

CREATIVE NYC

CREATIVE / BRAND CONSULT

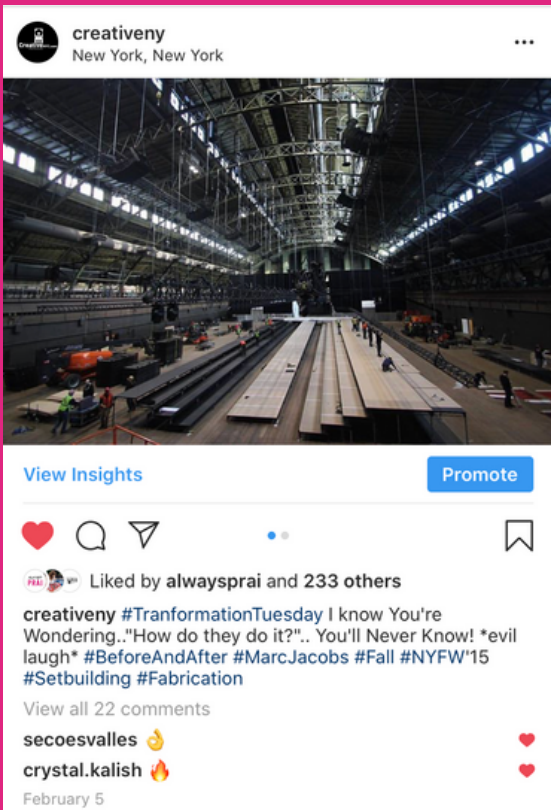
675K WEBSITE HITS
7,731 INSTAGRAM FOLLOWERS
1,273 FACEBOOK LIKES



WWW.CREATIVENY.COM
NYC & LA

((718)937-5292
FEB.2017-12/25/1019

Overview



CREATIVE/BRAND CONSULTANT

Creative NYC is a entertainment fabrication company. They build sets, runways, and props for the biggest names in the industry. When I first started they didn't have any social presence nor an objective. So I decided that I wasn't going to merely manage the accounts, but instead create and establish a brand identity that was cohesive across all platforms.

They're biggest issue was awareness. No one knew who they were or who was behind these amazing masterpieces. So throughout my time here and with the very limited resources provided to me, I was able to grow all the accounts significantly as well as create leads to convert.

DEMOGRAPHICS

- 47% of audience are 35-55
- 53% of audience are Male
- 60% of audience works in the industry
- 43% of audience resides in NYC

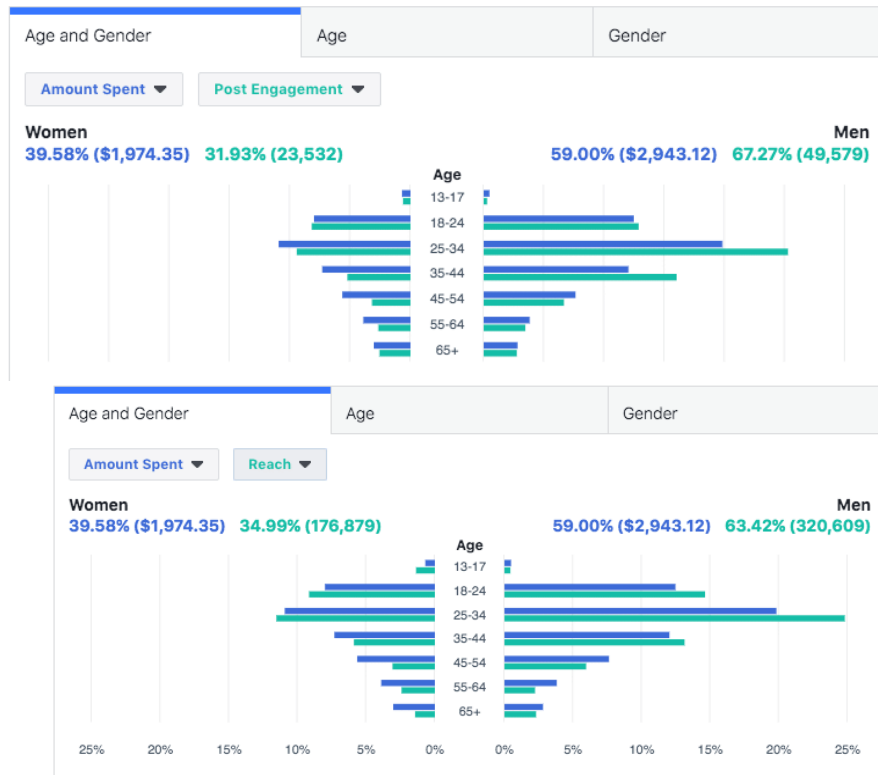
STATS

The stats below are reflection of the growth.

- 2,700-6,000+ Monthly website visitors
- 23,406+ Unique Pageviews
- 526-2,561 Subscribers
- 629-1,273 Facebook Likes & Friends
- 324-7,800+ Instagram Followers
- 664 Twitter Followers
- Grew engagement on all platforms by 80%+
- Increased lead conversion rates by 100%

ADVERTISE

Introduced them to digital advertising.
Maintained enagement rates Of 3%+



BRAND STRATEGY

"IF YOU CAN IMAGINE IT, WE CAN CREATE IT"

CREATIVENYC.COM



MKT OBJECTIVE

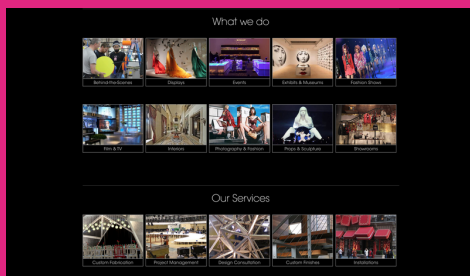
My Goal with Creative was to highlight not only how we fit into the construction industry but most importantly how we fit into the fashion & Entertainment industry. I also wanted to show another side of Creative. I wanted people to see the extent to which they're involved in the productions of fashion/ movie sets & runways.

BRAND PERSONALITY

So to portray this, I use an energetic and inspiring tone of voice. Some posts are more informative than others while some are more inspirational.



WEBSITE DEVELOPMENT



Before- The website was cluttered with a very confusing user interface.

BUILT A NEW & MODERN WEBSITE COMPLETELY FROM SCRATCH!



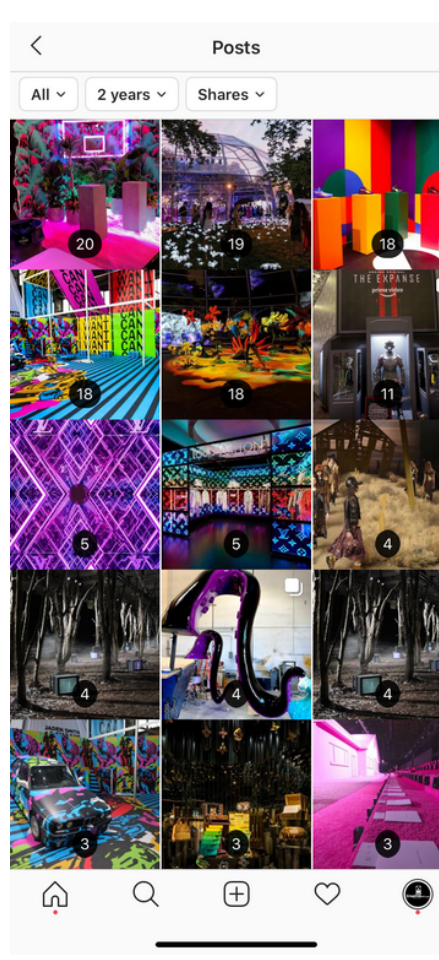
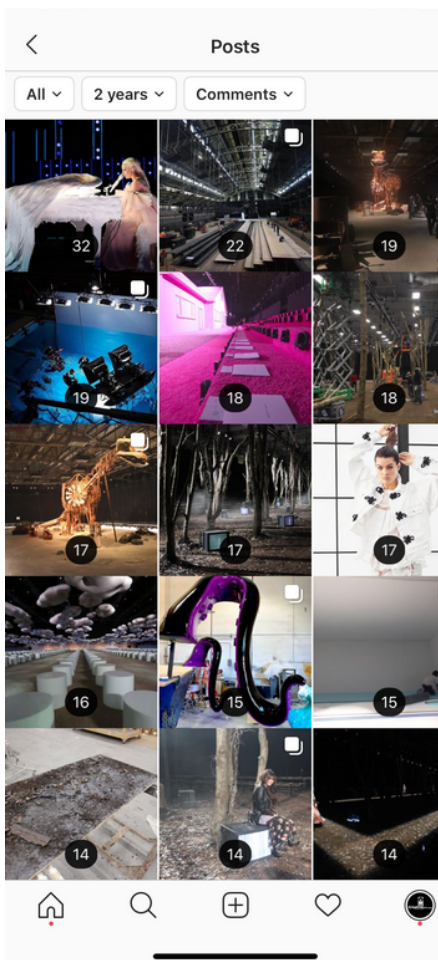
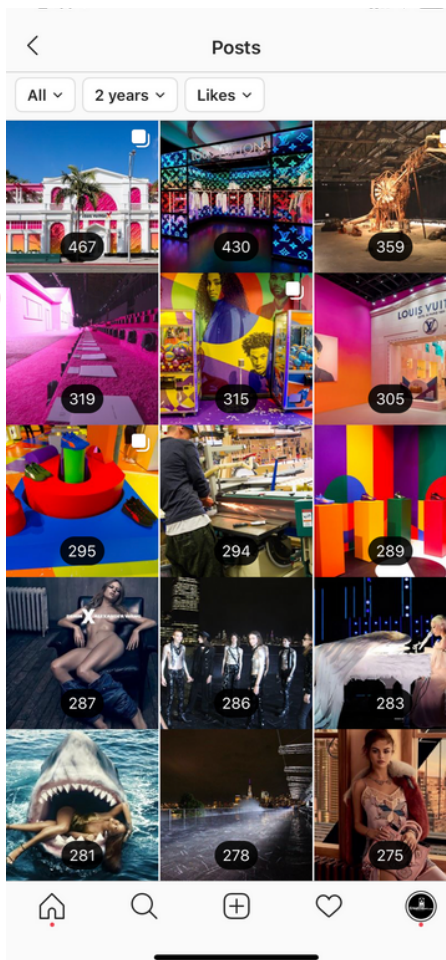
After- Clean & easily accessible while still containing our vast amount of work

SOCIAL MEDIA

SUCCESSFULLY MANAGED INSTAGRAM, FACEBOOK, & TWITTER. IMPLEMENTED TACTICS THAT LED TO OVER 100% INCREASE IN FOLLOWERS GROWTH ON ALL SOCIAL ACCOUNTS. MADE SURE THE CONTENT & VOICE WAS COHESIVE ON ALL PLATFORMS. HIGHLIGHTED OUR CONTRIBUTION TO THE INDUSTRY!

Instagram

Avg. Insights/Photo: 221 likes, 12 comments, 8 shares, 14 saves, 78 profile visits



FACEBOOK

Post Details

Creative NYC
Published by Hootsuite [?] · November 6 · 🌐

Did you see it! Did you see it! Last night #TheLittleMermaid finally made it's live musical debut on ABC! We're so glad to have the opportunity to be a part of the experience. #CreativeLA #fabrication #installation #craftsman #craftswoman

Performance for Your Post

269 People Reached

25 Reactions, Comments & Shares 🌐

19 Like	17 On Post	2 On Shares
5 Love	5 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

28 Post Clicks

20 Photo Views	0 Link Clicks 🌐	8 Other Clicks 🌐
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Post Details

Creative NYC
Published by Hootsuite [?] · November 16 at 5:15 PM · 🌐

Oh, what a beautiful site to see! All of this holiday work has got us in the spirit! It was great working with American Christmas, on this project! Let us know what you think of the window display we fabricated for Cartier
#hudsonyards #fabrication #windowdisplay #scenicedesign #commercialconstruction #cartier

Performance for Your Post

248 People Reached

25 Reactions, Comments & Shares 🌐

22 Like	22 On Post	0 On Shares
1 Love	1 On Post	0 On Shares
2 Comments	2 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

17 Post Clicks

10 Photo Views	0 Link Clicks 🌐	7 Other Clicks 🌐
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

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CONTENT CREATION

I SPECIALIZE IN EVENT, FASHION, ARCHITECTURAL, & STREET PHOTOGRAPHY



NEWSLETTERS & VIDEO CONTENT

Monthly Newsletter:

Avg Opens- 32%

Avg. Click Rate- 3.1%

- September '19
- November '18 Newsletter
- May '17 Newsletter

Created Video Content such as go pro's, boomerangs, Instagram stories etc. for different projects. Ex. 