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Nortek Control

ROLE: SOCIAL MEDIA SPECIALIST

Nortek Control has over 50 years of innovation in consumer technology and is a global leader/solutions provider in the security, control, access, power/AV, health + wellness, and AI/ analytics markets. I want to mention that Nortek Control has undergone numerous modifications in the last year. When I started at the company over a year ago, it had been rebranded from Nortek Security and Control to Nortek Control. It has since been acquired by a company called Nice from Italy and is in the process of transitioning from Nortek Control to Nice North America. Over the years, I have learned how to successfully communicate a company or brand's message to customers, business partners, and prospects on social media and more.

As a Social Media Specialist for Nortek Control I manage, maintain, and grow each brand's online presence (twelve brands is 48 social accounts), improve engagement within the community, and create a unique style representing each brand's tone. I also worked closely with the company's Brand Marketing Manager to help create long-term strategies and messages for social media and marketing campaigns involving product releases, webinars, trade shows, giveaways, press releases, blogs, and industry related news.

In a year and five months, I made over 1,401 social media posts, including videos, reels, GIFS, stories, images, and carousels. Aside from creating content myself, I also work with Graphic Designers to create social content for bigger brand projects. For some posts, I also use professionally taken photographs and video clips from previous photoshoots in Box, and I added music to tailor the content to best fit the brand. I am proud to say that the total number of followers across all brands and social channels is 102K+, with organically growing the Instagram following by 55% and Facebook following by 32%.

Social media analytics reports are based on content and reach, I use the data from Hootsuite and Later. We also used an employee advocacy tool called Hootsuite Amplify, in which employees are added as members and assigned to social media topics, allowing them to share brands' social posts on their personal accounts in the Hootsuite app. We have found this tool to be very impactful and reported a reach of 14 million with 113 active members. I'm thrilled to tell you more about how we were able to meet our goals.





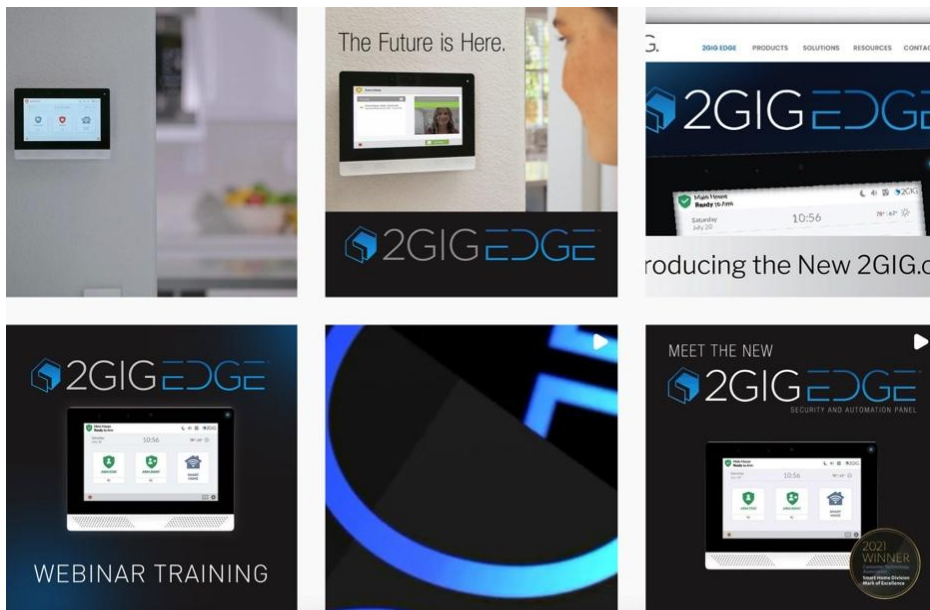
These images/ reels were designed and posted on SpeakerCraft, 2GIG, Nortek Control, Furman and Proficient Audio Social Media channels by Candace Erie.

Social Media Campaign: New Product Launch

BRAND: 2GIG (B2B Communication)

SOCIAL PLATFORMS USED: INSTAGRAM, LINKEDIN, TWITTER, FACEBOOK, YOUTUBE

GOAL: To announce the release of a new product before it hits the security market so that our dealer partners have awareness of the new technology before they sell to homeowners. We wanted to generate buzz and excitement by highlighting the new security system features via cross-channeling techniques.



Images above were created by the graphic design team but published on Nortek Control's Social accounts by Candace.

SOLUTION: During my first week at Nortek Control was the biggest release in the company's history for security brand, 2GIG®. The product being launched to our partner businesses was the 2GIG EDGE Security and Automation Panel. The images above were created by our graphic design team, and the announcement video was obtained from a third-party source. It was my responsibility to create a content strategy calendar of when these posts would go out. I immediately dove into learning everything I could about the 2GIG brand in order to write captions and set the tone for this big release.

In addition to posting on social media, the marketing team worked together to update the 2GIG website, YouTube channel, send out 22 press releases, held exclusive interviews, swag giveaways and live webinars for our partners (B2B) to have fun and learn more. After a few weeks, security professionals were online discussing the new innovative product on the market, as it is the first to use facial recognition to arm/disarm the security panel. Even though I was new to the company, I was able to jump right in and see the difference we made as a team.

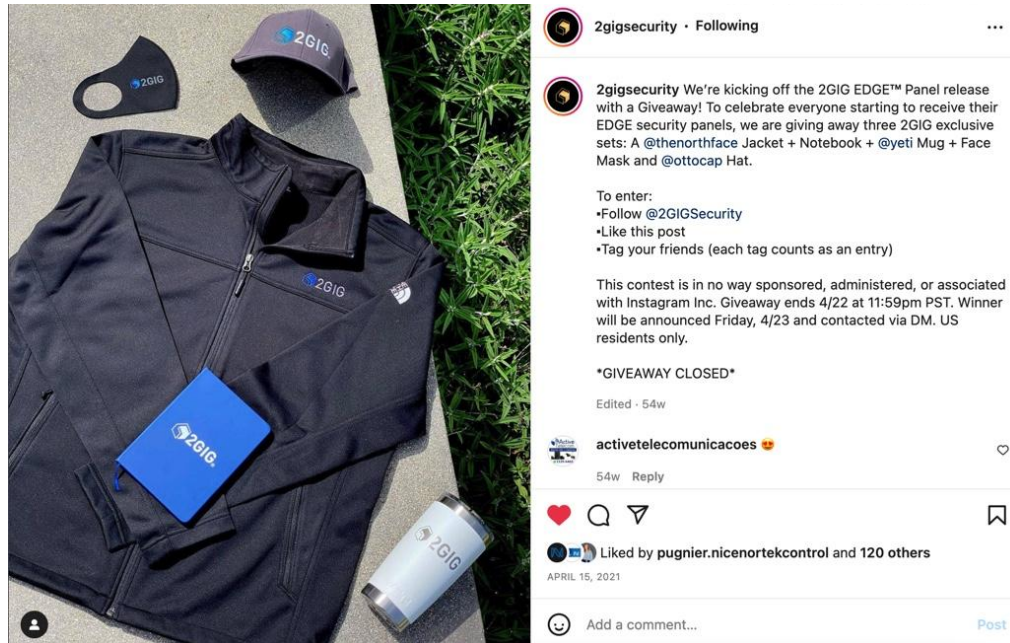
KEY TAKEAWAY:

Many great outcomes came about during the 2GIG EDGE Launch. For example, we were able to post social content, articles, and press releases highlighting the new product in Amplify for Employees to post, as well as host the company's first Instagram (IG) Live. The IG Live had 12 security professionals join while we featured one of our 2GIG Technical Trainers who discussed and demonstrated the new features of the 2GIG EDGE panel. We had 154 views after posting the video on our channel. See social images below.



Another example is the result of our 2GIG EDGE Merchandise giveaway that we held on Instagram during the 2GIG EDGE launch period. For 2GIG's Twitter, LinkedIn, and Facebook channels, we promoted giving away three 2GIG exclusive sets: a North Face Jacket + 2GIG Notebook + Yeti Tumbler + 2GIG Face Mask and Ottocap Hat. For the rules, we asked our audience on Instagram to do three things, follow 2GIG's account, like the post and tag their friends (each tag counts as an entry). That's it! We had the giveaway last for about a week and had gained 42 followers, 121 likes and 124 comments as entries and announced our three winners in our Instagram story. We average

around 20-40 likes per post so this giveaway was a big success for entries. See image below.



Social Media Campaign: Artist Corner

BRAND: FURMAN (B2C & B2B Communication)

PLATFORM USED: INSTAGRAM, FACEBOOK, TWITTER

GOAL: To highlight the power management brand, Furman® and list of celebrity artists that use Furman during their live performances or in-house studios. The tagline for Furman is “Trust what the Pros use, Trust Furman.” This helps build loyalty and engagement with fans/ users of the Furman brand. We also hope to build brand awareness and create a supporting community online. I have recently created a Social media content strategy and am excited to share as an example of my skills.

SOLUTION: First artist to be featured is Guitarist, Zoltan Bathory from Five Finger Death Punch who has been using Furman gear as a part of their set up for years. Below is the image and caption (I created both) of how I set up my content and strategy.



“When it comes to delivering the articulation and emotion that is the Death Punch Sound and putting on an Amazing Live show, guitarist @zoltanbathory from band @5fdp relies on and trusts Furman® to keep the power steady and clean. 🙌”

Check out Five Finger Death Punch’s show schedule and pre-order the new album here:
<https://fivefingerdeathpunch.com/>

#FurmanPower #ArtistCorner #PowerSolutions”

I chose to post this series in the beginning of the week at 9:00am (Best time to post) to continue building on engagement throughout the week. I enjoyed creating this post with the intention to highlight the band personally coming from Furman and incorporating how Five Finger Death Punch’s team relies on Furman to protect their gear from browning out. This is an important feature to highlight and build trust with Furman’s community. Once this goes out I thought it would be a great idea to feature a testimonial from a verified Furman customer from one of Furman’s partnering retailers. Below is the next post.



“Find more great reviews about our products from any of our partnering retailers.

Take a look → <https://furmanpower.com/where-to-buy/>

#FurmanPower #Testimonial #Review #PowerSolutions”

Having the Call-To-Action (CTA) be Furman’s partnering retailers to enhance the trust and even suggest to the audience of viewing other great reviews about Furman products. I’m excited to see the result of this post.

After the testimonial, I thought of posting User-Generated-Content (UGC) from a Furman fan. Before UGC is posted, I reach out to the user and ask permission to repost their content on the brands social accounts and mention they will receive full credit for their photos or video. I do this to build engagement, communication, trust, awareness, loyalty and excitement for the individual. I have always received great feedback and many thank you’s from fans who reiterate how much they love and depend on Furman.



“What’s in your setup?

📷 @sean_shredz

#FurmanPower #Studio #GuitarAmp #FurmanGear”

The next Furman artist to be featured is Guitarist, Eric Bass from Shinedown and chose to highlight him on July 1st because that is when his newest album is released. I thought this would be great to stay relevant with industry-news. Below is his post with a caption.



“Shinedown Bassist/Multi-instrumentalist, Eric Bass relies on Furman® power conditioning to protect and extend the life of his equipment both on and off the stage. Talk about a power move! ⚡

Get the new album Planet Zero out NOW: <https://www.shinedown.com/>

Catch an Amazing Shinedown show: <https://www.shinedown.com/shows>

📷 @SanjayParikhMedia

#FurmanPower #ArtistCorner #ShineDown #PowerSolutions”

After this post I chose to ask the audience a thought provoking statement that would be intriguing for the Furman to engage with and continue to build the Furman community. Below is the post.



“What changes have you made in your music career?”

#FurmanPower #Support #Motivation #PowerProtection”

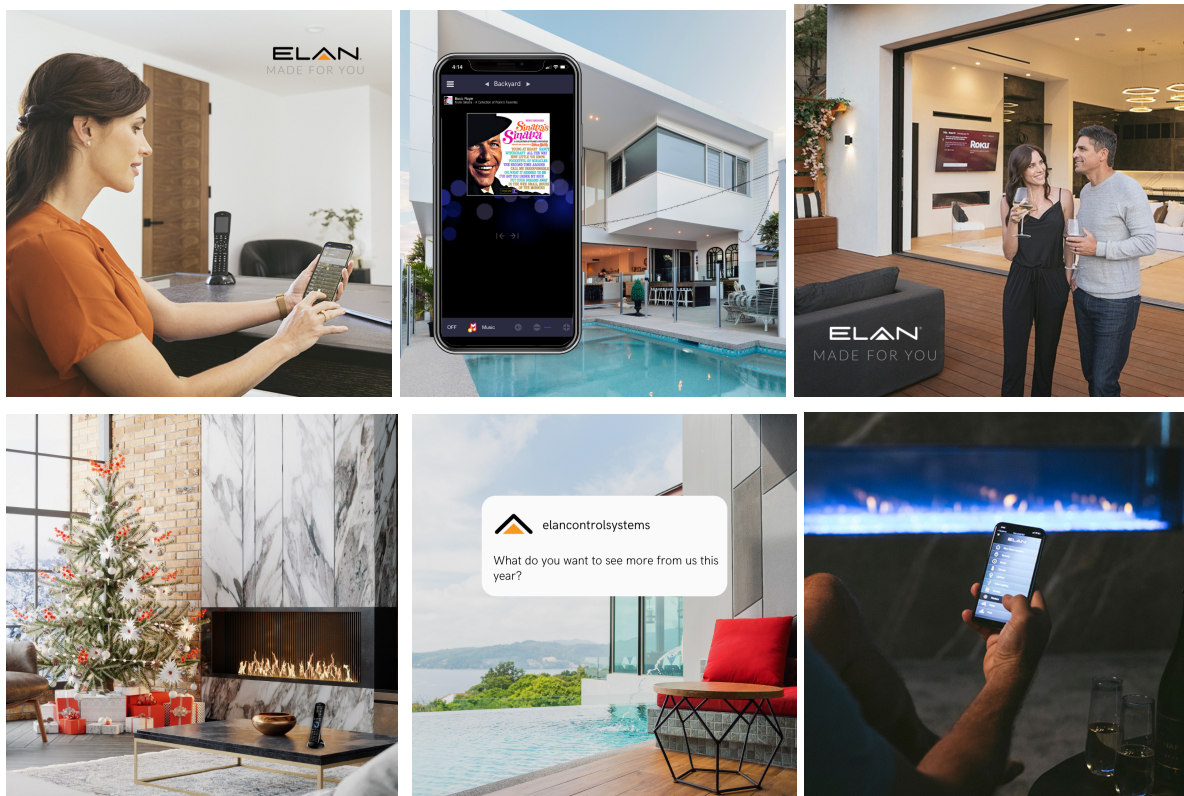
KEY TAKEAWAY:

I hope you enjoyed the five examples in the Furman Artist series. I really enjoyed curating the content and wanted all of the Furman Artist Corner posts to be formatted similarly, with captions tailored to each artist. I will continue the flow of posting UGC, testimonials and statements to support and reflect the Furman brand. I'm looking forward to seeing the growth and results of this series from June to July.

Growth in Audience Example: Hootsuite Analytics

BRAND: ELAN CONTROL SYSTEMS (B2C & B2B Communication)

PLATFORMS USED: INSTAGRAM, TWITTER, FACEBOOK, LINKEDIN



These images were curated and published on ELAN's Social Media channels by Candace Erie.

GOAL: ELAN® Control Systems is a smart automation solution for residential and commercial markets. The goal is to grow ELAN's audience in order to boost engagement, expand brand awareness and inform new audiences (homeowners and businesses) about smart technology they can incorporate into their daily lives. The examples provided are results from Hootsuite that show

an organic increase in followers for Instagram, Twitter and LinkedIn. The time period shown is a comparison before I started at the company (March 1, 2020-March 1,2021) to after I started (March 2, 2021-March 2, 2022) . I decided to show this as a result of the impact I made for the ELAN brand.

The light blue line at the bottom shows organic growth for March 1, 2020-March 1,2021 (before I started at Nortek Control) and the dark blue line above represents the organic growth for March 2, 2021-March 2, 2022.



You can see the jump in the light blue line for when I started at the company and posted content. The dark blue line shows the continuous growth I managed for the account over time. The Twitter account gained 162 followers, Instagram gained 1,100 followers and LinkedIn gained 617 followers.



Above shows a closer look of the dark blue line above for the time period March 2, 2021-March 2, 2022. A steady increase continues to show across each channel for the ELAN brand. This demonstrates my ability to create content that connects with ELAN's audience on all platforms and have the skill to continue growth for ELAN in the future. Wondering how I did it? Below is my strategy.

SOLUTION: Post 4-5 posts weekly, showcase lifestyle, feature *Made For You* tagline, create engaging stories on Instagram and polls for Twitter and LinkedIn to stay top-of-mind and relevant with ELAN's community of customers. Repost UGC for loyalty, engagement, resharing and saving of social posts. I do also take the time to comment on tagged ELAN posts, direct messages on Instagram, Twitter and LinkedIn platforms and if someone has a technical question or needs help- I connect them with ELAN's customer service team.

KEY TAKEAWAY:

In a full year, I saw an extensive increase in followers across Instagram, Twitter and LinkedIn social channels and reached a much larger audience while maintaining a steady interaction rate. It is essential to understand if your social media efforts are reaching the KPI's, in this case I have been successful in surpassing my goal and plan to surpass more goals in the future.

Hootsuite Amplify: Employee & Partner Social Media Advocacy Tool

BRANDS: ELAN CONTROL SYSTEMS, 2GIG, NICE/NORTEK CONTROL, FURMAN, SPEAKERCRAFT, PROFICIENT, LINEAR, PANAMAX, NICE|HYSECURITY, MIGHTY MULE, NUMERA, & GEFEN

PLATFORMS USED: INSTAGRAM, TWITTER, LINKEDIN, FACEBOOK

GOAL: To have employees and brand partners post social media content about events, training sessions, technology, lifestyle, giveaways, tradeshow and deals through Hootsuite Amplify. The goal is to build awareness and generate new leads.

SOLUTION: Amplify is a social media platform that allows you to share social media posts from your own personal or businesses account with just the click of a button! Users will only see, and share content that's related to their business line as they're grouped into a specific team. We do this because some partners sell one brand while others sell multiple brands. We currently have 113 active members and a total of 8.1K posts shared from the time of March 1, 2021-May 11, 2022. Below is an example of top shared posts within this time period and a total reach of 14 million social connections.

Top posts by reach					Potential reach
DATE	POST	SHARES	REACH	OW.LY CLICKS	
Dec 10, 01:00	Check out this exclusive interview with new Nortek Control CEO Edoardo Malfe where he discusses the Nice S.p.A. acquisition and the future that lies ahead. Read the CE Pro interview here: ow.ly/IEy41...	29	46,827	65	14M connections
	Nortek Control Ne...				
Feb 17, 15:00	We are Stronger Together. We are excited to share the next step of our integration - establishing a foundation for further growth and unifying under Nice. Read more from our official announcement...	25	37,434	50	
	Nice/Nortek Control				
Jul 13, 23:00	Today's tip is to keep your customers and their homes protected with the 2GIG® EDGE panel. The EDGE offers: • Built-in radio for two-way communication • Camera for facial recognition disarm • Built-in gla...	24	35,955	71	
	Builder Services Security				
Oct 06, 17:45	Nice Group acquires Nortek Control, a leading developer of technology for #security, #homeautomation, control, power,AV and #entertainment, #accesscontrol, #health, and #ArtificialIntelligence...	24	23,362	28	
	Nortek Control Ne...				
Nov 29, 20:15	Thank you Residential Systems for including Nortek Control in Companies to Watch for 2022! Read the full article for their recap of 2021 and what to look forward to next year. ow.ly/HMsJ103b06i...	24	36,112	35	
	Nortek Control Ne...				
Mar 30, 01:30	We are pleased to share that we have been recognized for six CE Pro Quest for Quality Awards this year! A very special thank you to our amazing Dealer Partners for taking the time to vote for us. We are...	24	37,030	0	

KEY TAKEAWAY:

I wanted to show what Amplify is all about because it is a unique tool where you can make a greater impact for brand awareness. For example a post that was shared 29 times by 29 employees/partners has a reach of 46,827 and 65 link clicks. This strategy helps company employees and partners generate new leads or sustain current connections. Hootsuite Amplify has been a huge success when trying to spread a marketing campaign organically. We do not have to pay for ads as users are sharing the content to their audiences themselves on any social platform they choose. We've seen the best impact on LinkedIn's channel to be specific.

Stave & Nail Brewing Company

ROLE: CONTENT CREATOR/ SOCIAL MEDIA CONSULTANT

Stave & Nail is a privately owned brewery in San Marcos, California, whose barrel-aged beer products are fruit-forward, elegant, and one-of-a-kind—this is a beer that takes months to create and can be enjoyed on any special occasion. Stave & Nail believes in quality ingredients and understands that creating a special barrel-aged beer takes time. I collaborated with the brewery's owner and head blender, Justin, to define the brewery's mission and vision. After speaking with him, I discovered that he is genuinely enthusiastic about the beer-making process and educating others. Together, we developed a clear message to highlight true ingredients and discussed how we could visually produce that message for their brand. I began by creating new content for Stave & Nail's social media feed (Instagram, Facebook) to represent the hard work and interests of men and women who enjoy the art of craft beer.

I began to tell the story behind Stave & Nail and what makes their brewery different from the other 160 in San Diego, in an adventurous, exciting, and mysterious manner, using a similar color theme to the beer labels. I updated Stave & Nail's Facebook and Instagram pages in four months, as well as implementing the "Shopping" tab on their platform. This contributed to the success of their eCommerce website. I also set up a Mailchimp account for them so they could better market their product campaigns via email. I created their first set of Instagram reels and IGTV videos to promote events or merchandise releases. In return, their social media following increased by 16%, and online sales increased by 20%. After our four-month contract ended, I was overjoyed to present the owners with these results.

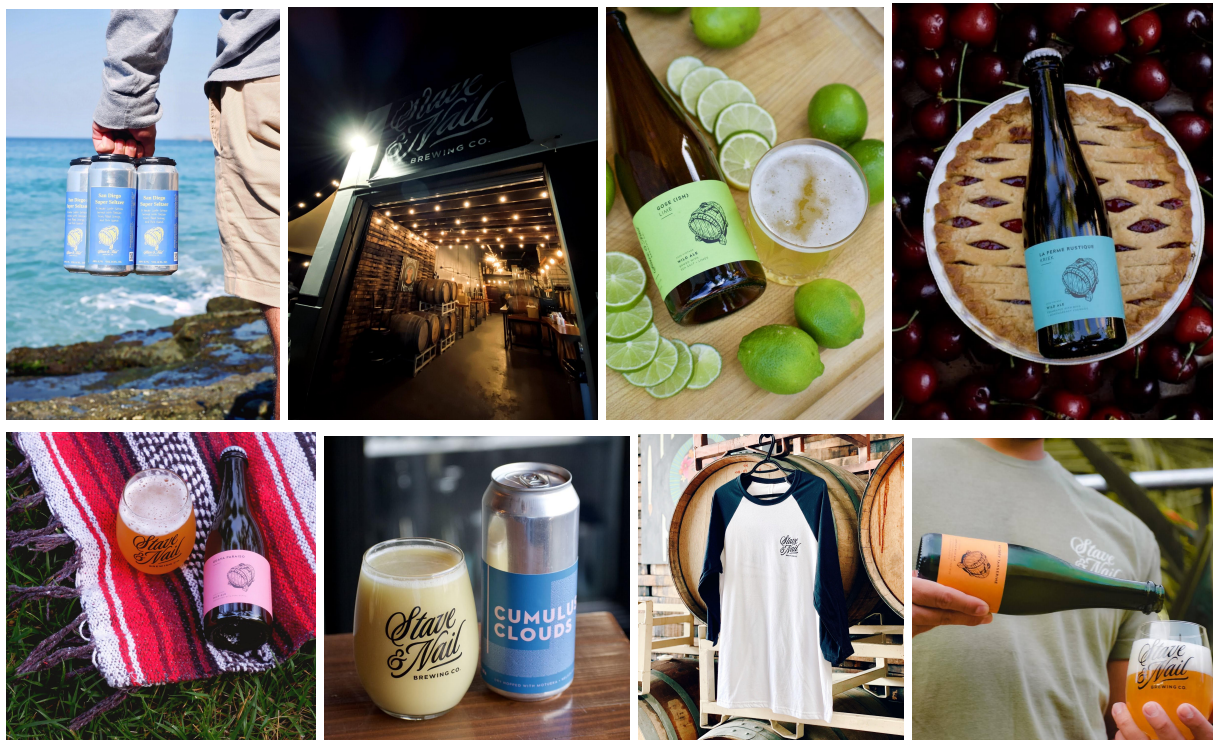


Photo images above were taken, edited and posted on Social Media by Candace Erie.

Social Media Campaign: Cellar Bottle Release Example

COMPANY: STAVE & NAIL BREWING

PLATFORM USED: INSTAGRAM & FACEBOOK

GOAL: To promote the upcoming bottle release of Stave & Nail's private cellar beers (in October). We wanted to get people excited about the release a week ahead of time, so we announced the Cellar Sale on Instagram and Facebook stories a week before the release.

The final goal was to sell out of the 65 bottles we had on hand while also making the purchase process simple for customers.

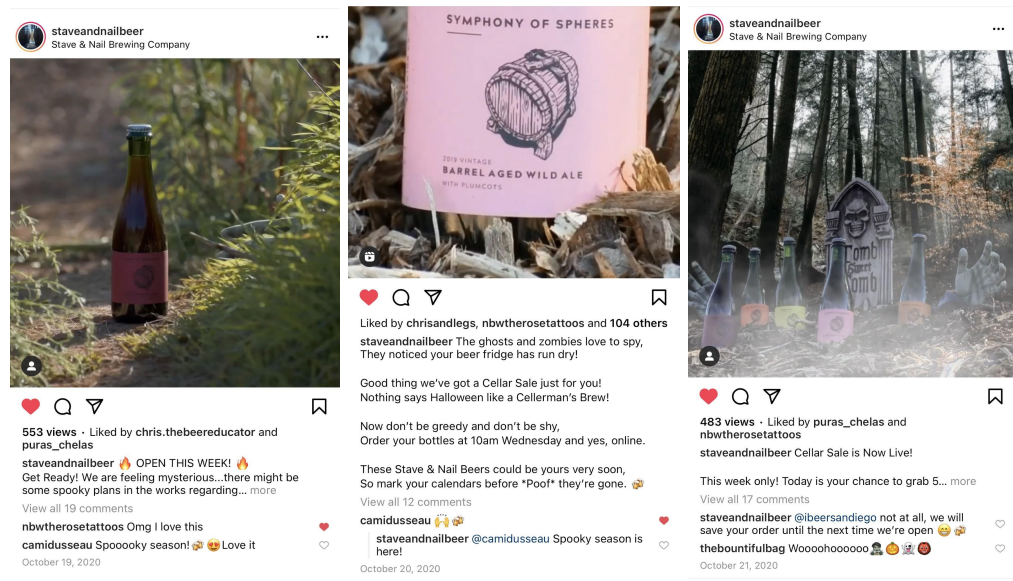
SOLUTION: With a strong focus on storytelling and product release, I used GIFs, Instagram Reels, and regular videos to create intriguing Halloween themed posts about the cellar bottle release while keeping the feed visually appealing. We shared the same information on Facebook.

Each post was designed to pique the viewer's interest while showcasing the wide range of cellar beers available for purchase. As the release date approached, consumers were increasingly enthusiastic about each beer. Here are some screenshots of the Instagram posts I created.

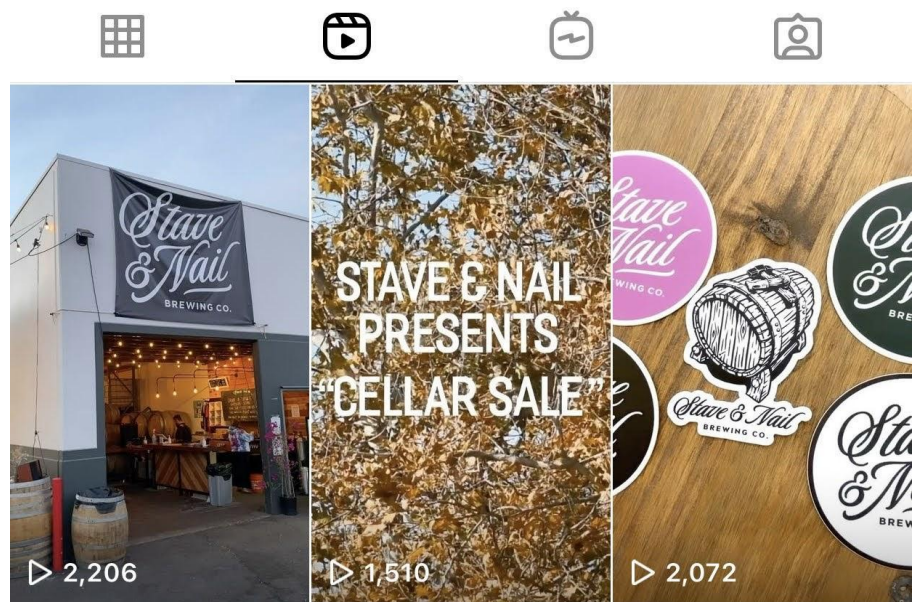


From left to right, explanations of each post: On the day of the release, a short video was posted to show each of the five bottles available. "Stave & Nail Presents 'Cellar Sale' post for the day before the release for transparency of bottles available and to create buzz/ urgency for purchase," says the second image (added music to the reel). The third image on the Instagram feed is a GIF film (made up of a succession of photographs) of zombie hands clutching the bottle and taking it into its lair, demonstrating that even the undead want to get their hands on the cellar bottles before they're gone.

Social Media Campaign: Cellar Bottle Release Example Continued



Each post received over 400 views and 10 comments on the Stave & Nail account. Our clients were ecstatic about the upcoming release of the bottles, as well as the imaginative videos.



This shows the number of times each Reel video has been seen.

KEY TAKEAWAY:

Following the launch of the Cellar Sale on Wednesday, October 21st, 2020, we had a very successful day, selling out of 50 of our 65 bottles. Following that, we issued a statement thanking everyone who had purchased a bottle for their support and decided to keep the website up until the remaining 15 bottles had been sold. We sold out of Cellar bottles on Thursday of that week, and many were asking when the next Cellar bottle release would be. We were ecstatic to have surpassed

our sales goal and had satisfied customers who would return. Our Cellar Sale marketing campaign was a huge success.

E-mail Marketing Campaign: Web Shop Drop Example

COMPANY: STAVE & NAIL BREWING

PLATFORM USED: MAILCHIMP

GOAL: Used Mailchimp as part of Stave & Nail's Web Shop Drop's social media campaign strategy. We also used Mailchimp to notify their Stave Society club members about upcoming beer and merchandise launches. Scheduled the release for December and marketed it as a holiday shopping opportunity. The owner and I set a \$2,000 sales goal for the webshop's first day of business, and we offered to ship or have customers pick up beers ordered online during to-go hours. We intended to start sales an hour early utilizing MailChimp to generate excitement about early purchases and create a sense of urgency for others. Social media was also used to promote Web Shop Drop.

SOLUTION:

We started the launch by giving the first 20 Stave Society members (an hour early) access to the Stave & Nail website before anybody else. We also included a 10% off total order discount code for members in the email, along with information about the launch and beers available. An image of the Stave & Nail E-gift card and the two Holiday Bundle packages were also included, along with a call-to-action (CTA) button beneath each package description. The E-mail campaign for members is seen below. The subject line is at the top, with photographs of the email below; please read from top to bottom, left to right.

Stave & Nail Brewing Co.

12/16/20 >

Web Shop Drop Starts Now!

STAVE & NAIL

WEBSHOP DROP TODAY! THE WAIT IS OVER... Sta...



**STAVE & NAIL
WEBSHOP DROP TODAY!**



THE WAIT IS OVER...

Stave Society Members,

Our online Webshop has seen a big drop of new items this morning and is ready for you to take the first glance. We are excited to officially be offering our new Hazy IPA,

Cumulus Clouds (6.6% ABV) and two new specialty sours, Gose(ish) Lime (4.6% ABV) + Derive Slow (5.2% ABV). Not to mention the new hoodies from our Acid Series or that you can build your own Holiday Gift Bundle. We also decided to add in Electronic Gift Cards as well (more details in the photo below).

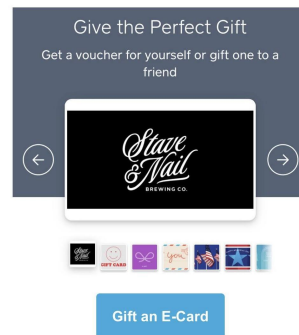
For 10% off your entire order use
Promo Code: Society

Make Beer Holiday shopping a little easier this year, and grab something special for yourself and loved one today! We are shipping throughout California, or you can pick up your order this week during our To-Go hours.

To-Go Hours
Thursday, 12/17 (4pm-6pm)
Friday, 12/18 (4pm-6pm)
Saturday, 12/19 (2pm-5pm)

Thank You again for being so understanding and for continuing to support breweries locally. Your impact makes all the difference and we are so appreciative of you! We can't wait for you to order and enjoy your Stave & Nail beers soon. We hope you have a

safe & wonderful Holiday season. Enjoy shopping today. Cheers!



Holiday Gift Bundle Level 1



E-mail Marketing Campaign: Web Shop Drop Example Continued



Starting at \$30, Choose two of your favorite bottles from our extensive list of Barrel-Aged Sour beers. The bundle comes with our branded 15oz stemless wine glass, and a full sticker, all accompanied with a sweet discount. The perfect gift for a friend or loved one. The perfect gift for yourself! You can also add a stout bottle or one of our 4-packs to the bundle at discounted prices!

[Start Shopping](#)

Holiday Gift Bundle Level 2



Starting at \$70, choose two of your favorite bottles from our extensive list of Barrel-Aged Sour beers. The bundle comes with our newest addition to the Acid Series sweatshirts, the Nebula hoodie, a branded 15oz stemless wine glass, and a full sticker, all accompanied with a sweet discount. The perfect

gift for a friend or loved one. The perfect gift for yourself! You can also add a stout bottle or one of our 4-packs to the bundle at discounted prices!

[Start Shopping](#)

Connect with us for more Information!



Copyright © "2020" Stave & Nail Brewing Company

Our mailing address is:
1325 Grand Ave STE 107, San Marcos, CA 92078

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

KEY TAKEAWAY:

The webshop went live at 11:00 a.m. on December 16th, but our E-mail campaign for Stave Society members began at 10:00 a.m. Everyone in the group read the email, and no one unsubscribed. We

provided members first access and a discount coupon, and sales of \$500 were made in the first hour. We watched sales continue to rise after we made the site public. By 1:00 p.m., the \$2,000 sales goal had been surpassed, and many customers had messaged Stave & Nail's Instagram with positive feedback on their purchases. Throughout the weekend, the webshop's drop sales continued. We sold out of our merchandise and saved the barrel-aged beers for our next cellar release. We determined that using Mailchimp for this launch's email marketing effort was a success, and Justin expects to utilize it again for future major releases.

Wild Barrel Brewing

ROLE: SOCIAL MEDIA MANAGER

Wild Barrel Brewing's beer products are colorful, vibrant, and delicious, with something for everyone. For their social media platforms, I designed and developed a voice and visual identity to reflect the energy and interests of millennial men and women. This campaign was a great success—and a lot of fun to work on—thanks to bright, vibrant, and colorful action pictures mixed with simple storytelling language. I revamped Wild Barrel's Facebook page and expanded their company brand's social presence to focus on Instagram in the first year. I provided creative and editorial direction to affect the appearance and feel of their social media feed, as well as producing product-focused photography sessions on my own.



Social Media Campaign: Mystery Reveal Example

COMPANY: WILD BARREL BREWING

PLATFORM USED: INSTAGRAM

GOAL: To generate excitement about new beers, boost brand awareness, and increase audience engagement.

The Instagram campaign's purpose was to raise awareness and engagement for their three new IPA-style beers for the U.S.A. market.

SOLUTION: I paved the way with an inviting mystery teaser photo just before each can release, with a firm focus on colorful storytelling and brand building. I took pictures to make each beer the center of attention in order to captivate audiences with the colorful can designs and product names. The brand is more likely than any of its competitors to be associated with the #seektheseal hashtag trend.



KEY TAKEAWAY:

The Instagram platform for social media campaign launches is immense. Many businesses and individuals use social media in their daily operations. It is critical to understand how to stand out and reach a larger audience on Instagram. I did this with Wild Barrel by using the hashtag #seektheseal to learn how their audience uses social channels so that I could use them as well.

Event Advertising Examples

COMPANY: WILD BARREL BREWING

PLATFORM USED: INSTAGRAM, FACEBOOK AND SDBREWERS WEBSITE

GOAL: Promoting upcoming and weekly event advertisements that include clear information to remind guests to mark their calendars. Trivia Night every Thursday, Wild Barrel's second-anniversary party, the soft opening of the second Wild Barrel tasting room in Temecula, and the reopening of the San Marcos location for dine-in during COVID-19 are just a few examples.

SOLUTION: To capture the attention of the audience, I made the advertisements for the tasting room colorful and straightforward — while also maintaining Wild Barrel's brand image. These events were also shared on Instagram/ Facebook as a daily reminder to see how many people attended each event online.



KEY TAKEAWAY:

When we promoted these events on multiple social media platforms, we saw an increase in tasting room attendance and beer sales. It is critical to publicize upcoming events across multiple platforms in order to reach a larger audience or remind fans of your situation.

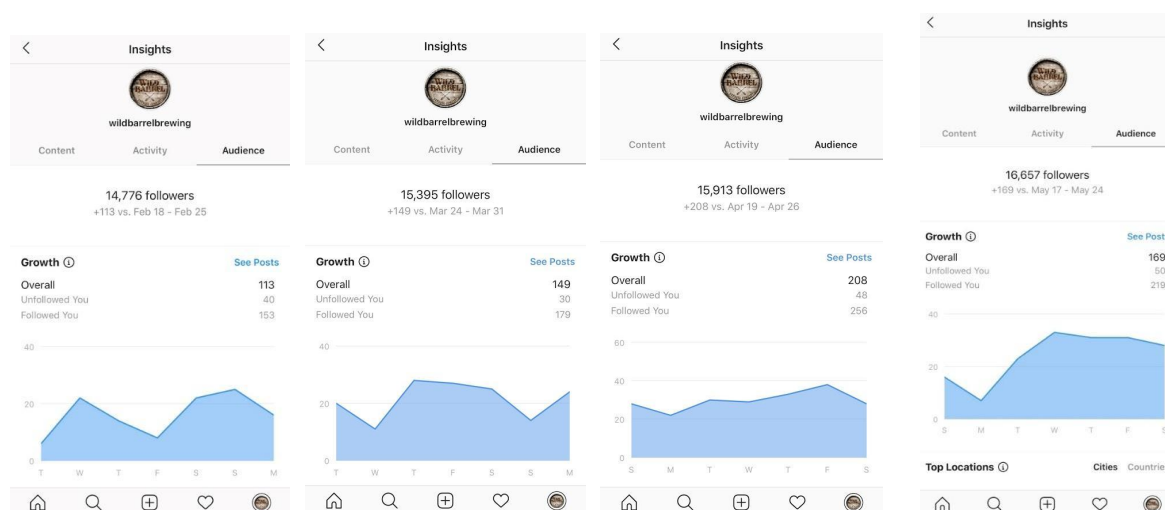
Growth in Audience Example: Analytics

COMPANY: WILD BARREL BREWING

PLATFORM USED: INSTAGRAM

GOAL: Growing Wild Barrel's Instagram audience helps boost engagement and expands the brewery's social media community. The following examples show an increase in Instagram followers over a four-month period (February 2020—May 2020).

SOLUTION: Every day, new beer releases, can releases, reminders of current beer favorites, promoting events, promoting the Wild Barrel staff, and more are shared on Instagram and Instagram stories. I also took the time to respond to and engage with Wild Barrel's fans after each post in order to foster brand loyalty.



KEY TAKEAWAY:

In four months, I saw an increase in Instagram followers and reached a large number of people while maintaining a high interaction rate. It is essential to understand if your social media efforts are successful; these are successful examples of Wild Barrel achieving our Instagram goals.

Certification: Hootsuite Platform

GOAL: Be knowledgeable about the fundamentals and advanced features of the Hootsuite Platform and related solutions.

COMPLETED: Platform Certification from Hootsuite on January 1, 2022.



Certification: Inbound Marketing

GOAL: Learn about Inbound Marketing methodology from HubSpot Academy and use their techniques to better optimize social media content, blogging, marketing campaigns, and nurturing leads.

COMPLETED: Inbound Marketing Certification from HubSpot Academy on January 26th, 2021.

