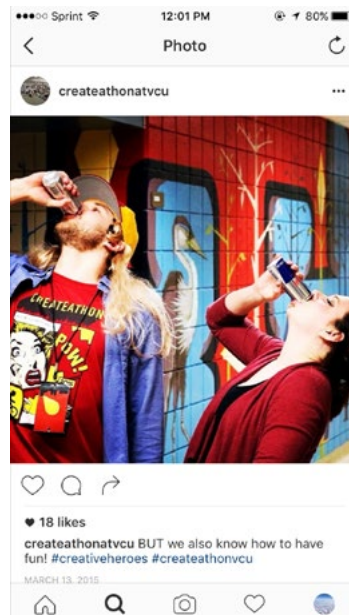
Example Post and Images Shared

Credits:

Project Manager - Monica Thornton
 Social Media- Madeline Yurkoski
 Public Relations- Matt Sjin
 Photography- Wes Ruff and Monica Thornton



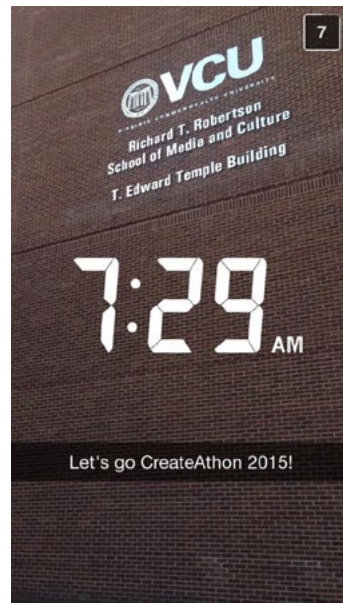
Instagram



Instagram Content: Event Photos, Updates, Contests, Thank you's to our many sponsors who provided food, drinks, and entertainment during the 24 hours event.

Snapchat - Examples of Activity

Contest Example (featured on all platforms)



Cartwheels and Coffee



Coffee shop in Carytown, Richmond, VA that has play areas for ages 6 and under so parents can come to relax or meet up with other parents while their kids play.

Platforms: Facebook and Instagram, as well as a website where most event info and birthday party scheduling is done. Memberships are offered in-store.

Instagram created by Monica Thornton.
Managed by Monica Thornton and Calyssa Kremer.

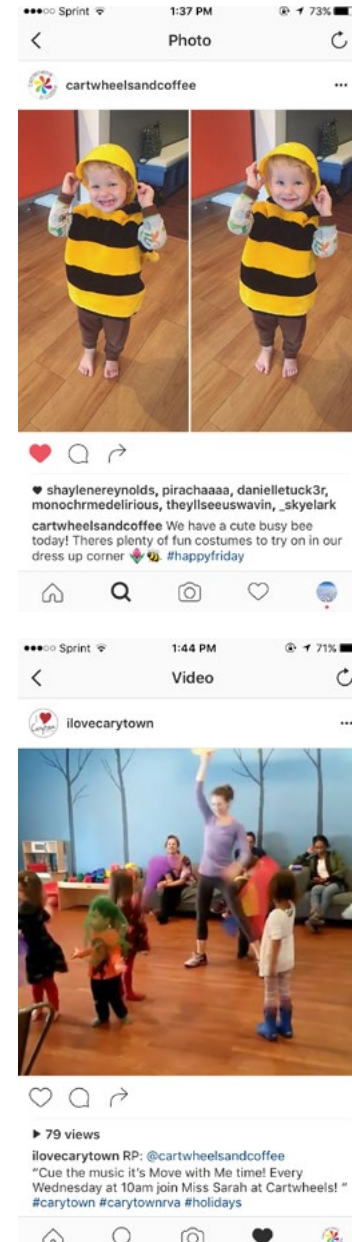
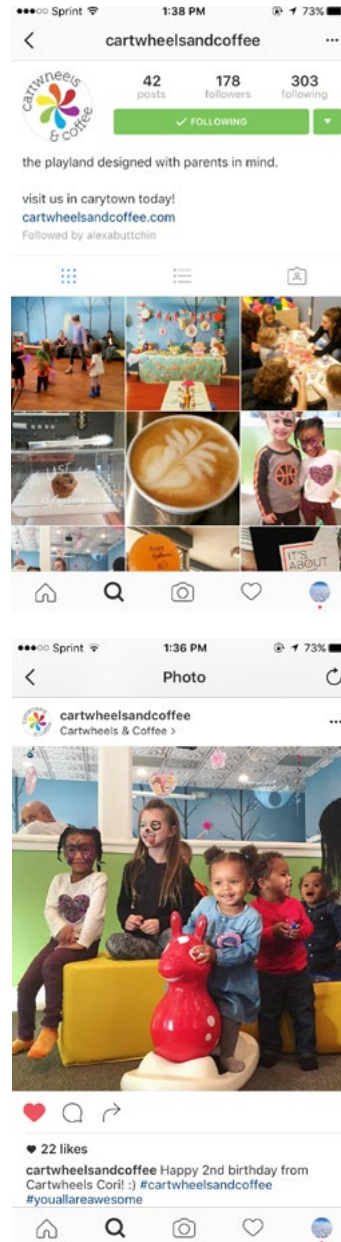
Goals: To increase awareness of classes and offerings, and memberships, encourage visitation, reflect happiness of brand

Links to Social Media Platforms:

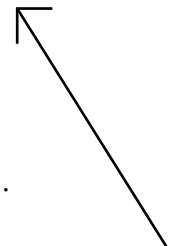
- Facebook
- Instagram
- Website

Other: PartyRVA

Instagram



Our posts are often featured on ilovecarytown's Instagram. This Boomerang video received over 70 views on each Instagram page, and over 20 likes.



Reginald's Homemade



A local gourmet peanut butter company that is all from Virginia made ingredients.

My team and I created a low budget (\$2,000/yr) advertising campaign for Reginald's Homemade. It was composed of a new target market concept, in-house produced videos and storyboards, social media, the creation of a pinterest page, updates to their website, and SEO marketing strategies. For the whole campaign, go [here](#).

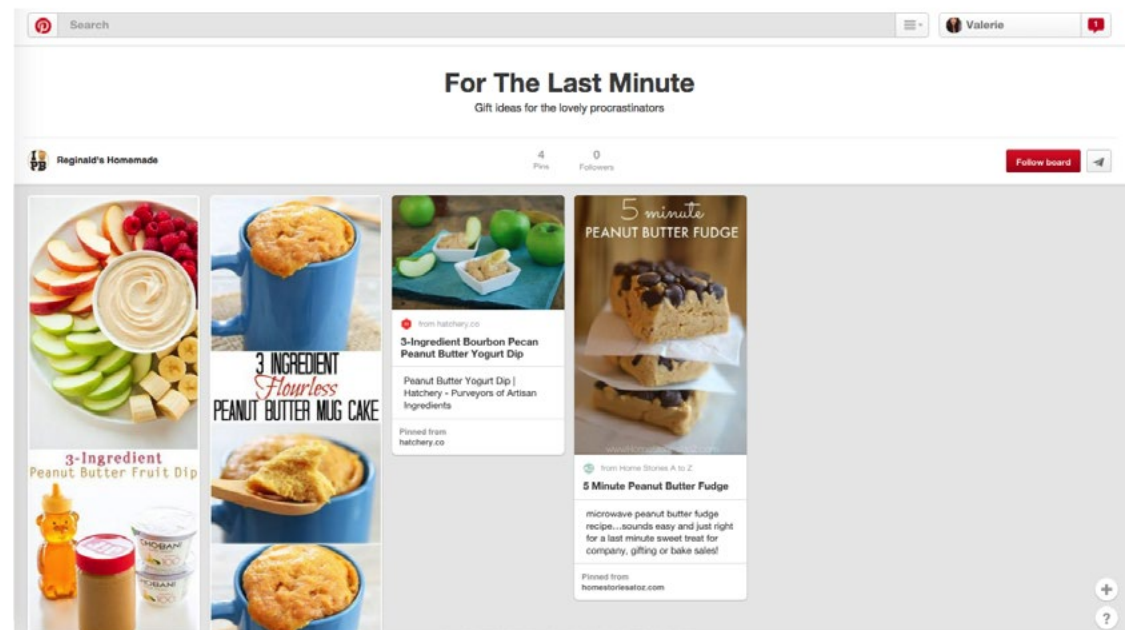
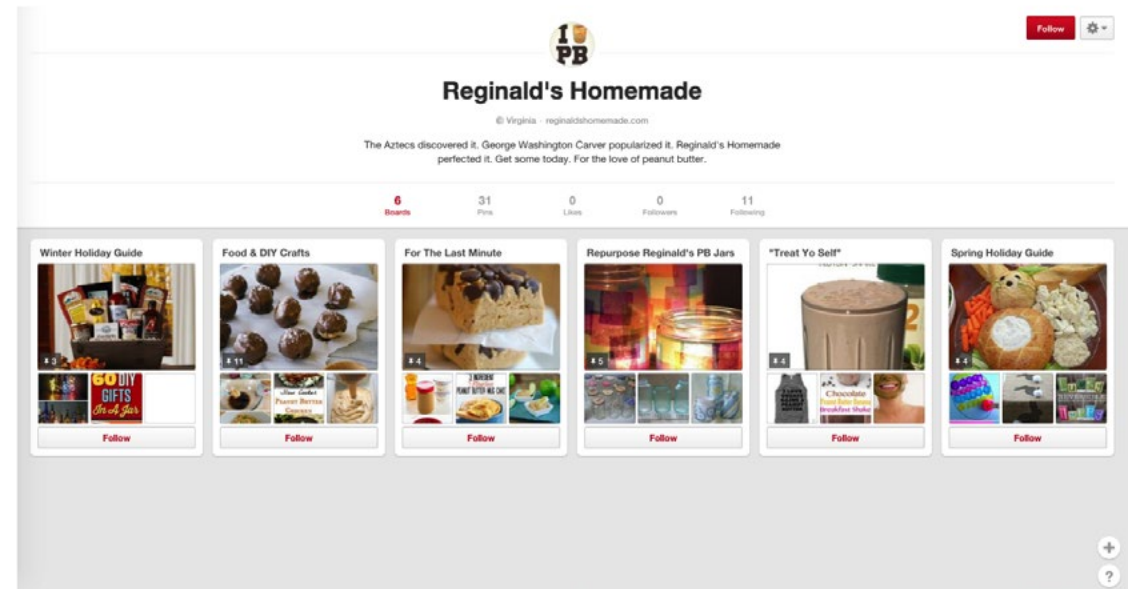
Credits:

- Valerie Russo- Art Director
- Forrest Mason- Copywriter
- Audry Dubon- Social Media Specialist
- Kaitlyn Edinger- Strategic Planner
- Monica Thornton- Creative Director

Links to Social Media Platforms:

- Facebook
- Pinterest
- Website

Pinterest



Screenshots taken when it was first created Nov 2015. The current Pinterest has more content.

Facebook



Cover photo, featuring the Reginald's Homemade gift boxes where you can buy 4 at a discounted rate.

The Reginald's Homemade company is home to many generous individuals and our entire campaign centered around the idea of giving.



Below are examples of Facebook posts and advertisements. Facebook is a major part of Reginald's Homemade consumer engagement.

