

PRAIS'JAH WOODKINS

FULL PORTFOLIO



PRAISJAH.ALWAYSPRAI.COM

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Prais'Jah

BLOGGER | INFLUENCER | CREATIVE

About the Blog

Always Prai Media is "where creative worlds collide". It's the ultimate media hub. The evolution of digital media and technology in addition to the growing entrepreneurial spirit of the last two generations has changed pop culture and the brand experience forever; causing diverse industries to work together interchangeably as well as the people within it. So I just wanted to create a community reflective of that- reflective of the creative lifestyles that so many individuals are living today.

About the Blogger

Prais'Jah is the definition of multi-faceted woman. She's indulges in many interests, fashion, music, pop culture, Etc . And loves taking her time to explore new things. She doesn't allow anyone to box her in. And appreciates the feeling of learning something new with every experience she partakes in.

Statistics



242 likes



13k
@Jamaicanchink



1,600
@Alwaysprai



coming
Soon

Services Offered

Creative Marketing Services: strategy, execution, SMM, content creation, web design, brand development Etc.

Editorial: blogs, articles (fashion, music, Beauty design, & Entertainment)

Event Assistance: PR, Event coordination, content creation.

Influencer/Blog Collaboration



Collaboration Fee

Fashion, lifestyle, Music, Beauty, Events

Willing to negotiate terms and Price for influencer marketing; However, prices starting at \$50+/post.

Packages: \$200+

includes minimum of 2 posts, 3 stories, and Blog article on always Prai. Please contact to learn more about guaranteed reach & impressions.

Contact Details

Address

New York, New York
11435

Phone / Email

917-553-0691 / Praisjah@alwaysprai.com

Website / Social Media

www.alwaysprai.com / @jamaicanchink_



CREATIVE NYC

CREATIVE / BRAND CONSULT

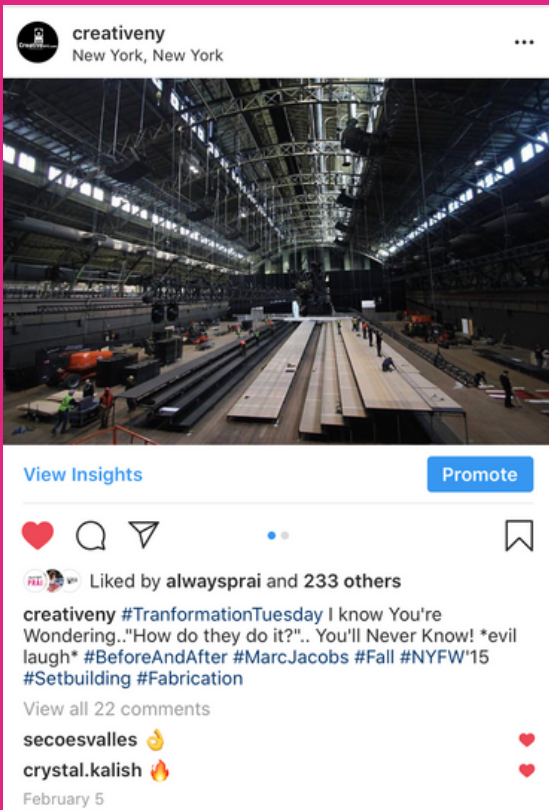
675K WEBSITE HITS
7,731 INSTAGRAM FOLLOWERS
1,273 FACEBOOK LIKES



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

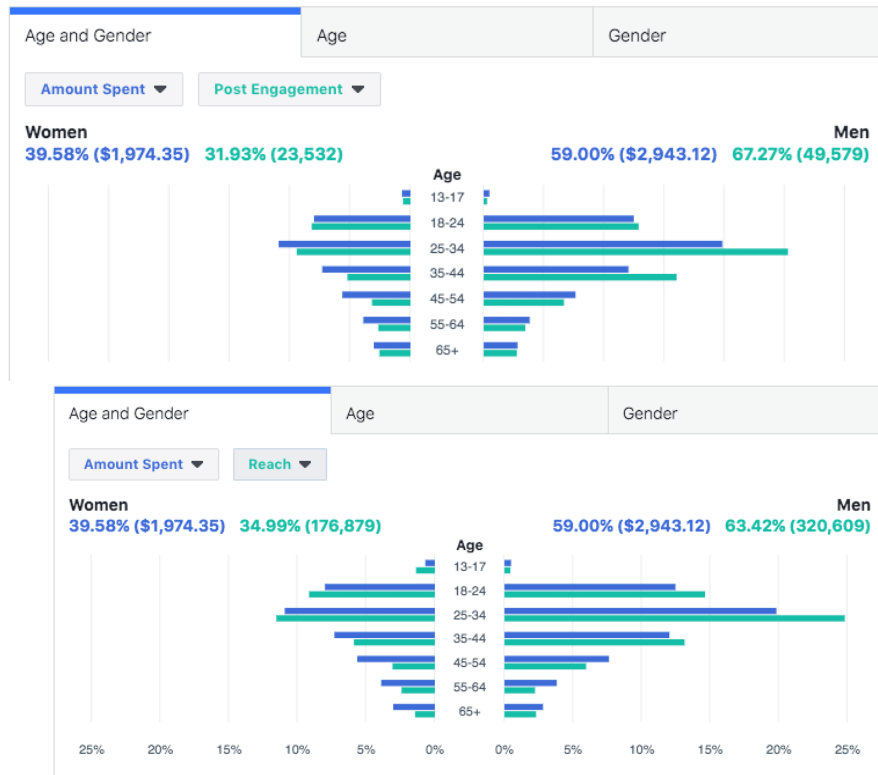
STATS

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

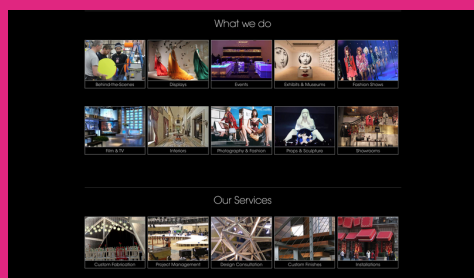
My Goal with Creative was to highlight not only how we fit into the construction industry but most importantly how we fit into the fashion & Entertainment industry. I also wanted to show another side of Creative. I wanted people to see the extent to which they're involved in the productions of fashion/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



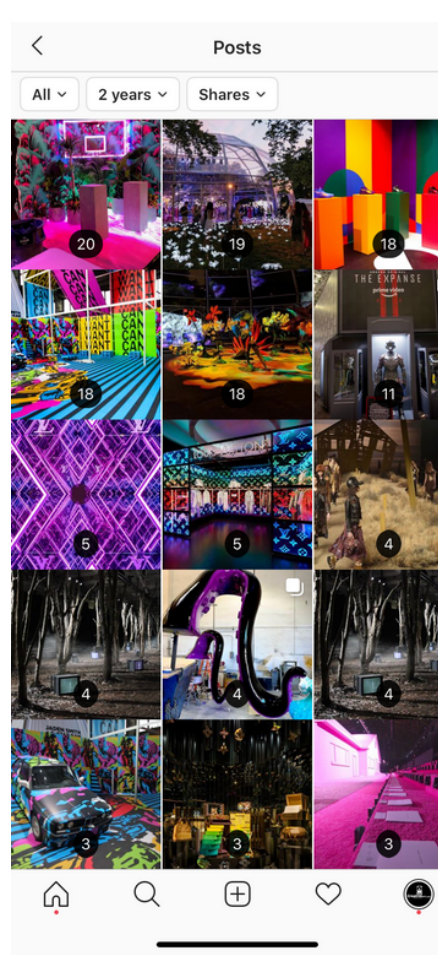
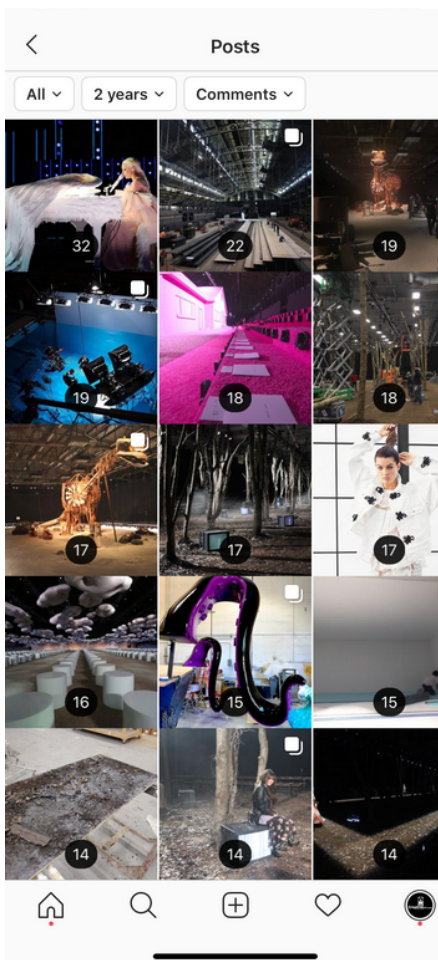
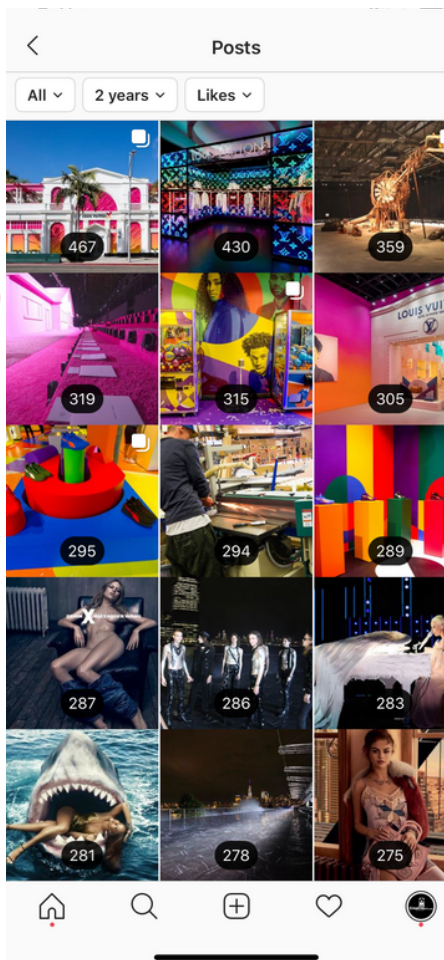
After- Clean & easily accessible while still containing our vast amount of work

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

Reported stats may be delayed from what appears on posts

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. 



PANDESCO

MARKETING
CONSULTANT/COORDINATOR

9K WEBSITE HITS
1200 INSTAGRAM FOLLOWERS



WWW.PANDESCO.COM

(929)888-9585
JAN.2019-PRESENT

Overview



MARKETING CONSULTANT/COORDINATOR

Pandesco is a business solution provider for the fashion & apparel retail industry. I was hired by the CEO to help launch the brand and its newly developed application, DoorSharp.

While the CEO was already working as an IT consultant/director for a couple of luxury brands. He was trying to get more brands on board as well as get the existing brands to adopt the new application.

The CEO is also a professor at F.I.T. and the author of the book, 'The Lifecycle of Fashion Technology'. And since there wasn't a healthy budget to pay for many of the marketing tactics. We used his reputability as Pandesco's marketing driving force.

So what was needed most in this situation was a starting point & marketing direction for the brand.

DEMOGRAPHICS

- 68% of audience are 35+
- 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.

- 226 Monthly website visitors
- 4,858+ Unique Pageviews
- 1,400+ Instagram Followers.
- Gained the company new opportunities such as moderating the panel for a fashioninnovation event.
- Instagram mentions from Business of Fashion, Barneys NY, & F.I.T.

ADVERTISE

The CEO wasn't very fond of Social media Advertising; However, considering our absence of brand awareness, I convinced him to allow me to create a campaign simply for awareness in an effort to establish the reputability of the social media accounts a little bit quicker.

EMAIL MARKETING

This was where I had the most leverage. I created a list of general emails I found from the web as well as a list from my personal contacts. The CEO finally became willing to invest in an email marketing tool called Apollo. I collected emails from this site and created segmented email lists and automated a campaign in ZOHO CRM

- Average open Rate: 28%
- Average Click Rate: 3.1%



BRAND STRATEGY

"MAKE BETTER BUSINESS DECISIONS FASTER"

PANDESCO.COM



MARKETING STRATEGY

There aren't many business solutions providers operating within the fashion & apparel space so Pandesco definitely fills that void. It also helps that Pandesco owns its own technology such as its innovative omnichannel management app, DoorSharp. We use this concept to differentiate ourselves. We market this message on multiple platforms in conjunction with press release distribution and email & event marketing.

BRAND IDENTITY

We wanted to portray ourselves as not just a technology that serves the fashion & apparel industry; But a technology company that understands the industry And what solutions brands need to implement to sustain digital disruption.



NEIL HICKS

The CEO, Neil Hicks has many existing personal connections and entrepreneurial ventures that could help drive awareness to Pandesco. He's the professor at the Fashion Institute of Technology and

YOU TOO ARE A BRAND.

the author of "The Lifecycle of Fashion Technology". So both of these titles helped us gain new connections and opportunities which led to new leads. I launched social media to strengthen Neil's presence and cross-promote.

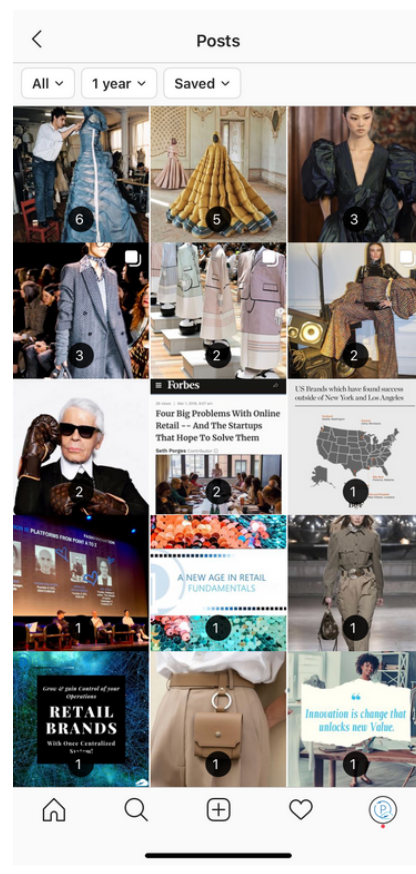
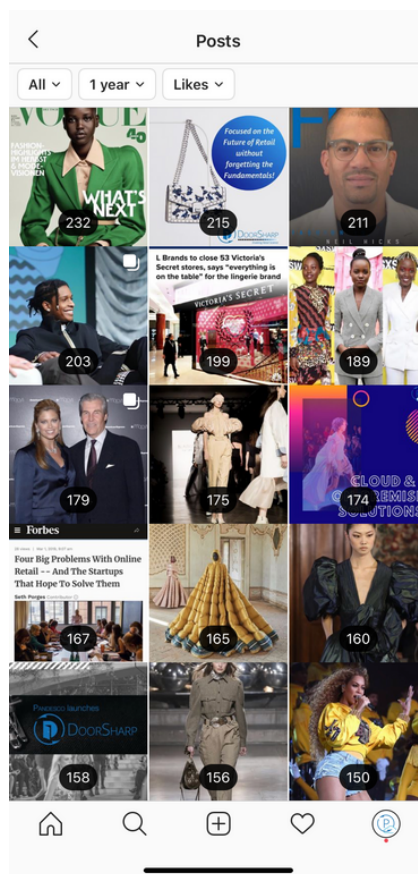
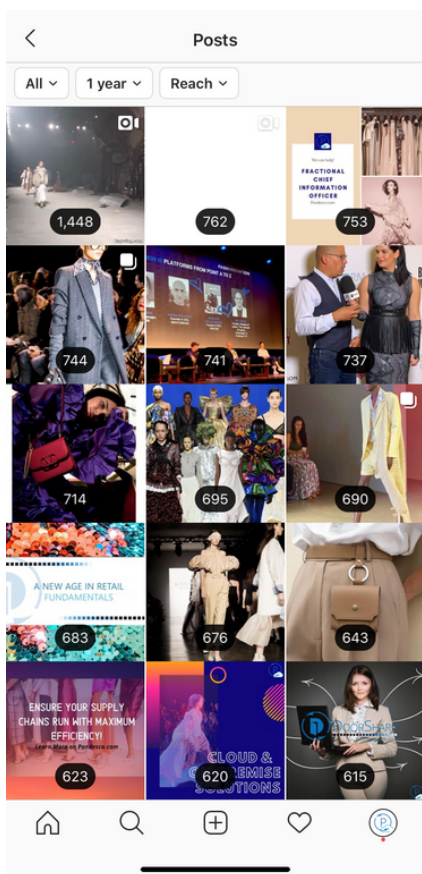


SOCIAL MEDIA

SUCCESSFULLY LAUNCHED INSTAGRAM, FACEBOOK, & LINKEDIN. IMPLEMENTED TACTICS THAT LED TO INCREASE IN AWARENESS & GROWTH IN WEBSITE TRAFFIC. ENSURED THE CONTENT PORTRAYED THE BENEFITS OUR BRAND OFFERS.

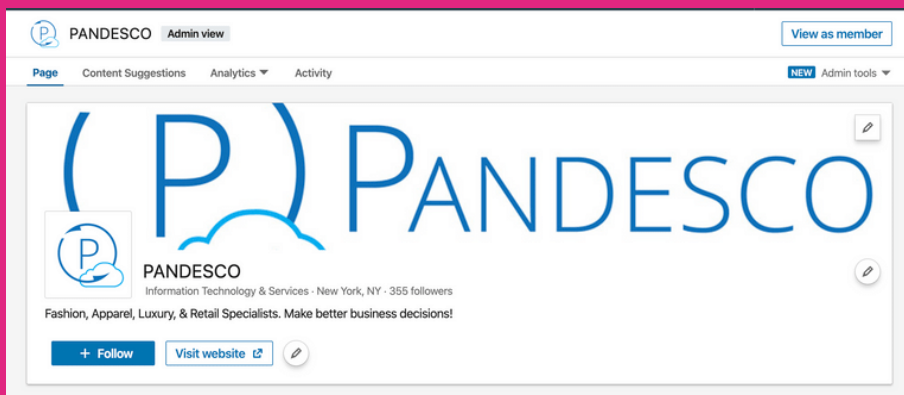
Instagram & Facebook

Avg. Insights/Photo: 108 likes, 5 comments, 2 shares, 2 saves, 46 profile visits



LINKEDIN

We used LinkedIn to leverage our social media leads. It seemed to be the most receptive & business oriented platform for the services we offered. We gained most of our leads from the little advertising we did.



CONTENT CREATION

CREATED CONTENT FROM THE MANY FASHION, BUSINESS, LIFESTYLE & TECH EVENTS THAT I ATTEND.



BRANDED CONTENT

Created Promotional branded content with the following tools to help promote our Services.

- Canva
- WordSwag
- Photoshop
- Illustrator

PANDESCO.COM

WE LAUNCHED DOORSHARP!

DoorSharp is a Business Intelligence platform developed using our 40+ years experience in Fashion, Retail and Apparel

DoorSharp brings perspective across channels and helps organizations focus on retail fundamentals.

Traditional Data Points	E-Commerce	Retail Stores	Wholesale
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CONTACT US!
Call: 929.888.9585 or Email: contact@pandesco.com

GOTHAM STAGES

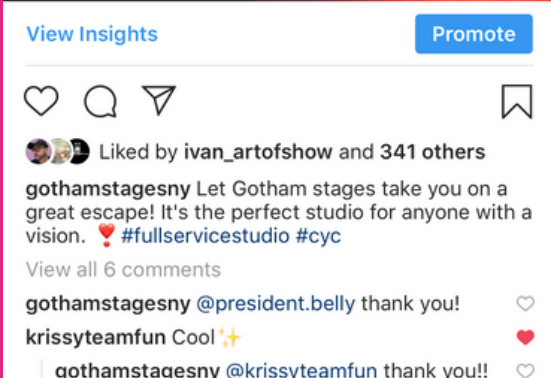
CREATIVE / BRAND CONSULT

78K WEBSITE HITS
5,158 INSTAGRAM FOLLOWERS
625 FACEBOOK LIKES



GOTHAMSTAGES.COM
356 DEVOE STREET
BROOKLYN, NY
(718)937-7571
FEB.2017-12/25/2019

Overview



SOCIAL MEDIA COORDINATOR

Gotham stages is a qualified film studio that provides a space for creatives to rent for film or event productions. Gotham stages originally stood alone as a studio but to save costs they merged with another studio at a different location.

So my job was to promote the new launch in a manner that would help us gain new and keep old customers. I also launched a completely new website before the new grand opening. And now that I've done that, my only duty was to continue to effectively manage the page for consistent growth without stepping on the toes of the partner company.

DEMOGRAPHICS

- 47% of audience are 35-55
- 51% of audience are women
- 48% of audience are men
- 68% of audience works in the creative industry
- 73% of audience resides in NYC

STATS

The stats below are reflection of the growth.

- 320-2,000+ Monthly website visitors
- 516-3,600 Subscribers
- 104- 625 Facebook Likes & Friends
- 200-5,100+ Instagram Followers
- 348 Twitter Followers
- Grew engagement on all platforms by 90%+
- Increased lead conversion rates by 100%
- 68% of website traffic comes from social media
- Maintained online presense with clients who have used the stage.
- Effectively communicated the move to a new stage and retained 56% of customers
- Built a rapport with new customers to ensure loyalty
- Significant increase in customer loyalty
- Significant growth in new customers

WEBSITE DEVELOPMENT

Built a new website to match the new space. They also wanted a website with a simplified design that allows user to get right to the point.



BRAND STRATEGY

"SHOOT YOUR SHOT WITH GOTHAM STAGES"

PERSONALITY- FRESH, COOPERATIVE, YOUNG YET PROFESSIONAL

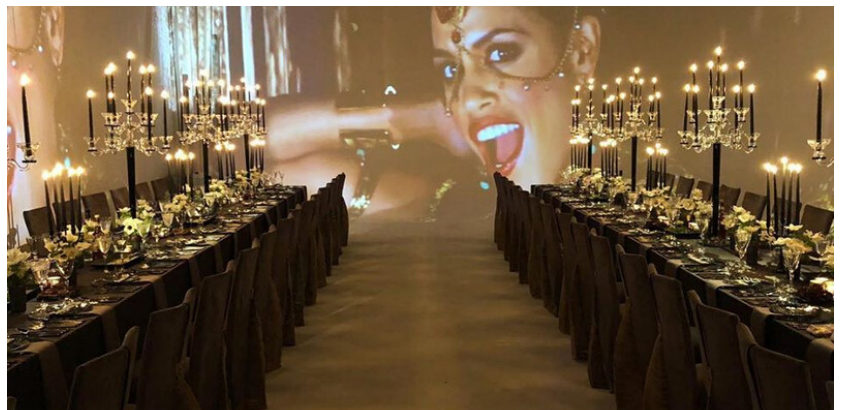


INSTAGRAM

The content on Instagram consists of showcasing the amazing events and shoots that take place as well as highlighting the benefits of the space, the tone is creative & witty on some posts and professional & informative on others.

FACEBOOK

I post and use the same tone of voice on both platforms. However, I may be more lengthy on Facebook and include links and lengthy videos.



ADVERTISING

CLIENT WANTED TO SPECIFICALLY INCREASE FACEBOOK LIKES AND PRESENCE. ALTHOUGH THERE WASN'T MUCH TO SPARE. I STILL MADE SURE THERE WAS GOOD RETURN..

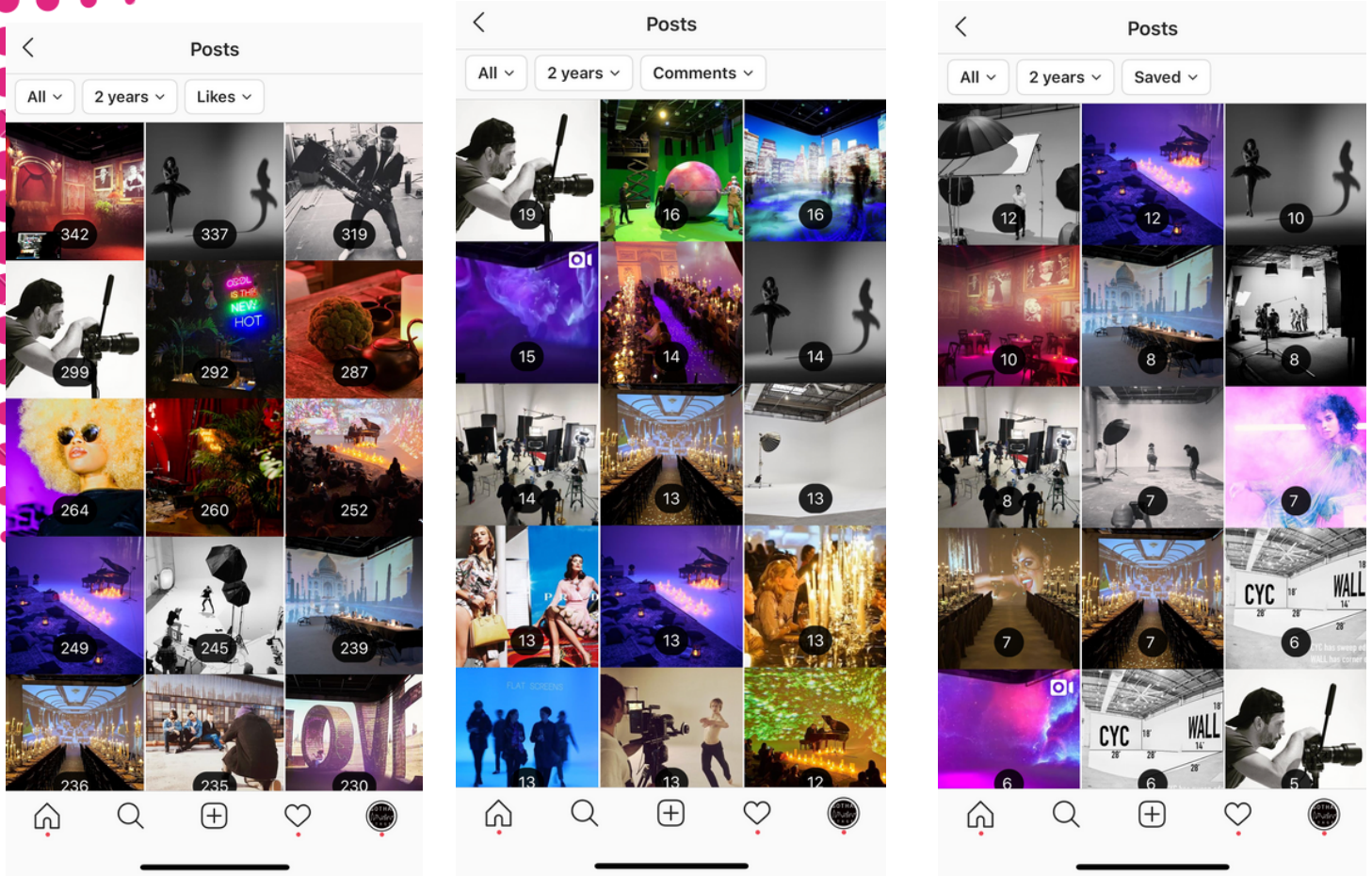
	Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks
	[01/08/2019] Promoting Gotham Stages	Completed	Using ad set ...	12 Page Likes	589	609	\$1.50 Per Page Like	\$17.99 of \$17.99	Jan 14, 2019	1.03	—
	[12/11/2018] Promoting Gotham Stages	Completed	Using ad set ...	5 Page Likes	226	228	\$1.80 Per Page Like	\$9.00 of \$9.00	Dec 14, 2018	1.01	—
	[11/26/2018] Promoting Gotham Stages	Completed	Using ad set ...	12 Page Likes	466	479	\$1.75 Per Page Like	\$20.99 of \$20.99	Dec 3, 2018	1.03	—
	[05/29/2018] Promoting Local Business Gotham Stages	Completed	Using ad set ...	7,704 Reach	7,704	9,348	\$2.69 Per 1,000 Peopl...	\$20.99 of \$20.99	Jun 5, 2018	1.20	2
	[12/22/2017] Promoting Gotham Stages	Completed	Using ad set ...	32 Page Likes	436	531	\$1.09 Per Page Like	\$34.99 of \$34.99	Dec 29, 2017	1.22	—
Results from 5 campaigns				—	9,474 People	11,195 Total	—	\$103.96 Total Spent		1.18 Per Person	2 Total

SOCIAL MEDIA

SUCCESSFULLY MANAGED INSTAGRAM, FACEBOOK, & TWITTER. IMPLEMENTED TACTICS THAT MADE SURE CUSTOMERS WERE AWARE & HAD A POSITIVE OUTLOOK OF THE CHANGE IN LOCATION.

Instagram

Avg. Insights/Photo: 250 likes, 12 comments, 8 shares, 8 saves, 84 profile visits



FACEBOOK

AVAILABLE APP PRESENTS
Film Collective Mixer
Saturday Dec 7th
6-9 PM
Lytehouse Studio
356 Devoe Street, Brooklyn NY 11211
Sponsored By:
Fiilex | Icm
FREE FOOD. FREE DRINKS. FREE RAFFLE

Gotham Stages
Published by Hootsuite [?]
November 26, 2019
Join us on December 7th to network with production companies and industry friends at our Film Collective Mixer event hosted at Lytehouse Studio X Gotham Stages w/ AvailableApp Fiilex @LightOnTheMove! @shattered.prim.lighting and Blackout Lighting Console
Networking | Prizes | Food | Drinks
RSVP HERE: <http://bit.ly/2zpOJzt...> See More

Gotham Stages
Published by Hootsuite [?]
January 5
When you rent our Space it becomes your Space... Well, at least for the time you're renting it. 📞 Give us a call @ (718) 937-7571!
#productions #stage #sound #film #NYC #BK #cinemaphotography

CE SPACE PLANNING

SOCIAL MEDIA
STRATEGIST/MANAGEMENT

139K WEBSITE HITS
6,325 INSTAGRAM FOLLOWERS
474 FACEBOOK LIKES

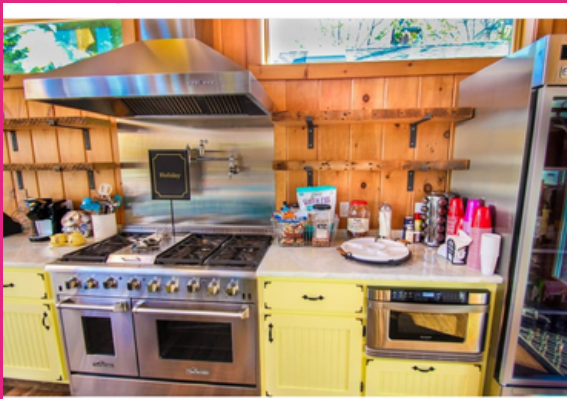
CE Space Planning
RENOVATION CONTRACTOR



WWW.CESPACEPLANNINGINC.COM
NYC

((718)937-0513
FEB.2017-12/25/1019

Overview



CREATIVE/BRAND CONSULTANT

CE space Planning is a construction company located in Long Island City. Upon my arrival, there wasn't a website and the social media platforms had just launched, with no anticipation. The company was working on a 33-million-dollar project, which took a lot of cash flow and man power so the client wasn't too concerned with gaining more jobs/leads. He was more concerned with gaining and maintaining awareness while they were busy with this project.

DEMOGRAPHICS

- 72% of audience are 35-55
- 50% of audience are Male
- 50% of audience are female
- 64% of audience resides in NYC

STATS

The stats below are reflection of the growth.

- 200-2200+ Monthly website visitors
- 231-2,785 Subscribers
- 104-474 Facebook Likes & Friends
- 100-6,300+ Instagram Followers
- Grew engagement on all platforms by 100%+
- Increased awareness on all platforms
- Created a flow of inbound leads from Social media.
- Implemented marketing tactics that led to a significant increase in social media shares
- Implemented marketing tactics that led to a significant increase in website traffic from social media posts.

ADVERTISE

Introduced them to digital advertising to help increase reputability on all platforms.. Ensured there was always high rate of return on each campaign.

WEBSITE DESIGN

Collaborated with the company's web designer to re-design & Revamp the website to appeal more modern. & cohesive.



BRAND STRATEGY

"YOU WANT IT, WE BUILD IT"

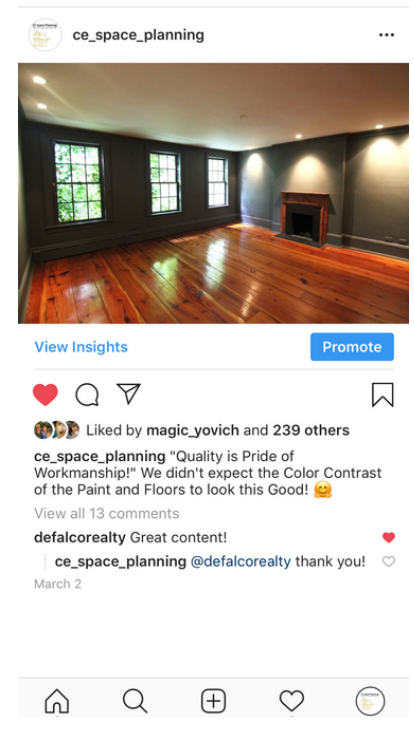
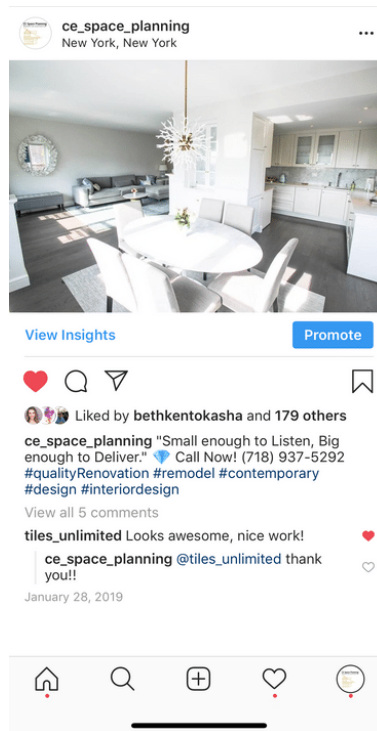
CESPACEPLANNINGINC.COM

OBJECTIVE

So my main objective for this client was to obviously help create a cohesive website, gain a targeted following, and keep them engaged as much as possible during the duration of the major project.

CONTENT

On all of the platforms, I use a lively tone of voice while highlighting what stands out most in the photo and clearly identifying that it's our work.. My goal was to promote the quality of our work without bragging too much. I also made sure all of the content was visually pleasing and truly portrayed our best work.



ADVERTISING

MADE SURE THERE WAS A POSITIVE RATE OF RETURN!

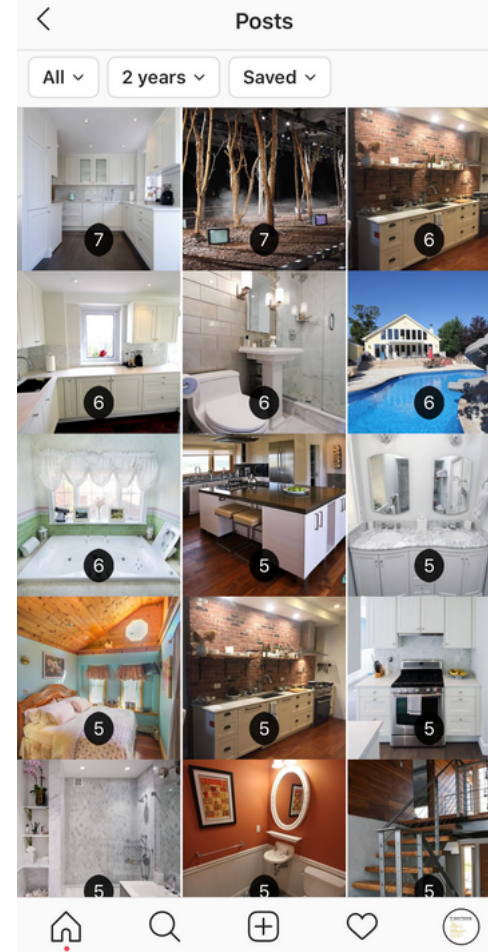
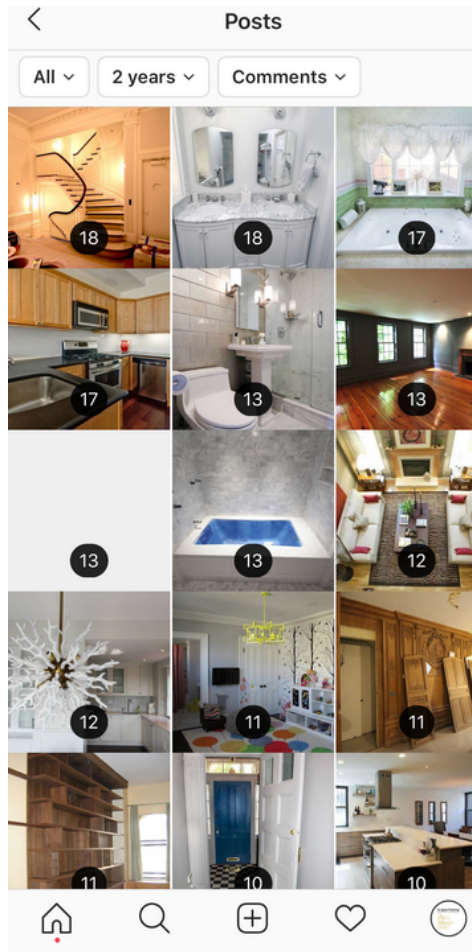
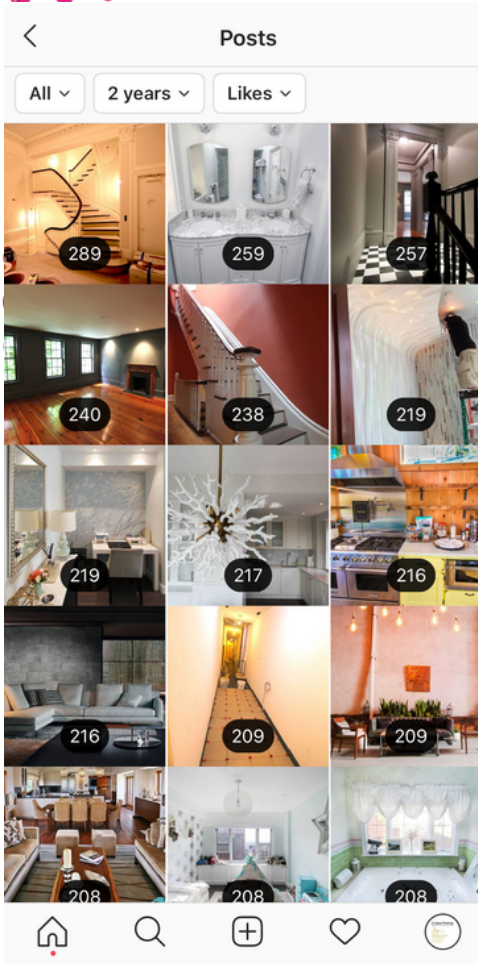
Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
Ongoing Local Business Promotion CE Space Planning Inc	Off	Using ad set ...	68,926 Reach	68,926	128,331	\$5.51 Per 1,000 Peo...	\$379.94	Ongoing
[01/08/2019] Promoting CE Space Planning Inc	Completed	Using ad set ...	17 Page Likes	525	535	\$0.82 Per Page Like	\$13.99 of \$13.99	Jan 15, 2019
[12/11/2018] Promoting CE Space Planning Inc	Completed	Using ad set ...	23 Page Likes	457	477	\$0.87 Per Page Like	\$19.99 of \$19.99	Dec 21, 2018
[11/26/2018] Promoting CE Space Planning Inc	Completed	Using ad set ...	34 Page Likes	738	765	\$0.62 Per Page Like	\$20.99 of \$20.99	Dec 3, 2018
Results from 4 campaigns				70,542 People	130,108 Total		\$434.91 Total Spent	

SOCIAL MEDIA

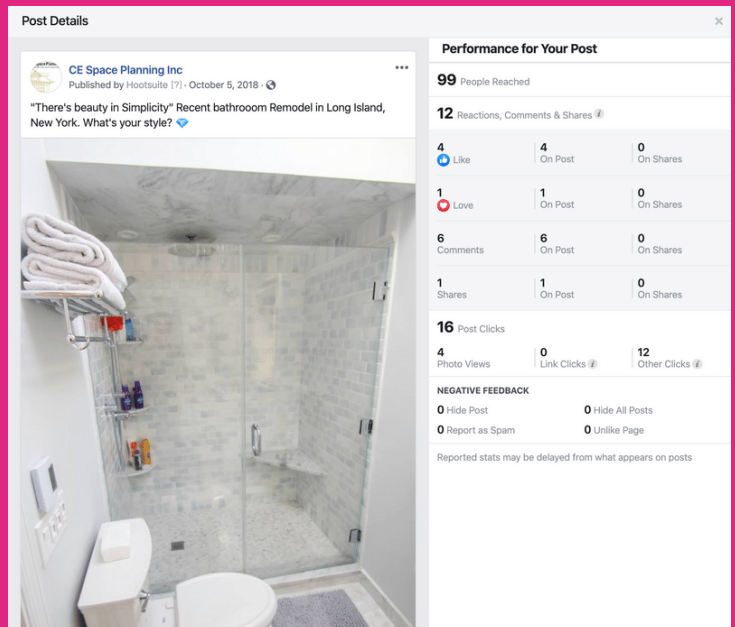
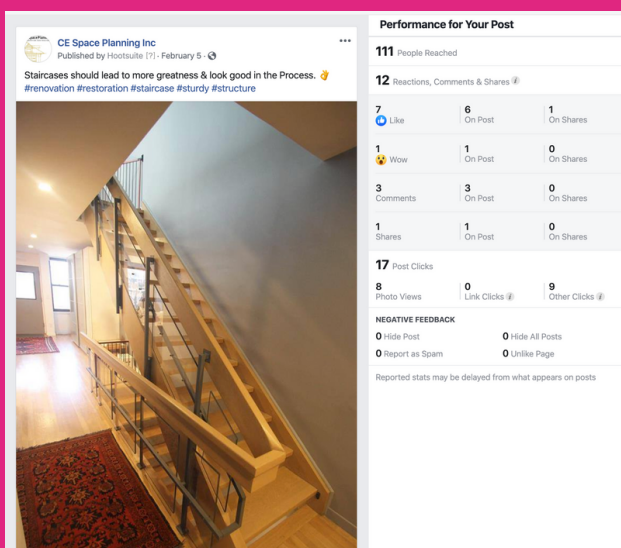
SINCE THE COMPANY MAINLY WORKED ON ONE PROJECT FOR 2 YRS. I HAD TO REALLY STRETCH & ROTATE THE CONTENT TO MAKE US SEEM BOOKED AND BUSY. I HIGHLIGHTED THE CURRENT WORK, PAST COMPLETED WORK, AND THE DETAILS WITHIN OUR WORK. THIS KEPT OUR AUDIENCE ENGAGED AND INCREASED OUR REPUTABILITY.

Instagram

Avg. Insights/Photo: 160 likes, 10 comments, 4 shares, 5 saves, 56 profile visits



FACEBOOK



CONTENT CREATION

I TRAVELED ONSITE TO TAKE PROGRESS & BEHIND THE SCENES PHOTOS FOR CONTENT.




NEWSLETTERS & VIDEO CONTENT

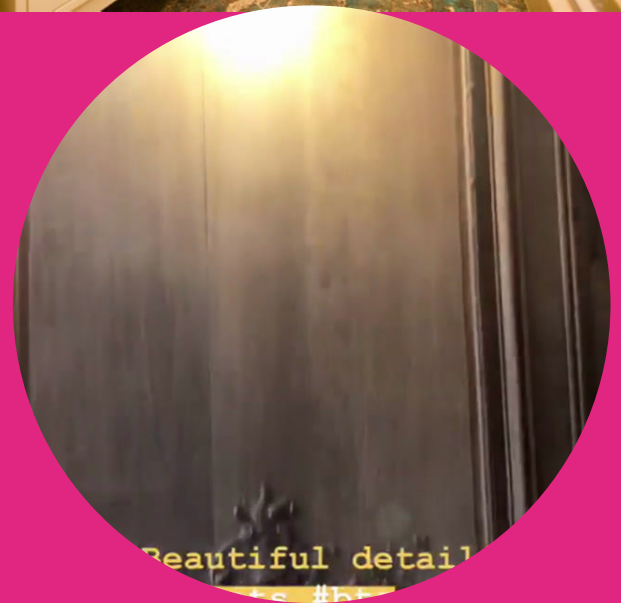
Monthly Newsletter:

Avg Opens- 21%

Avg. Click Rate- 2.2%

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

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

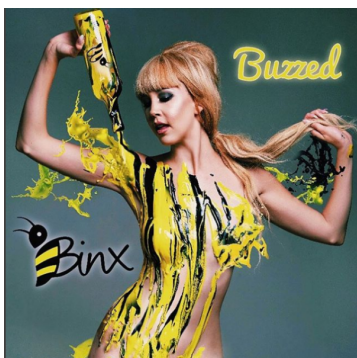


Beautiful detail
#ht

SHORT TERM CLIENTS

CREATIVE / BRAND CONSULT

PRAIS'JAH WOODKINS
INSTAGRAM: @JAMAICANCHINK_
LINKEDIN: PRAISJAH WOODKINS



PRAISJAH.ALWAYSPRAI.COM

((718)937-0691
FEB.2017-PRESENT

Overview



CREATIVE/BRAND CONSULTANT

I understand that sometimes you don't need a full service creative consultant. So I offer my services separately on a short term freelance basis as well.

Many times a client will only have one simple objective, short term or with a deadline. They could do it themselves but their lives simply don't permit them to take on any other task or they just don't have the expertise to do so. So with that being said, I don't mind helping them reach that goal. Below is an overview of my short term freelance clients that I feel were most important in trajecting my experience.

BINX- POP SINGER/SONGWRITER

Only objective when hiring me was to organically grow her Instagram account to 10k followers.

- Reached goal of 10k followers
- Made sure engagement matched followers
- Averaged 300-500+ likes per post
- Comments: increased by 80%



MADAME X- SOHO BAR & LOUNGE

Hired by a Brand consulting agency to work as a content creator. & coordinator

- Made sure all specials, events, and promotions were posted.
- Made sure the content was interesting & engaging.
- Increased likes by 45% on Instagram.
- Comments increased by 80% across all platforms



AMERICAN FEVER- MUSIC BAND

hired to post and manage the content on their Facebook & Instagram.

- Instagram: Followers grew by 35%
- Instagram likes: 46-100+
- Facebook: engagement grew by about 30%



DESIGNER WHISPERER

originally hired as an intern to help with the NYFW presentation. But after performing many extraneous duties, she couldn't help but pay me a proper fee.



BINX

"BE FEARLESSLY AUTHENTIC.
BRAVELY BE YOU"

PRAISJAH.ALWAYSPRAI.COM

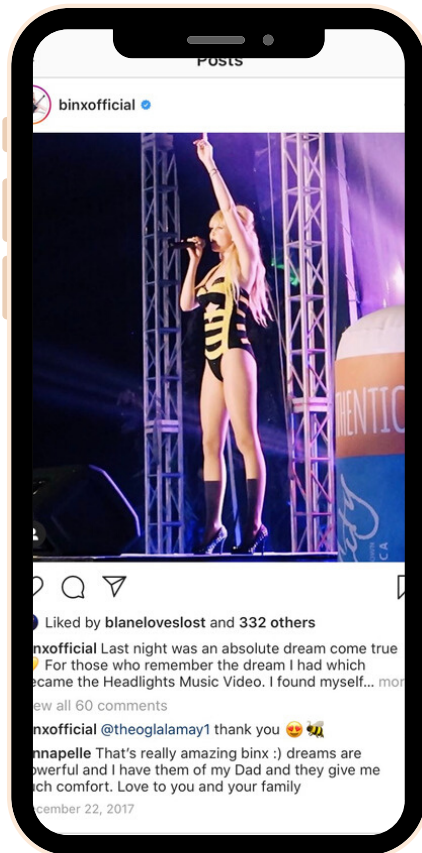
OVERVIEW

BINX (8/2017-12/2017)

Binx was a pop singer/songwriter from South Africa. Her brand is very bubbly & colorful. And she's a huge advocate for 'saving the bees'.

Her only objective when hiring me was to organically grow her account to 10k followers. And while she was more than half way there, her engagement wasn't matching the followers increase.

So I advised her on what content was her best content. I used engagement tactics such as liking, commenting, hashtags, following/unfollowing etc. to bring engagement back to her page and build relationships. I also used my 3rd party services to help her analyze her account & the growth. .



CONCLUSION

Binx got to 10k with an increase in like and comments in no time. So she didn't need my mentoring moving forward. She now has 30k followers. She's verified on Instagram and her aesthetic continues to be cohesive & intriguing.



MADAME X

"I DONT WANT TO MISS OUT ON THE CHANCE OF HAVING A GOOD TIME"

PRAISJAH.AWLAYSPRAI.COM

OVERVIEW

MADAME X (2/18-5/18)



I was hired by a Brand consulting agency to work as a content manager and creator for a vintage themed bar called Madame X in Soho. I went onsite to the bar once a week to cover events and take photos for content. I made a bi-weekly media schedule with the photos taken.

The owner was very specific with what she wanted; however, after speaking more in depth about the brand identity, we were able to come to an agreement regarding certain branding tactics. My only objective was to positively promote the bar's atmosphere and the benefits of choosing to spend your free time there. To portray this I used a witty casual tone while still making sure the post were informative enough to avoid having to seek more information.

CONCLUSION

I enjoyed giving my insight on what brand identity matched the bar's personality the best. And the increase in engagement served as evidence to this.

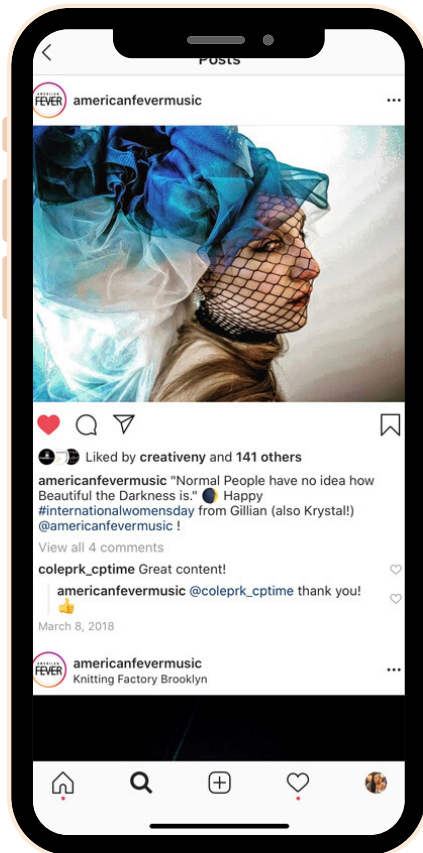


AMERICAN FEVER

"LIFESTYLE IS NOT AN AMOUNT; IT'S A PRACTICE"

PRAISJAH.ALWAYSPRAI.COM

OVERVIEW



AMERICAN FEVER-(1/2018-5/2018)

American fever is a punk alternative rock band. They hired me to post and manage the content on their page. All of the band members were too busy to manage the account at the time. And they were very comfortable expressing to me that they had no idea what they were doing.

They had great content but weren't posting it. I advised them to post media that captured their lifestyles. Each member had the coolest content on their individual pages. Their lifestyles really embodied what it's like to be in a rock band. So I took those photos in conjunction with their performance photos and engagement immediately shot up.

CONCLUSION

I also showed them how to use syncretism to relate to pop culture to give their page more exposure. Soon enough, the band members got the just of it. And wanted to use the extra cash for touring.

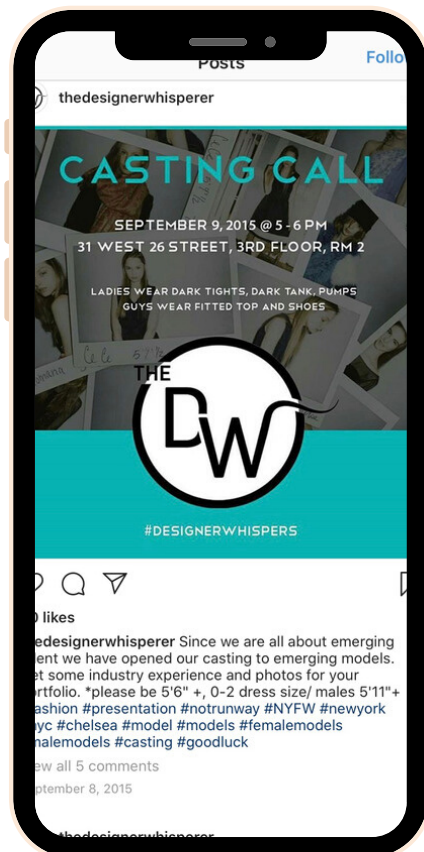


DESIGNER WHISPERER

"PLANS ARE NOTHING. PLANNING IS EVERYTHING"

PRAISJAH.ALWAYSPRAI.COM

OVERVIEW



DESIGNER WHISPERER (09/2018)

Designer Whisperer was my first real paid creative/ media position. She originally hired me as an intern to help her with the NYFW presentation at the SoHo Grand Hotel. But after performing many extraneous duties, she said she couldn't let me leave without paying me a proper fee.

I performed the following duties for her event. I helped her communicate with the sponsors. I posted the ads for the casting calls. I handled the RSVP's. I went onsite to many places to source last minute items for the show. I announced one of the designers due to a complication backstage.

CONCLUSION

I posted behind the scenes content leading up to the event. And lastly, I took pictures and videos in addition to the photographer for social media content.

