

I have a proven track record of:

Creating social brand identities and strategies from scratch

Elevating existing identities and strategies with professional
photography, graphic design, and video content

Creating, managing and executing monthly content calendars

This deck showcases various brand's social identities before and after I started managing their content. It also features 'behind the scenes' images that I started incorporating into their social strategy.

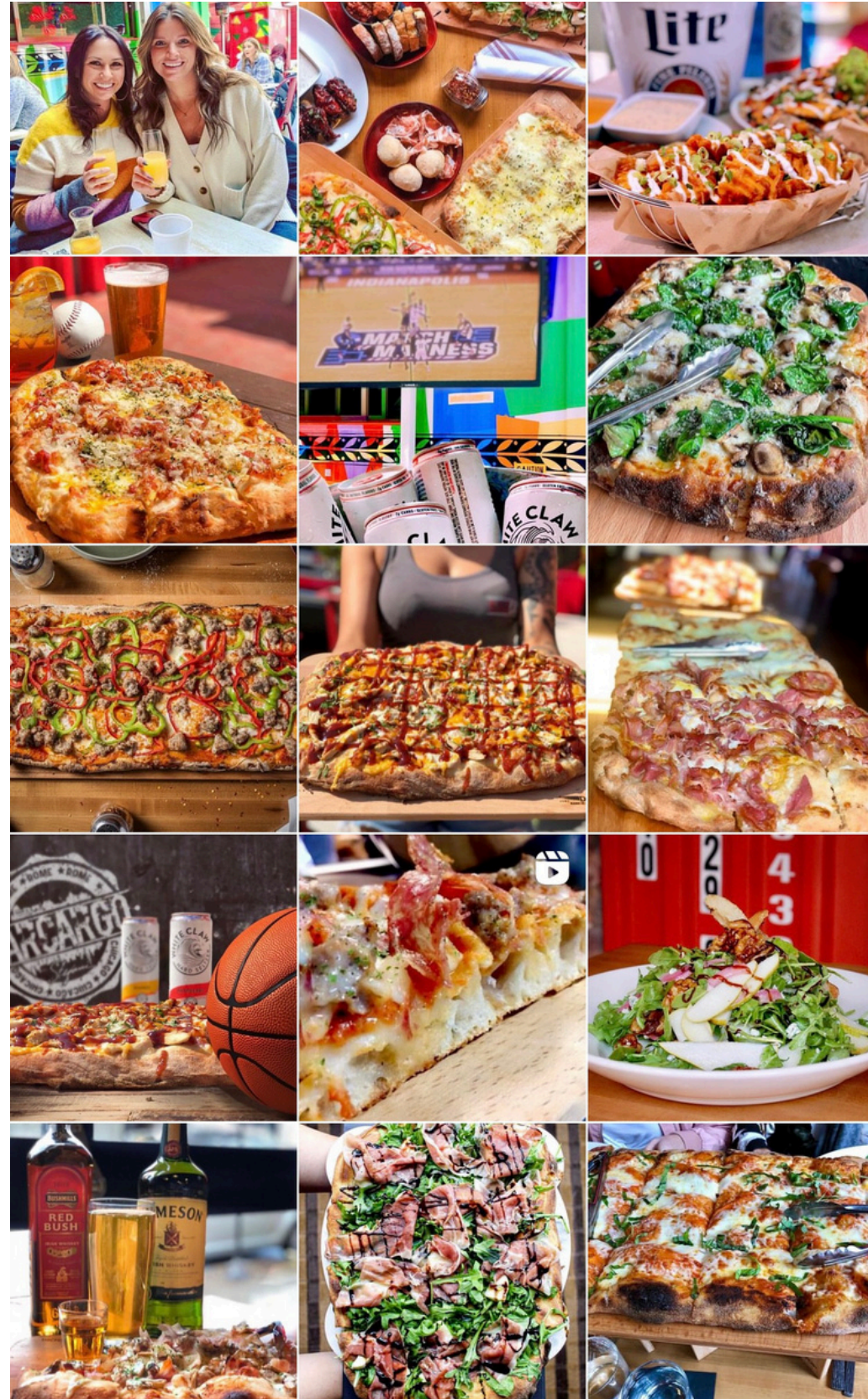
BEFORE



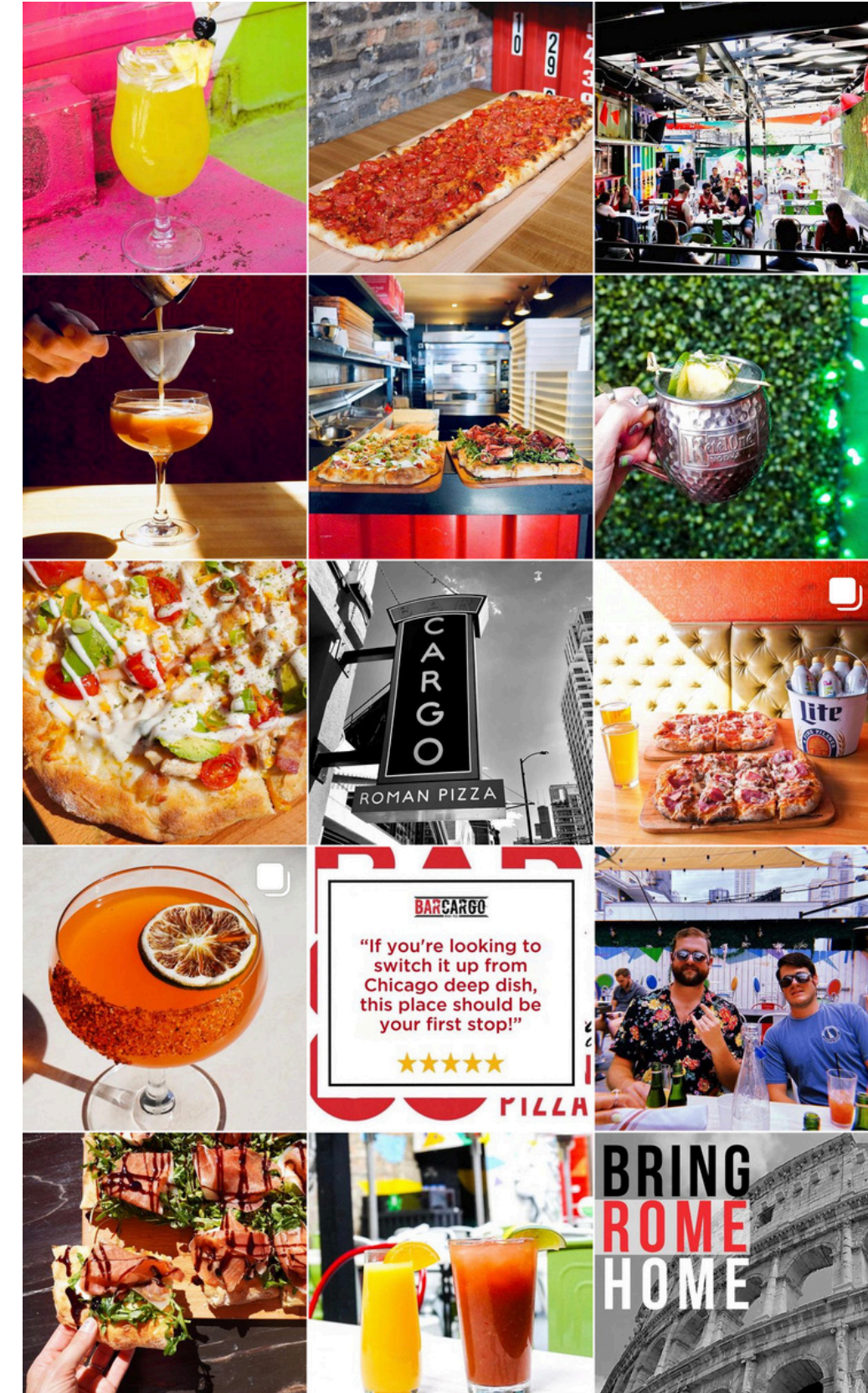
AFTER



BEFORE



AFTER



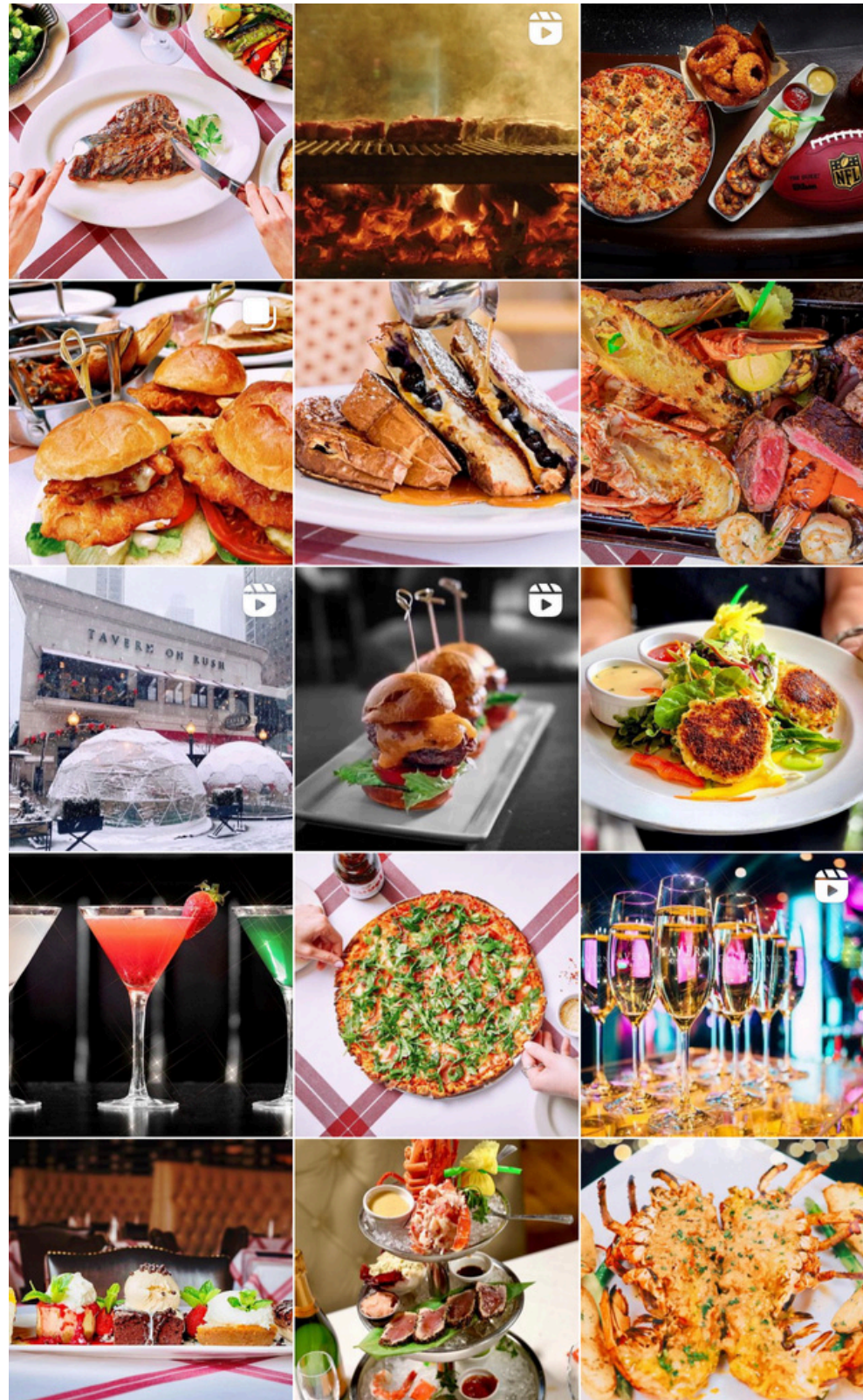
BEFORE



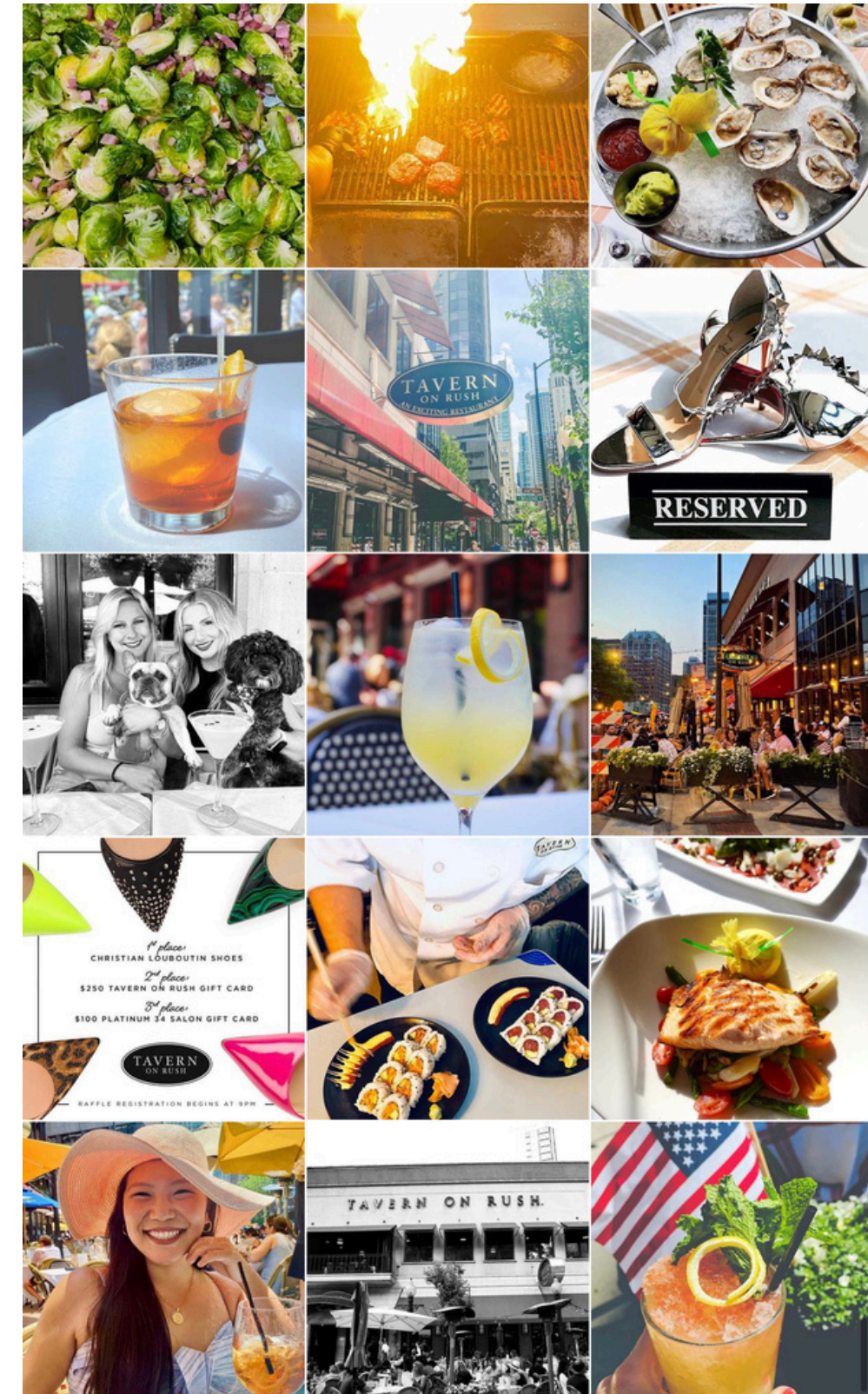
AFTER



BEFORE



AFTER



BEFORE

INTRODUCING AER NEXT-LEVEL DEODORANT
INNOVATIVE GEL-TO-POWDER FORMULA

LILY LOLO MATTE PRESSED BRONZERS

REVERSE SUN DAMAGE
SUNTEGRITY REBOUND
20 powerful ingredients combined for the specific purpose of combatting UV induced damage

RMS
ethereal collection
utopia eye polish, paradise lip/cheek, aura eye polish, trance lip shine

VOGUE BRIT+CO allure TODAY

Introducing... vintage cake liner
This cake liner delivers rich pigment for flawlessly defined eyes!

CLEAN YOUR ROUTINE™
easy swaps for a cleaner you
trade this → for this!
RODAN + FIELDS Enhancements Lash Boost → PLUME Lash and Brow Serum

OLVERUM BATH OIL
Relax, Renew, Restore.

plume
HAIR & LASH SCIENCE
GROW LONGER, THICKER, FULLER LASHES AND BROWS WITH NATURAL INGREDIENTS

VINTNER'S DAUGHTER

AFTER

CLEAN YOUR ROUTINE™
EASY SWAPS FOR A CLEANER YOU
#ALLIEBEAUTY

o/EA
5 STAR REVIEWS
"Cleanses beautifully."

CLEAN YOUR ROUTINE™
EASY SWAPS FOR A CLEANER YOU
#ALLIEBEAUTY

BOBBI BROWN Intensive Skin Serum Concealer → **ILIA** True Skin Serum Concealer
EASY SWAPS FOR A CLEANER YOU
#ALLIEBEAUTY

MAYA C
5 STAR REVIEWS
"A fresh, dewy glow."

CLEAN YOUR ROUTINE™
EASY SWAPS FOR A CLEANER YOU
#ALLIEBEAUTY

BEFORE



AFTER



BEFORE



AFTER



BEFORE



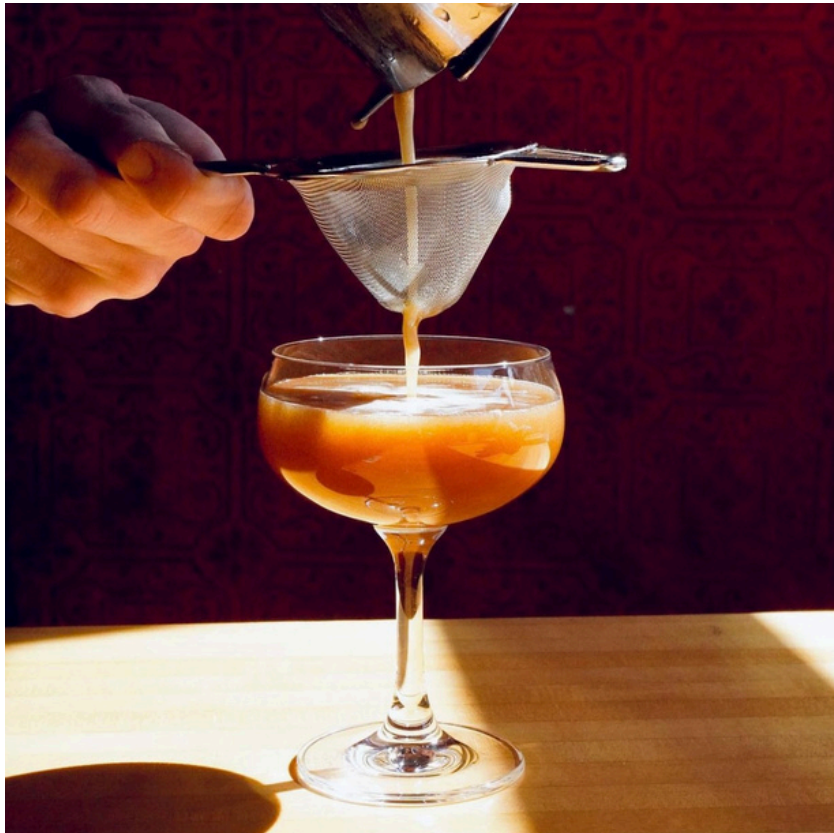
AFTER



BEHIND-THE-SCENES STORYTELLING



BEHIND-THE-SCENES STORYTELLING



BRAND IDENTITIES BUILT FROM SCRATCH

