

VANESSA

Creative Portfolio

HALLS



VANESSA HALLS

Social Media Strategist

SKILLS AND ABILITIES



Social Media Marketing



Influencer Marketing



Content Creation



Social Media Copywriting



Project Management



Email Copywriting

INITIAL CUSTOMER OUTREACH

Email Example

SUBJECT

Pod'en The Interruption - You Have Been Served ☕ ☕ ☕

PREVIEW TEXT

Single Serve Pods are Here!

EMAIL COPY

All the quality you have come to know and love from Cuvée Coffee, now available in convenient single serve pods. We spent years perfecting this product in order to bring to life what we promise to be the best-tasting single-serve pod you've ever had. Our pods pack 11 grams of coffee, ground to create the perfect extraction for a single serving. Our newly released 24- count Solo pods deliver Cuvée's signature full-bodied coffee taste and make for one hell of a satisfying cup of joe.

INFLUENCER OUTREACH

Email Example

EMAIL COPY

Hi XYZ ,

Still Austin, Austin's premier bourbon distiller, here! We are reaching out not only because we love your content, but also because we think you would be the perfect person to help us get the word out about our Straight Bourbon, affectionately known as “The Musician”, which is made from 100% Texas-grown corn, rye and malted barley. If interested, we would be more than happy to arrange shipment of (1) Bottle of our Straight Bourbon Whiskey in exchange for (1) static Instagram/Facebook post and/or 2 - 4 Instagram/Facebook stories.

Content and Posting Requirements:

- Original content to be posted in October on relevant social platforms.
- All content and copy should be original.
- Bottle label should be in focus and legible on primary photo (if posting a carousel).
- Hashtags #stillresponsible #stillaustin to be used on post.
- @still_atx to be tagged in all photos.

If you would like to learn more about Still Austin's Straight Bourbon Whiskey please visit:
Straight Bourbon: "The Musician" - Still Austin Whiskey Co.

We look forward to collaborating soon!



POST EXAMPLE



POST COPY

Not to brag or anything, but in our not-so-humble opinion, our Nitro Cold Brews basically taste like liquid gold. #sitherainbow

LINK TO POST



POST EXAMPLE



POST COPY

Resistor sets itself apart from other ozonated products on the market by providing a host of benefits for it's users.

Learn more about the benefits of Resistor by visiting the link in our bio.

[LINK TO POST](#)

POST EXAMPLE

03

POST COPY

The newest addition to the Cuvée line of coffee products, AKA the best-tasting single-serve coffee pods on the planet, are coming to a Walmart near you!

Sign up for post notifications to find out when they're dropping.

[LINK TO POST](#)



POST EXAMPLE *4*



POST COPY

One of the best meals we've ever had in ATX? Hands down, @jjimbbq on South Lamar! ❤️

@jjimbbq may of just opened up this February but we can already tell y'all, this Korean BBQ spot will 100% be an Austin staple! In addition to having a large selection of Korean wine, they also have a large selection of truly drool worthy gluten free options!

- ATXFC Favs Include:
- ~ Beef Short Rib Jjim
 - ~ Spicy Chicken Dak Galbi
 - ~ Shishito Peppers

Pro tip- Add mozzarella and glass noodles to your Beef Short Rib Jjim and be prepared to have the best meal of your life!☆☆

[LINK TO POST](#)

CONTACT INFORMATION

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