



# Brittany Burrows

SOCIAL MEDIA PORTFOLIO



# Invelo

2022 - PRESENT



## BUSINESS

SaaS startup provides an all-in-one CRM, sales, and marketing platform to residential real estate investors.

## ROLE

Sole marketing employee responsible for all content and other marketing activities.

## GOALS

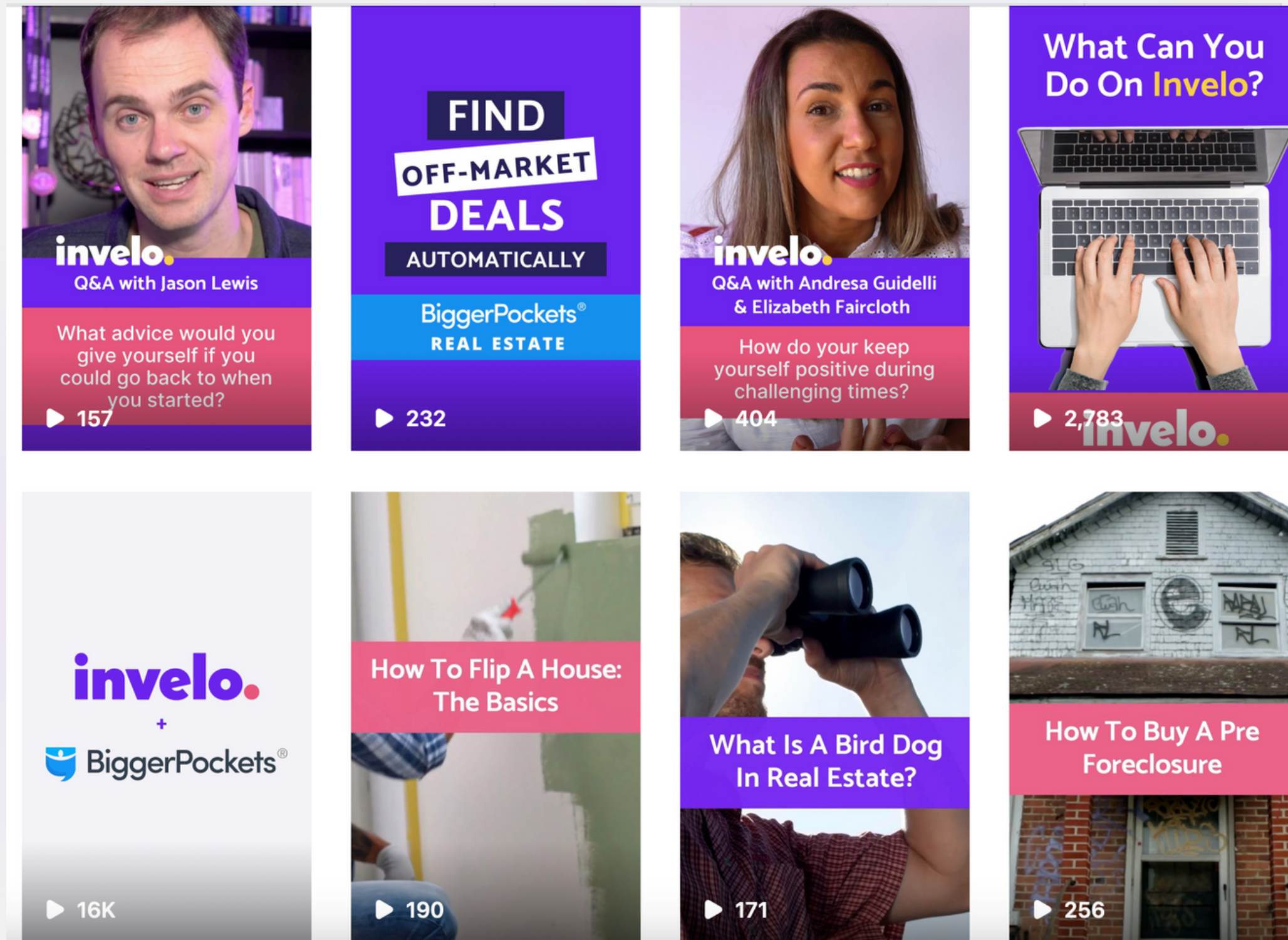
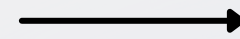
Establish a new brand in this competitive space. Grow the user base and drive MQL through the funnel.

## ACHIEVEMENTS

Started and grew each social channel from only a handful of initial followers with engaging, on-brand content.

- Grew each platform without any budget while prioritizing other marketing activities.
- Stable follower growth and reach from June 2022 launch.
- Engagement rate consistently growing month-to-month

INVELO



Prioritizing video has helped grow our social channels organically.



# Bronte Moon

2020 - 2022



## BUSINESS

Online retail and wholesaler for British wool goods like scarves, throws and accessories.

## ROLE

Creating and curating social media content and managing accounts on a consulting basis.

## GOALS

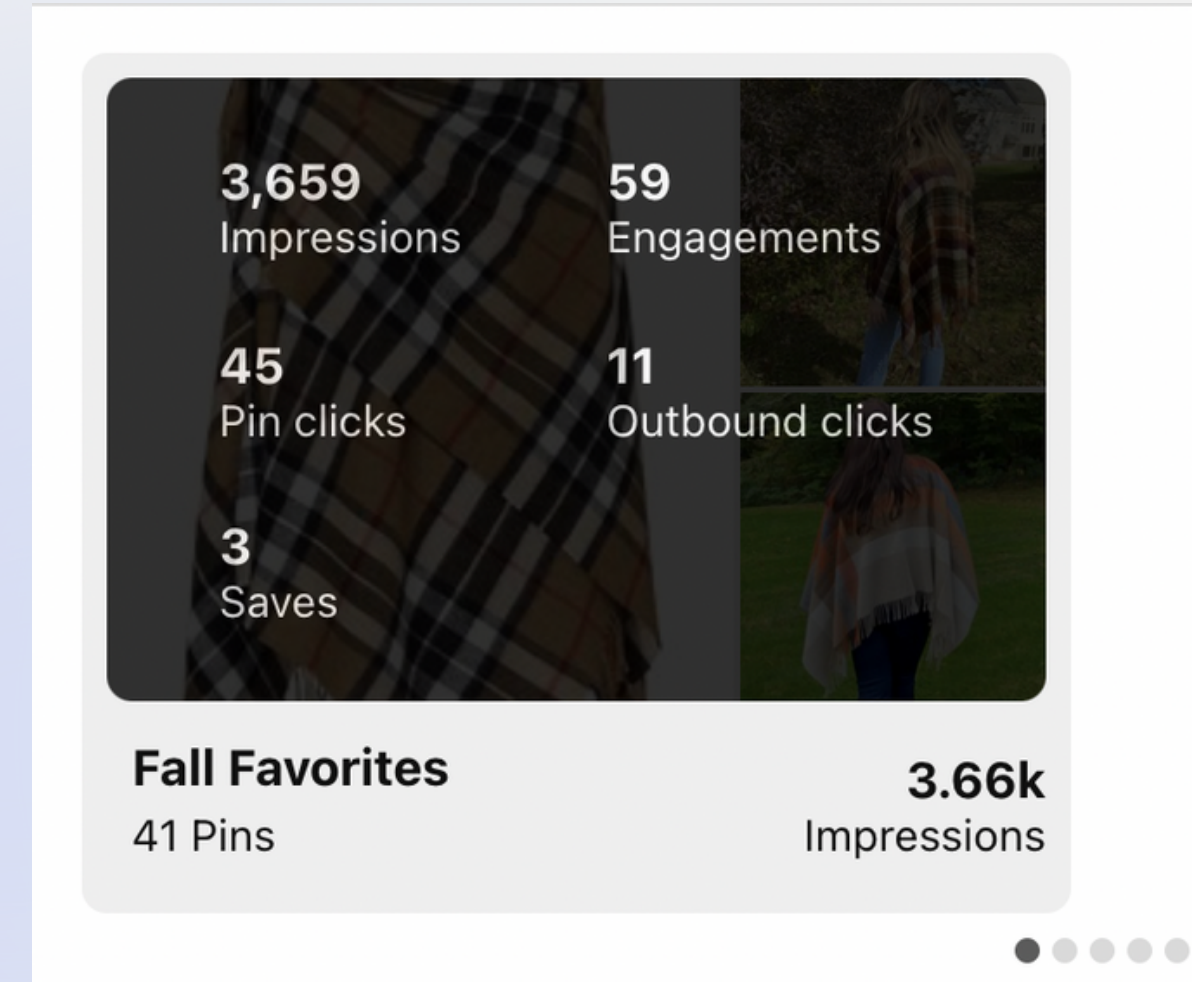
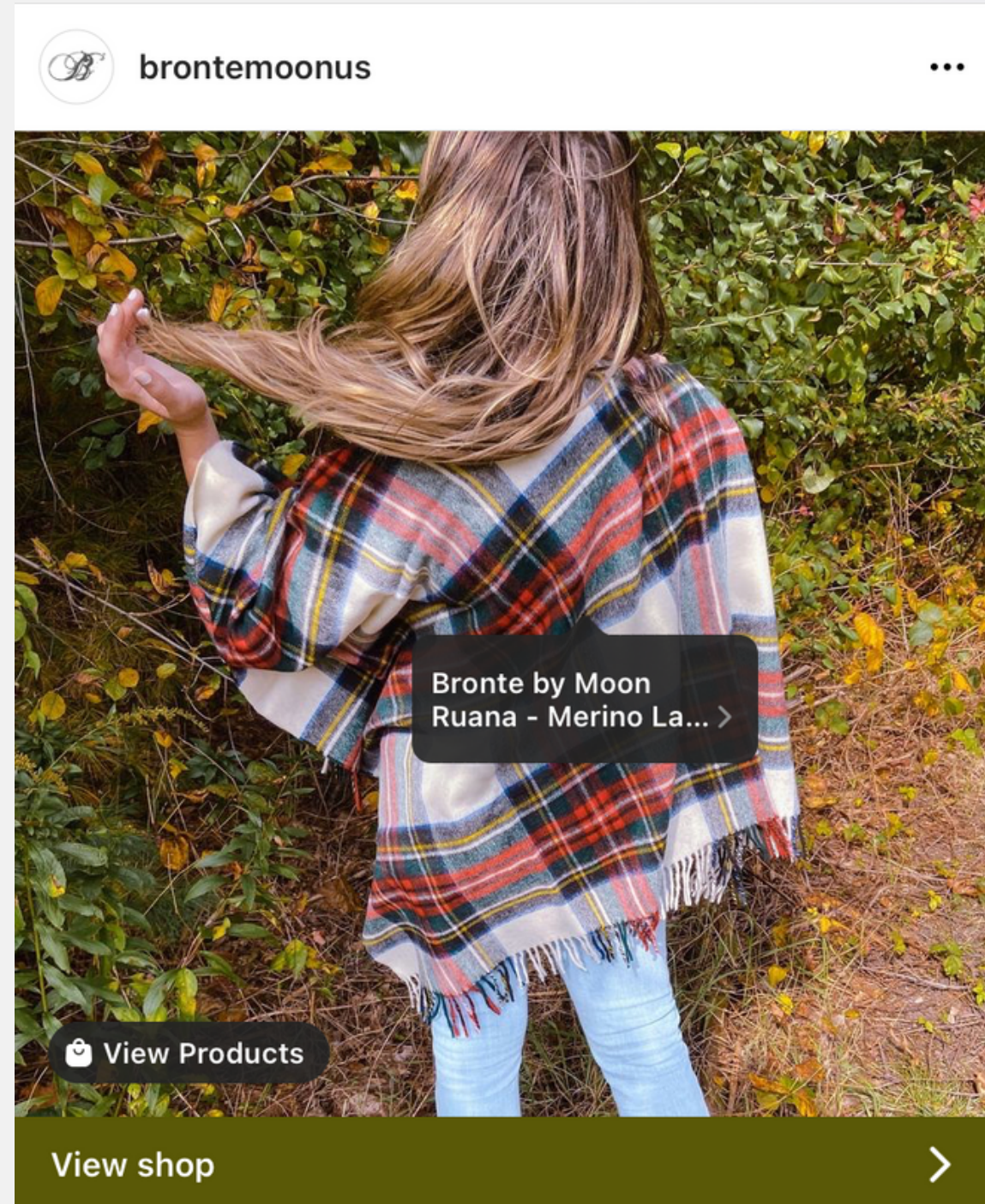
Align branding across platforms as well as build up engagement and followers on all accounts. Create professional and engaging content.

## ACHIEVEMENTS

Overhauled each profile to make the branding consistent and professional.

- Grew Instagram from just under 100 followers to more than 1,000 organically.
- Increased engagement rate on Pinterest more than 50% and boosted outbound clicks by more than 100%.
- Increased Facebook reach by 400% and engagement by 250%.

# BRONTE MOON



Example of a successful recent Pinterest board created in October 2021.

Because the client is local I took many photos for Instagram myself.

# Bryan Caplan Marketing



2020 - 2022



## **BUSINESS**

Digital marketing agency specializing in small to medium sized businesses. Includes Bigger Better Biz brand.

## **ROLE**

Creator and curator of all channels with CEO as the face of the brand.

## **GOALS**

Create and foster a standalone Bigger Better Biz brand to appeal to small business owners. Establish Bryan Caplan as a marketing expert and resource.

## **ACHIEVEMENTS**

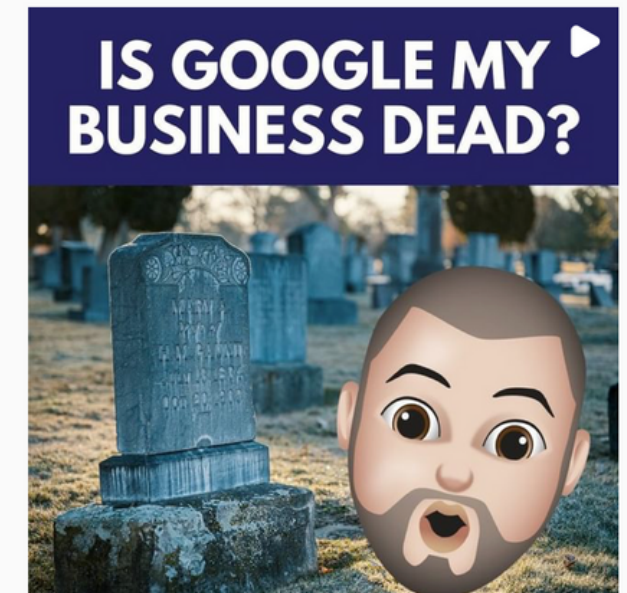
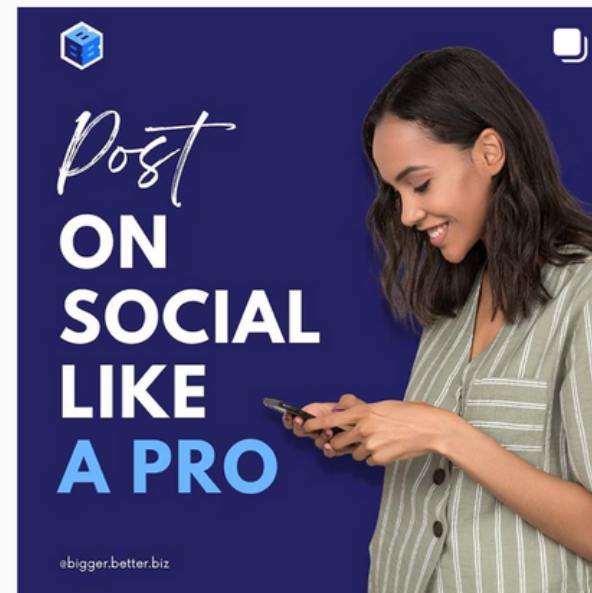
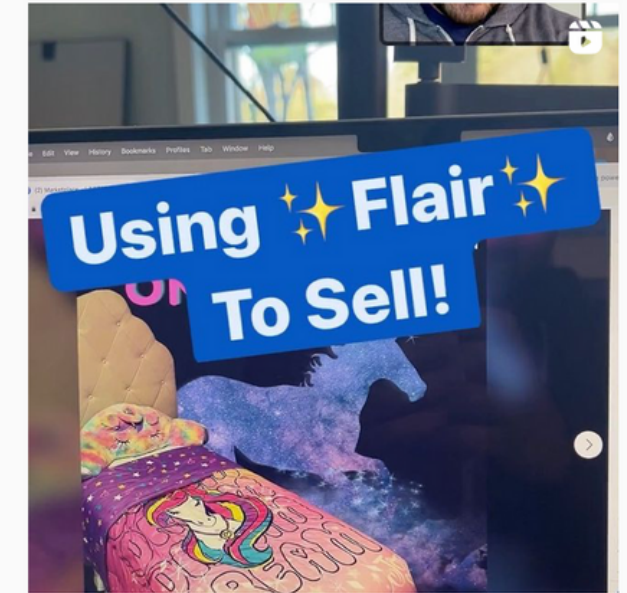
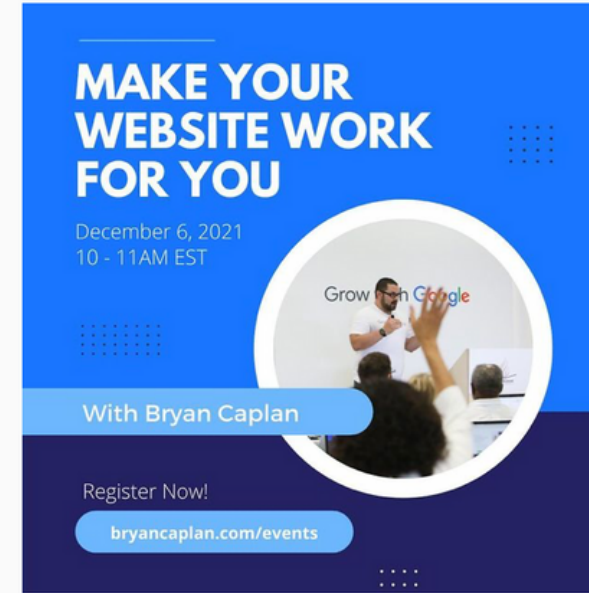
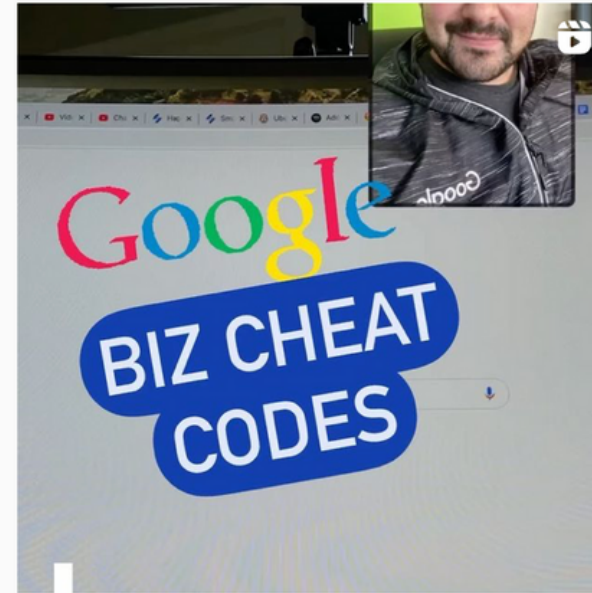
Launched and overhauled each channel with fresh branding and assets....

- Grew Instagram from zero to more than 2,000 followers with only niche-focused content.
- Edited, uploaded and optimized dozens of YouTube videos that reached more than 150,000 views.
- Launched short form video initiatives on Reels, YouTube Shorts and TikTok

# BRYAN CAPLAN MARKETING



An example of the highly curated content on the Bigger Better Biz Instagram page.



# Walpole Outdoors

2013 - 2020

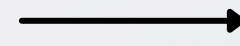


## BUSINESS

National retailer and designer of exterior structures and home décor.

## ROLE

Strategize and execute all social media messaging and content. Design, send and analyze all email marketing efforts and write original blog content.



## GOALS

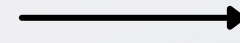
Build the brand's base through strong social engagement in both B2B and B2C channels including Twitter, Facebook, Instagram, Houzz and Pinterest.

## ACHIEVEMENTS

- Facebook likes have grown more than 90% with several posts reaching more than 1 million people organically.
- Awarded the 'Best of Houzz' 2015 & 2016 award for customer service with a robust profile of 1,200 followers and just under 50 reviews.
- Pinterest has grown to more than 15,000 followers with pins getting more than 20,000 unique daily impressions.
- Started Instagram from scratch in 2019 and grew it to more than 4,000 followers in a year organically with little company support.



## WALPOLE OUTDOORS



### CAMPAIGN

Facebook campaign of sharing photos from scenic gardens all over the world with the community. Several times per week we share a photo from a different garden or scenic space from anywhere in the world. Gardens are found through research on botanical and national gardens as well as utilizing tools like Pinterest and Flickr to find great images.

**Walpole Woodworkers** with Fransisca Amelie Yantee and 6 others  
Published by Brittany Burrows [?] · June 10 at 7:22pm · Edited [?] · 🌐

Hydrangea Road in Miyazaki, Japan

<b>1,113,088</b> People Reached		
<b>109,908</b> Likes, Comments & Shares		
<b>88,632</b> Likes	<b>3,071</b> On Post	<b>85,561</b> On Shares
<b>7,715</b> Comments	<b>218</b> On Post	<b>7,497</b> On Shares
<b>13,561</b> Shares	<b>13,227</b> On Post	<b>334</b> On Shares
<b>64,510</b> Post Clicks		
<b>16,984</b> Photo Views	<b>37</b> Link Clicks	<b>47,489</b> Other Clicks

### GOALS

Inspiration and engagement. This is an exercise purely to engage the community and boost sharing and conversation between posts with a more defined call to action.

### RESULTS

This campaign alone has produced thousands of new likes and posts that have reached more than 1 million people.

# CarboPro

FEBRUARY - SEPTEMBER 2016



## **BUSINESS**

International seller of nutrition supplements aimed at endurance athletes.

## **ROLE**

Run social media efforts for the US with a focus on building the community by utilizing athletes. Contracted for only 10 hr/month so time management was key to create measurable results.



## **GOALS**

Identify the target audience and platform for messaging and then use that to build up the community. Create a stream of user-generated content.

## **ACHIEVEMENTS**

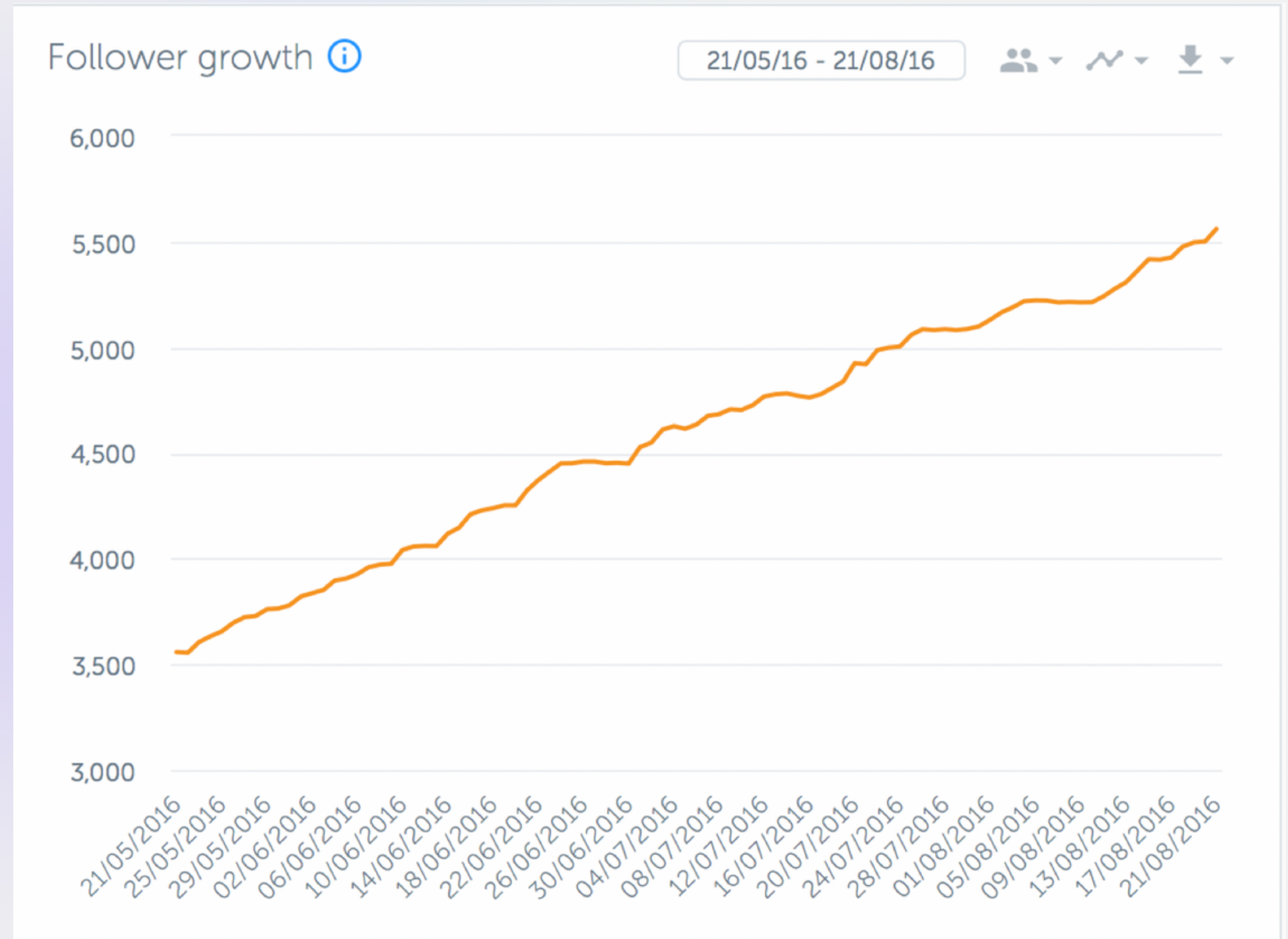
- Identified Instagram as the most active platform in the demographic and built the audience organically from 500 followers to 7,200.
- Increased engagement with athletes that generated dozens of user-generated posts to be used on all platforms.

# CARBOPRO

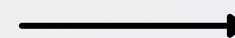


Example of the follower growth from the end of May 2016 to the end of August 2016.

Due to no paid activity there are no spikes in number of followers. The organic growth was steady due to constant engagement and publishing more engaging content.



# haveyouseen



MARCH 2014 - APRIL 2015



## BUSINESS

Social shopping platform for users to recommend products to friends and connections, making a commission in the process. Available in UK and US. Business shut down in April 2015 due to lack of funding.

## ROLE

Develop, strategize and execute all marketing communications including all social media, email marketing and newsletters, blogger outreach and on-site content.

## GOALS

Build the platform's community from a start of zero. Build a relationship with bloggers and develop a blogger program of influencers to leverage.

## ACHIEVEMENTS

- Built an active blogger program of more than 120 without any monetary incentive.
- Grew social channels from zero to more than 2,000 on Twitter, more than 6,500 on Instagram and 3,500 on Pinterest.
- Successfully built and executed content strategy for the product in two countries including email blasts and growth hacking initiatives.

HAVEYOUSEEN



## CAMPAIGN

To leverage influencers I created a Blogger Program to recruit bloggers to use haveyouseen and once a week selected an influential blogger to feature. This 'Blogger of the Week' crossed social, email and blog. I wrote a featured Q&A with each blogger and published it on the company blog while sharing their posts throughout the week on our social channels including Twitter, Instagram and Facebook with a special tile in our weekly newsletter to our whole base.

## GOALS

Make the bloggers feel special and loyal to the brand while reaching a wider audience when they leverage their base.

## RESULTS

Overall the program has 120+ bloggers with no monetary incentives offered. 'Blogger of The Week' social posts were often our most engaged.

