

D I G I T A L M A R K E T I N G

MOONLIT MARKETING

*Portfolio*

WELCOME

# HELLO! I'M AUTUMN



## EXPERT IN CONTENT STRATEGY AND SOCIAL MEDIA MARKETING

I've worked on social media campaigns for many brands across an array of industries. More importantly I've spent 5.5 years learning the tactics to fully grasp the power of social media marketing. With a Bachelors Degree in Social Media Marketing, and a laundry list of certifications I am confident that I have what it takes to elevate your brand through social media marketing.

*Autumn Rose*

OWNER, MARKETING STRATEGIST

PROCESS

# HOW I WORK

01

## ONBOARDING

During this stage, the client will be interviewed to gain a better understanding of the business goals and project requirements.

02

## RESEARCH & STRATEGY

Based on information provided in phase one, I conduct market research and develop a custom tailored strategy keeping your goals in mind.

03

## CREATION

Create content calendars that speak to the business' target audience and continue to engage with the community .

04

## REVISION & SCHEDULING

Once client's requested changes have been implemented. The content is scheduled out a month in advance.

05

## ANALYTIC REPORTING

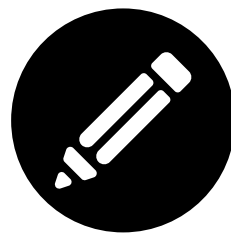
I put together a monthly analytic report. This report allows us to see how the content is performing and helps to provide insight that helps us modify our strategy as needed.

# WHAT I DO



## RESEARCH/STRATEGY DEVELOPMENT

Posting content without analyzing the numbers is like shouting through a megaphone that isn't turned on, it may be working but it's not as loud as it could be.



## SOCIAL MEDIA MARKETING

Social media is more than just hitting post and getting likes and followers. Businesses we work with want to build relationships with their ideal customers and turn first time buyers into loyal brand fans.



## CONTENT CREATION

Copywriting, graphic design, editing, photo and video, email marketing, and print marketing.

# THE NUMBERS DON'T LIE

**\$0 - \$5K**  
IN 90 DAYS

**\$2.5M**  
IN 4 MONTHS

**200,000+**  
ORGANIC REACH

**0 - 11K**  
ORGANIC  
FOLLOWERS



## EXPERIENCE

# RIDES TO REMEMBER BY FERRARI OF ATLANTA

A non-profit brand that had no consistent social media presence for the past 16 years. Within the **first four months** of working with us, they hit **3X** the amount of volunteer sign ups, and raised **\$2.5** Million in donations (both were **record breaking numbers**).

## IMPRESSIONS

**35,414**

## ENGAGEMENT

**+50%**

EXPERIENCE

# WILLOW TV

AD SPEND:

**\$1,500**

TOTAL

REACH:

**83,480**

IMPRESSIONS:

**150,557**

LINK CLICKS:

**3,383**

WILLOW



CASE STUDY

# STATIC EXAMPLES

MINOR LEAGUE CRICKET ACROSS THE UNITED STATES OF AMERICA

BOSTON, MASSACHUSETTS	7
WIXOM, MICHIGAN	8
NEW YORK, NEW YORK	9
PARSIPPANY, NEW JERSEY	10
SOMERSET, NEW JERSEY	11
PHILADELPHIA, PENNSYLVANIA	12
CHICAGO, ILLINOIS	13
WASHINGTON DC	14
WENTZVILLE, MISSOURI	15
MORRISVILLE, NORTH CAROLINA	16
ATLANTA, GEORGIA	17
DALLAS, TEXAS	18
PEARLAND, TEXAS	19
HOUSTON, TEXAS	20
ORLANDO, FLORIDA	21
FORT LAUDERDALE, FLORIDA	22

WILLOW

WILLOW

YOU CAN ONLY REPLY TO ONE

9:13

Edit

Messages

Search

Sophie Ecc 9:12 am >  
Ready to hit the nets at 3?

Midge 8:33 am >  
Thoughts on SA v ENG upcoming test?

Chiku 7:57 am >  
Got 4 tickets to IND v SA, you want them?

Steve Smith Yesterday >  
Need a gym buddy, you in?

Joe Root Yesterday >  
Free for a celebratory beer?

cure

CHILDHOOD CANCER

CAMP SUNSHINE

Keeping hope for children with cancer

Ronald McDonald House Charities Atlanta

Keeping families close

FINDING A CURE BEGINS WITH HOPE

MAKE A DIFFERENCE TODAY

RIDESTOREMEMBER.ORG

What can a AEC recruiter help me with? Q

Interview Prep X Evaluation X

Provide Expert Guidance X Mentorship X

Industry Network and Connections X

conditioned and shiny

when you realize you made the best thickening lotion

have you?

(what was used is in the caption?)

this. is. it. everybody.

if you wanna know whats it

GET INTO GEAR

AND SIGN UP FOR RIDES TO REMEMBER

RIDESTOREMEMBER.ORG

OFFICIAL FERRARI DEALER FERRARI OF ATLANTA

RIDES TO REMEMBER

REASONS TO WORK WITH AN AGENT

SWIPE TO FIND OUT!

When selling your home, find out why working with an Agent will make all the difference!

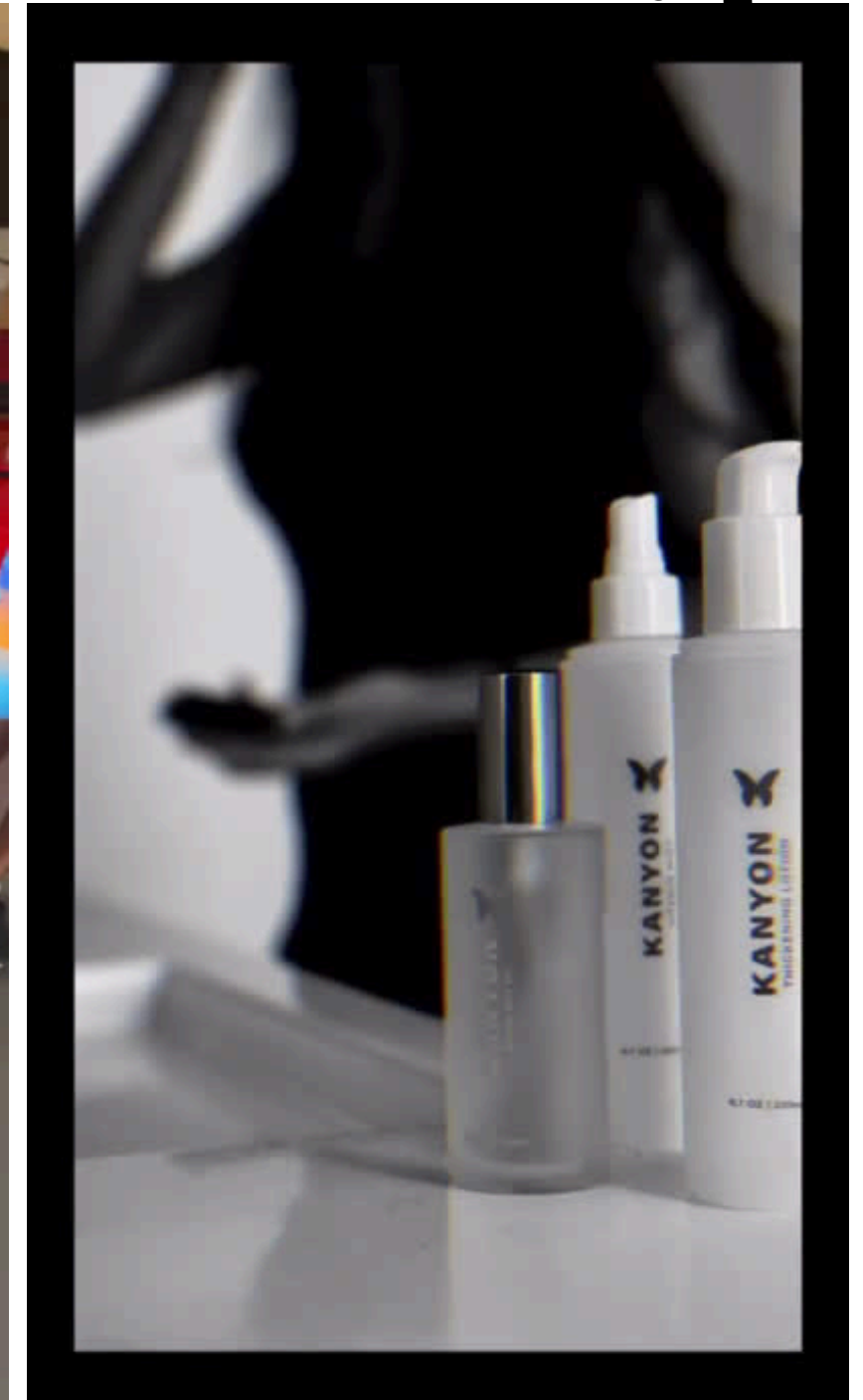
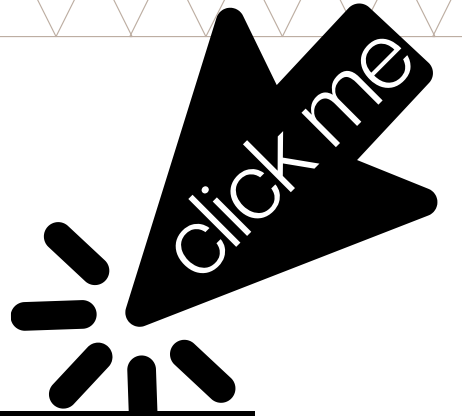
ARE YOU READY TO BUY A

home



CASE STUDY

# VIDEO EXAMPLES



# CLIENT EXPERIENCES

"Autumn, you are more amazing than you know. You're creative, helpful, on it at all times. You're kind, respectful, and professional."

YASMIN

"The videos you create are F\*\*\*ing amazing! I always look forward to your energy and creative flow."

MICHAEL

"It is fun and a pleasure to work with Autumn. No doubt she is a superstar wherever she goes."

KELLY



# WHY CHOOSE ME

I PRIDE MYSELF ON MY ABILITY TO CREATE  
LONG-LASTING RELATIONSHIPS WITH MY CLIENTS, PROVIDING  
EXCEPTIONAL WORK THAT EXCEEDS EXPECTATIONS.





# Let's work together

[Click here to book a call  
to get these results](#)



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