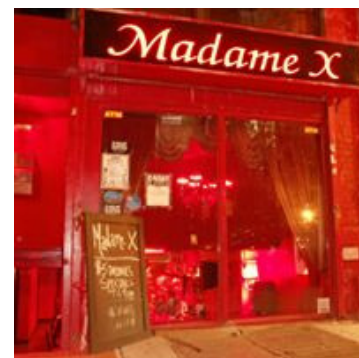


SHORT TERM CLIENTS

CREATIVE / BRAND CONSULT

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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"

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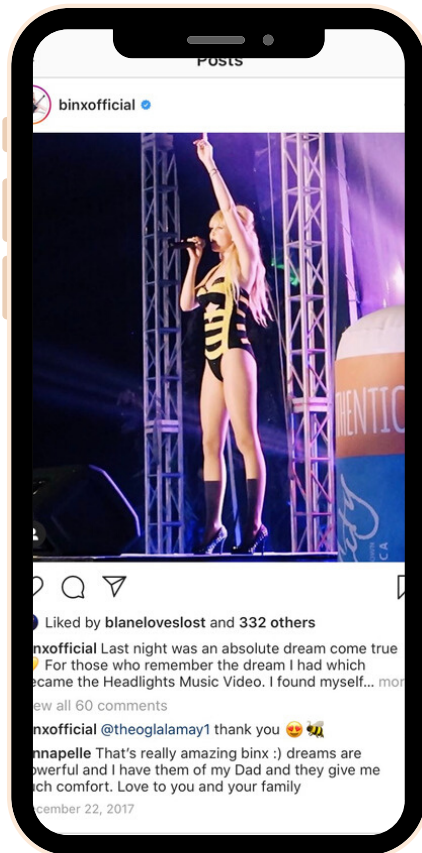
OVERVIEW

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"

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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.

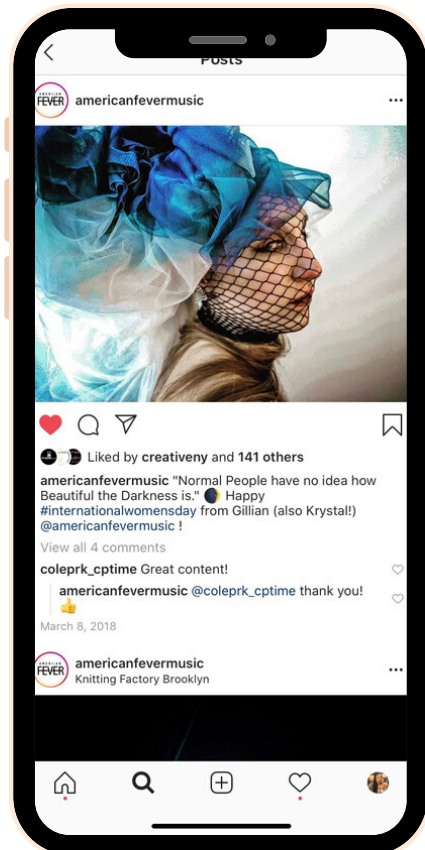


AMERICAN FEVER

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

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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.

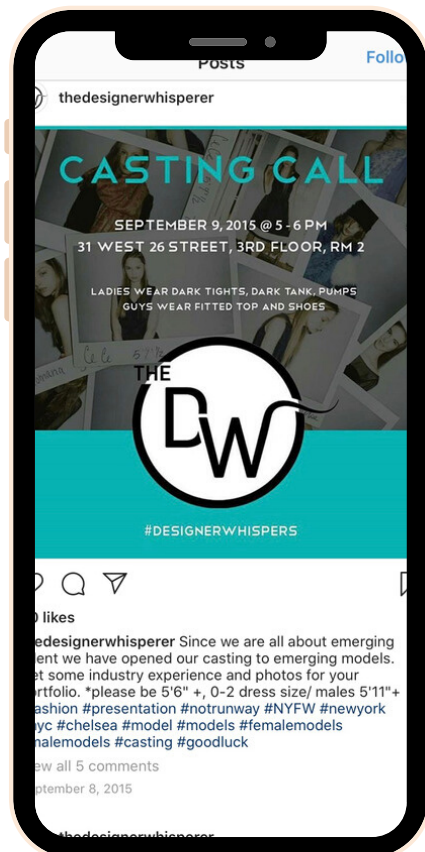


DESIGNER WHISPERER

"PLANS ARE NOTHING. PLANNING IS EVERYTHING"

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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.

