

Fabiola Llama

Marketing Portfolio

SOCIAL MEDIA - CONTENT MANAGEMENT - PUBLICITY



I'm Fabiola Llana

About me

Graduating with a Bachelors degree in Entrepreneurship and a minor in both Marketing and Fashion, I naturally fell towards marketing, and developed a passion helping businesses grow their online presence.

Work Experience



HangRr App

Social Media Management

- Responsibilities Included:
 - Gathering UGC
 - Content Creation
 - Calendar Management
 - Content System
 - Deliver Reports
 - Powerpoint
 - Excel



Yelitza Villafaña Atelier

Social Media Management

- Responsibilities Included:
 - Gathering UGC
 - Content Creation
 - Calendar Management
 - Ad Management
 - Manage Customer Relationships
 - Create Giveaways
 - Website Management



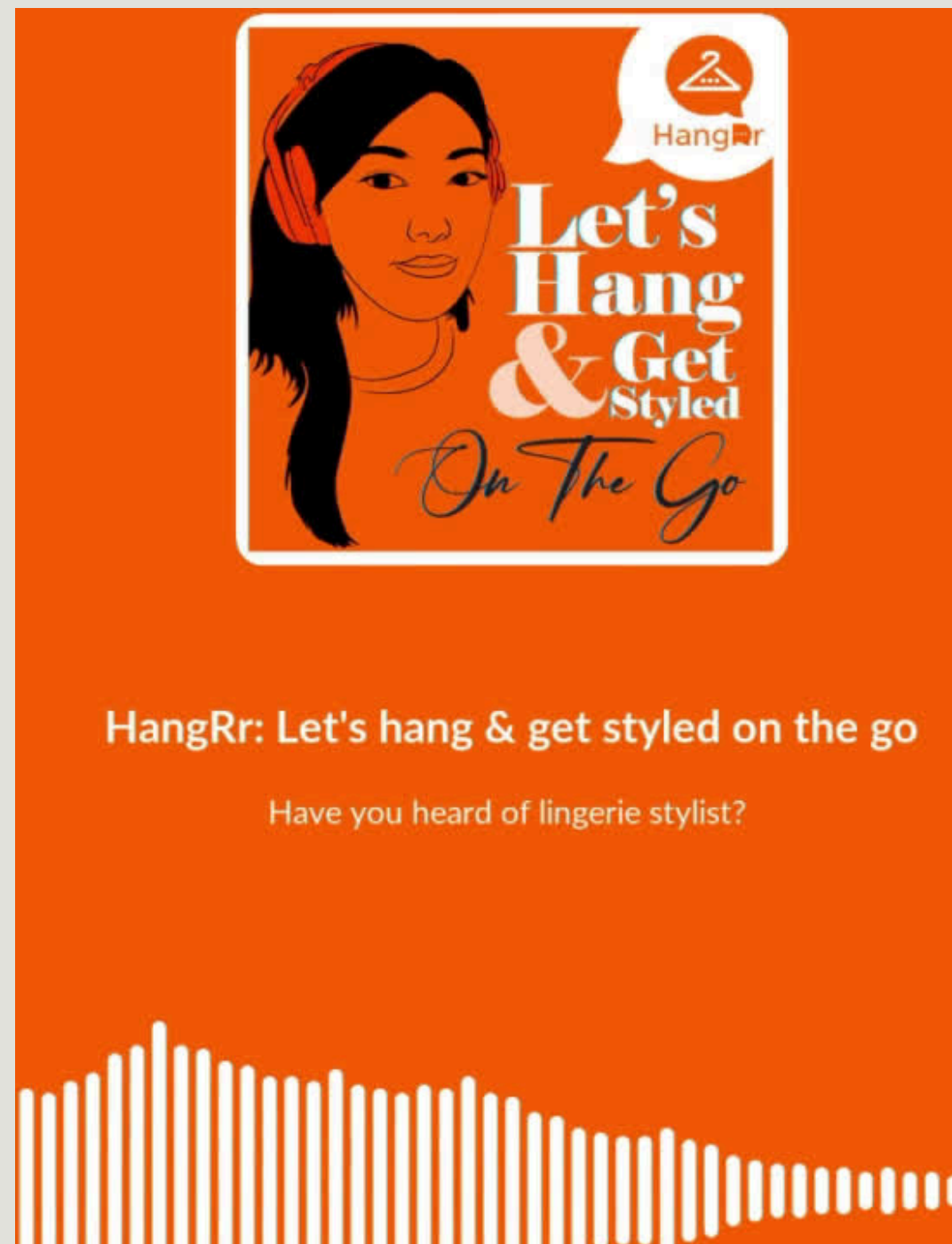
Velvet.co International

PR/ Marketing Associate

- Responsibilities Included:
 - Managed Influencer Partnerships
 - Influencer Outreach
 - Press Outreach
 - IG Story Creation
 - Press Pitches
 - Deliver Reports
 - Powerpoint
 - Excel

HangRr App

Podcast Marketing



Goal: Increase brand awareness while also building trust with HangRr App

Solution: Release three podcast episodes where listeners will get to know the founder as well as her expertise in the field

Responsibilities included:

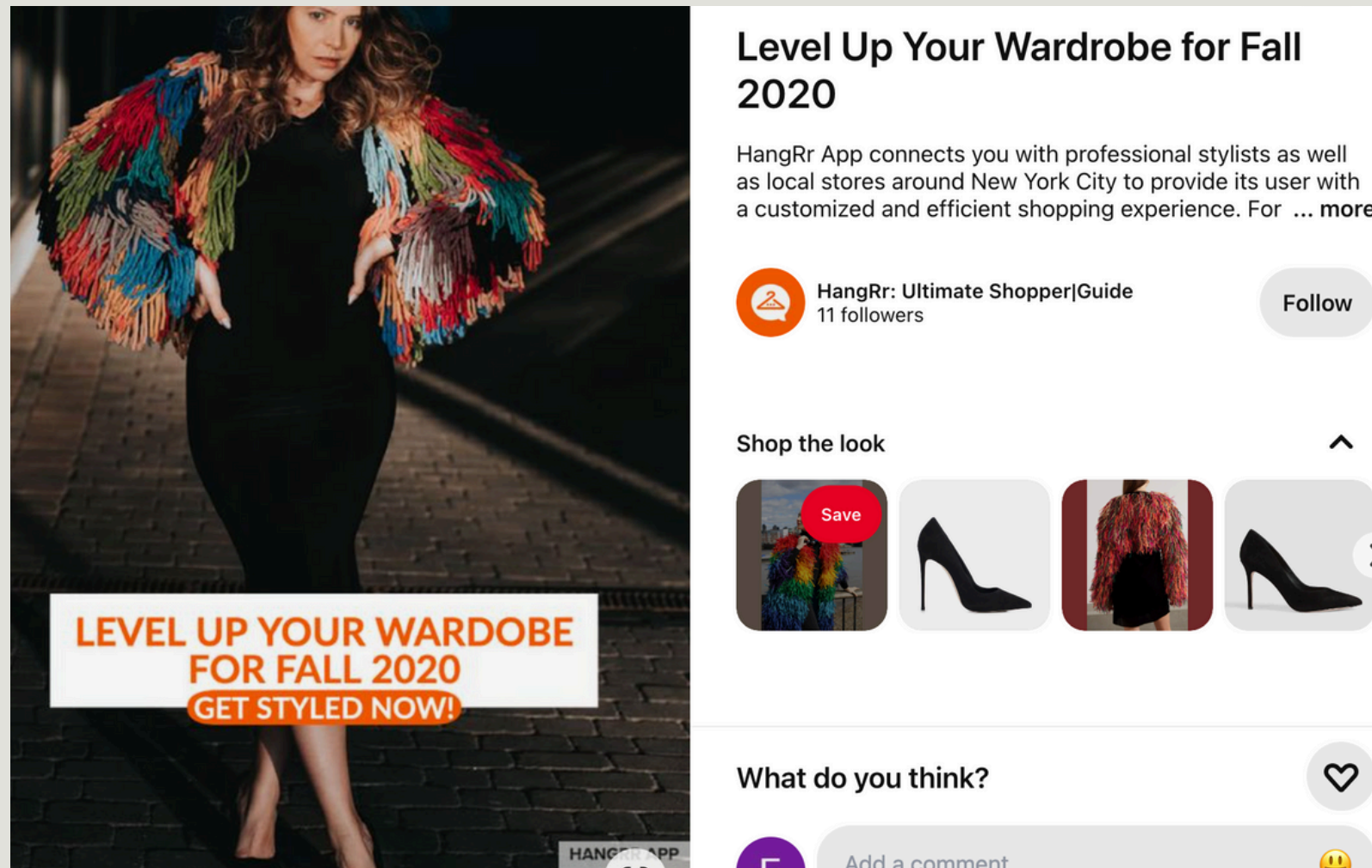
- Assisting with writing episode script
- Concept brainstorm
- Managed paid ads
- Recruited industry professionals
- Leading clubhouse discussions post-episode release

Wins:

- Networked with industry professionals who ended up partnering with the app
- Lead multiple successful clubhouse events

HangRr App

Increase Clickthrough Rate



Goal: Increase website visits and clickthrough rates

Solution: Add valuable high-conversion blog post to our website

Responsibilities Included:

- Creating header images in Adobe Photoshop
- Create Image to promote blog for social media
- Managed paid ads
- Assisted with brainstorming for new content weekly
- Search Engine Optimization

Wins:

- Increased website visits with each post
- Multiple blog posts reached over 60K impressions

HangRr App

Beta Testers/UGC



Goal: Increase brand awareness and introduce users to this new feature which allowed you to reserve a fitting room during Covid-19 lockdowns.

Solution: Bring in Beta Testers to provide feedback and document their experience

Responsibilities included:

- Reaching out to Beta Testers
- Managing Partnership
- Creating Reports
- Collected Feedback
- Integrated new workflows to ensure a smooth customer experience

Wins:

- Increased Sales
- Secured multiple fitting room reservations

Yelitza Villafañe Atelier Increase Sales



Goal: Increase E-Commerce Sales

Solution: Create an attractive feed that engages audiences, highlights products and improve conversion rates

Responsibilities included:


- Creating Content
- Editing
- Scheduling
- Answering comments and DMs

Wins:

- Increased Online Sales by over 50%
- Grew Account to 10K followers

Yelitza Villafañe Atelier

Increase Social Engagement

 yelitzavillafaneatelier ¡Para celebrar nuestros 10K, le damos comienzo a nuestro primer giveaway!

¡Estamos sumamente agradecidas con el apoyo que nos han brindado y queremos compartir unos regalitos con ustedes!

Premios:

1er Lugar: \$200 en crédito para usar en nuestra boutique!

2do Lugar: \$100 en crédito para usar en nuestra boutique!

3er Lugar: \$50 en crédito para usar en nuestra boutique!

Reglas Para Participar:

1. Sigue nuestra cuenta [@yelitzavillafañeatelier](#)
2. Etiqueta a tres amigos en los comentarios
3. Sube este post a tu story y etiqueta a [@yelitzavillafañeatelier](#)

Puedes participar cuantas veces desees! El giveaway termina el miércoles 17 de noviembre

Este giveaway no esta asociado en ninguna forma con Instagram



Goal: Celebrate 10K followers and increase social engagement

Solution: Host a Giveaway

Responsibilities included:

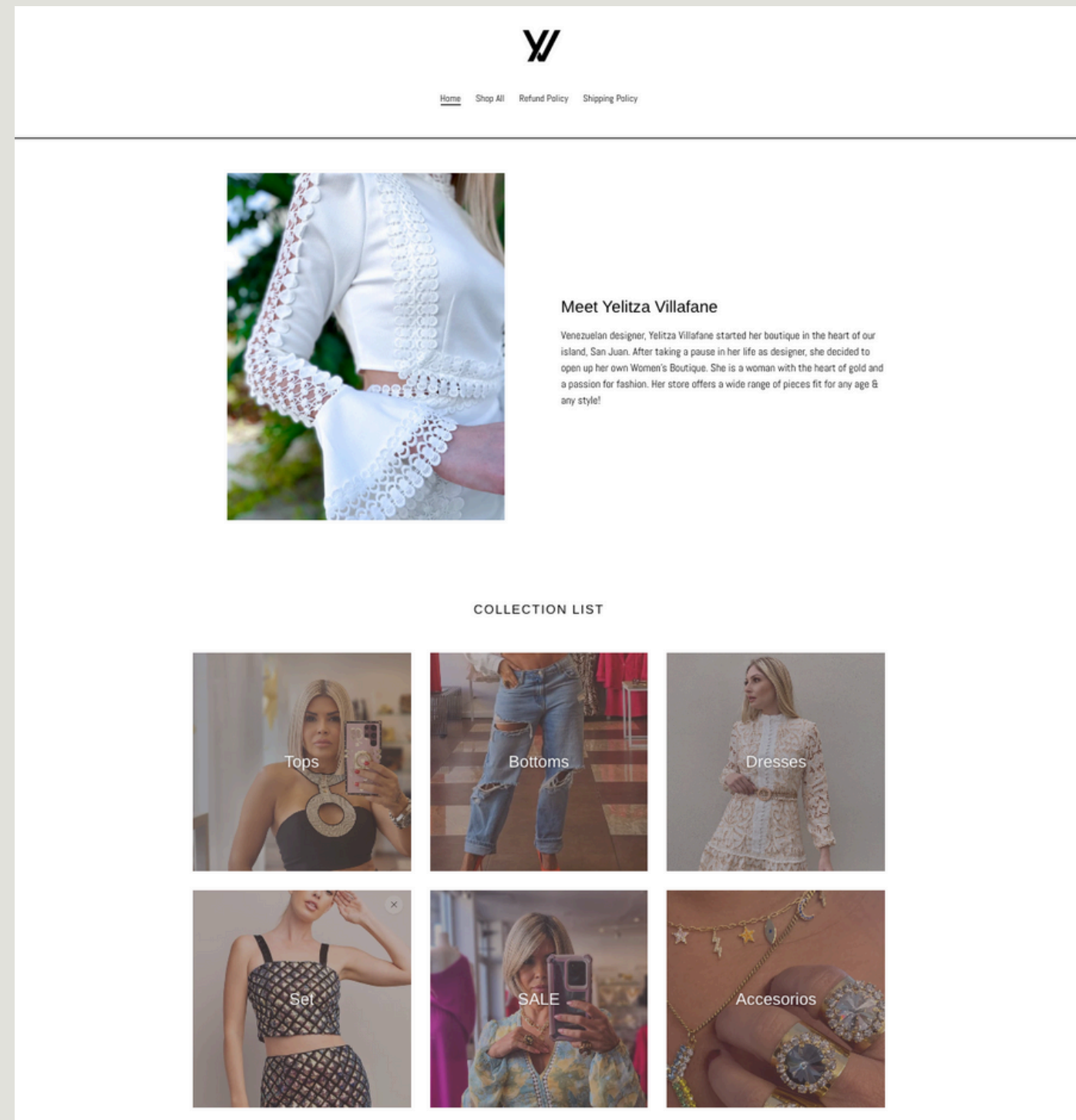
- Planning and carrying out logistics
- Creating post and copy
- Announcing winner
- Providing winner with prize

Wins:

- Increased brand awareness and attracted new customers
- Increased following by 1K
- Around 40% of contestants were converted to clients

Yelitza Villafañe Atelier

Customer Retention



Goal: Increase Customer Retention

Solution: Redesign Website and optimize interface for a smooth customer experience

Responsibilities included:

- Redesign website using shopify
- Manage inventory
- Ensure information on website is up to date
- Manage sales and assist with online refunds
- Improve user experience within the website
- Link website to IG promotions

Wins:

- Increased overall online sales
- Increased number of website visitors
- Grew account to 10K followers

Velvet.co International

Press Exposure



PRESS
JNBY, Verafied, 7 or 9
featured in
Harper's Bazaar Vietnam
*THE VEIL, IN ALL OF ITS
FORMS*
VIETNAM **BAZAAR** Harper's

Goal: Secure press exposure for our clients

Solution: Pitch/Outreach to Media Contacts & Stylist

Responsibilities included:

- Creating monthly press pitches
- Manage press gifting
- Set up showroom appointments
- Manage sample tracking
- Providing a monthly report of secured press

Wins:

- Secured free exposure for our clients in media outlets including:
 - Forbes
 - Harpers Bazar Vietnam
 - Refinery 26
 - NBC Shop Today

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Social Media Engagement



Goal: Increase Brand Awareness and social media engagement

Solution: Create fun and educational IG stories

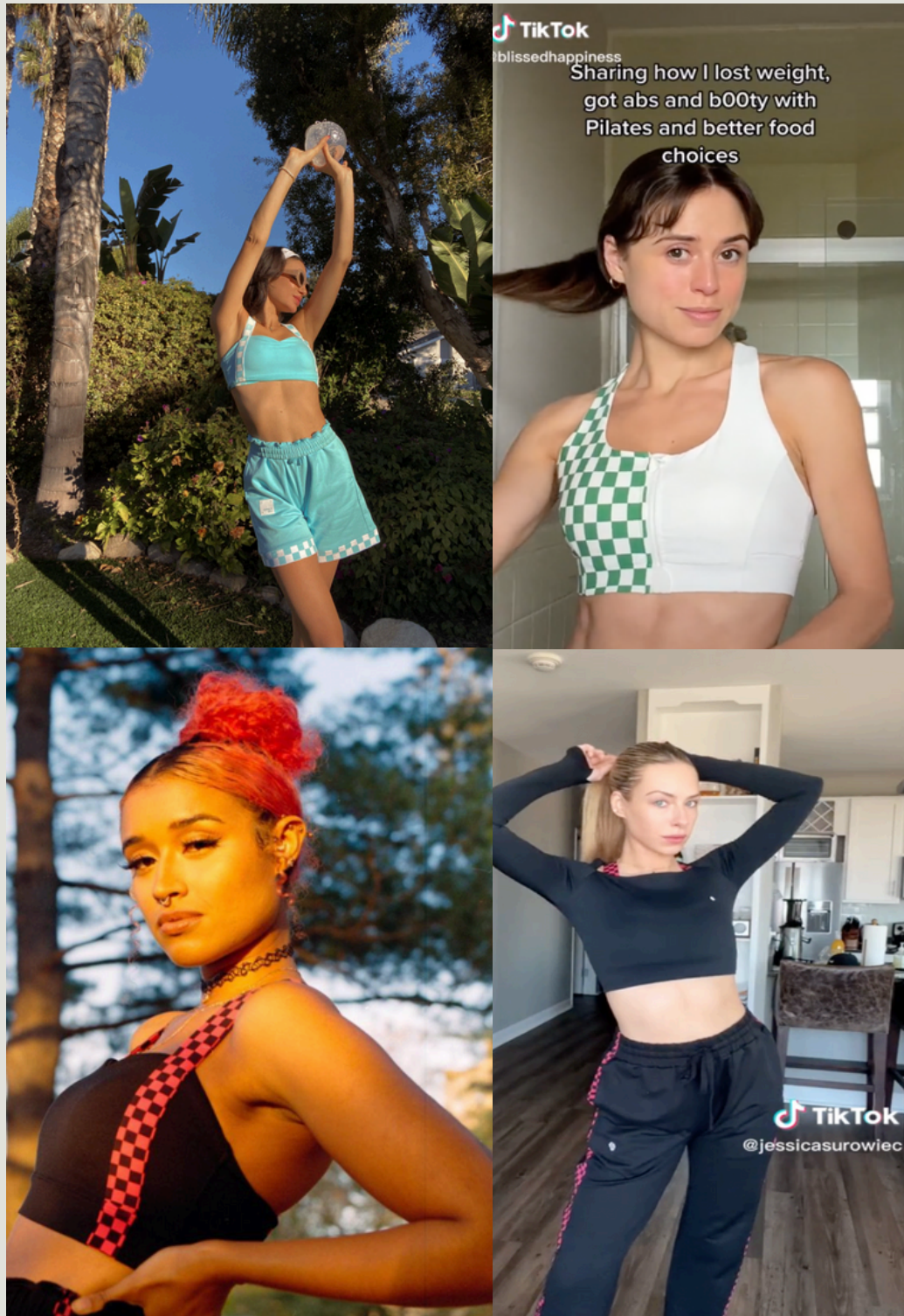
Responsibilities included:

- Creating weekly stories
- Brainstorming concepts
- Staying on top of trends
- Answering comments and DMs

Wins:

- Helped us get to know our followers and allowed for more genuine interactions

Velvet.co International Influencer Partnerships



Goal: Increase Brand Awareness

Solution: Influencer Partnerships

Responsibilities included:

- Weekly outreach
- Research candidates
- Negotiating contracts
- Ensuring deliverables are up to standard
- Coordinating sample traffic
- Weekly report

Wins:

- Secured 30+ influencer collaborations
- Increased Brand Visibility