



CRYSTAL D. CAMERON
Marketing Portfolio

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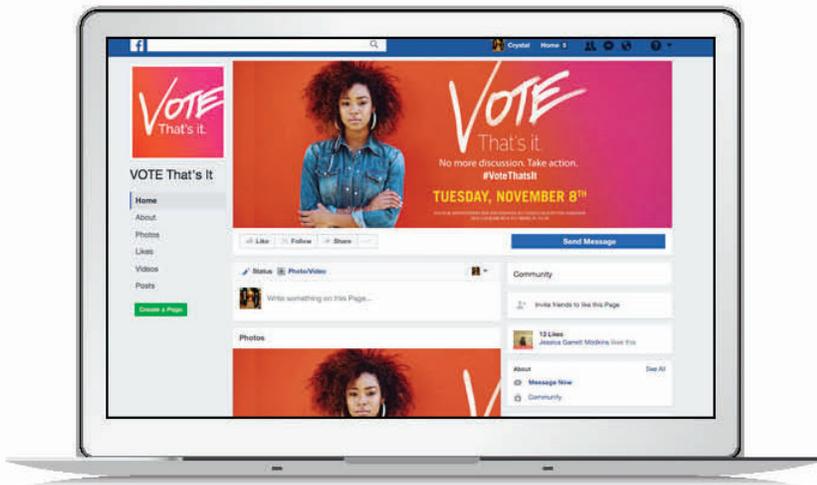
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VOTE. THAT'S IT.



Social Media Marketing

ALONZO & TRACY MOURNING HOST: A WORLD CLASS HAPPY HOUR

 **Mourning Family Fdn** @MourningFamily · 23 Aug 2017

Hip Hop Hooray! Only one more day until @MourningFamily Foundation host it's monthly fundraiser event "A World Class Happy Hour"! #MFF



 **Mourning Family Fdn** @MourningFamily · 29 Aug 2017

It was definitely a #vibe at the @MourningFamily Foundation's "A World Class Happy Hour" last Thursday at @QuintoLaHuella #MFF #AWCHH



2 1 6

 **Mourning Family Foundation** added 2 new photos — at  **Quinto La Huella.** August 23, 2017 · Miami, FL · 

Hip Hop Hooray! It's only one more day! The Mourning Family Foundation will host it's monthly fundraiser event "A World Class Happy Hour" tomorrow, August 24th at Quinto La Huella! Same address, different restaurant so don't be alarmed! For those who've already purchased tickets, let us know how excited you are to mix and mingle with Miami's finest professionals!

#MFF
#AWCHH
#HappyHourMIA... See More



Increased Facebook "Likes" by 84%.

Boosted high performing posts to increase ticket sales.



Increased interactions when using event photos.

Retweet cross brands to build awareness about MFF.



 **Mourning Family Foundation** added 3 new photos. September 5, 2017 · 

Dragging from the holiday weekend? Relax for now because in two weeks, @MourningFamily Foundation will host its monthly "A World Class Happy Hour" at the trendy Komodo Miami ! Secure your spot at aworldclasshappyhour.eventbrite.com TODAY!

#MFF
#HappyHourMIA
#AWCHH



 Like  Comment  Share 

 3 **Top Comments** ▾

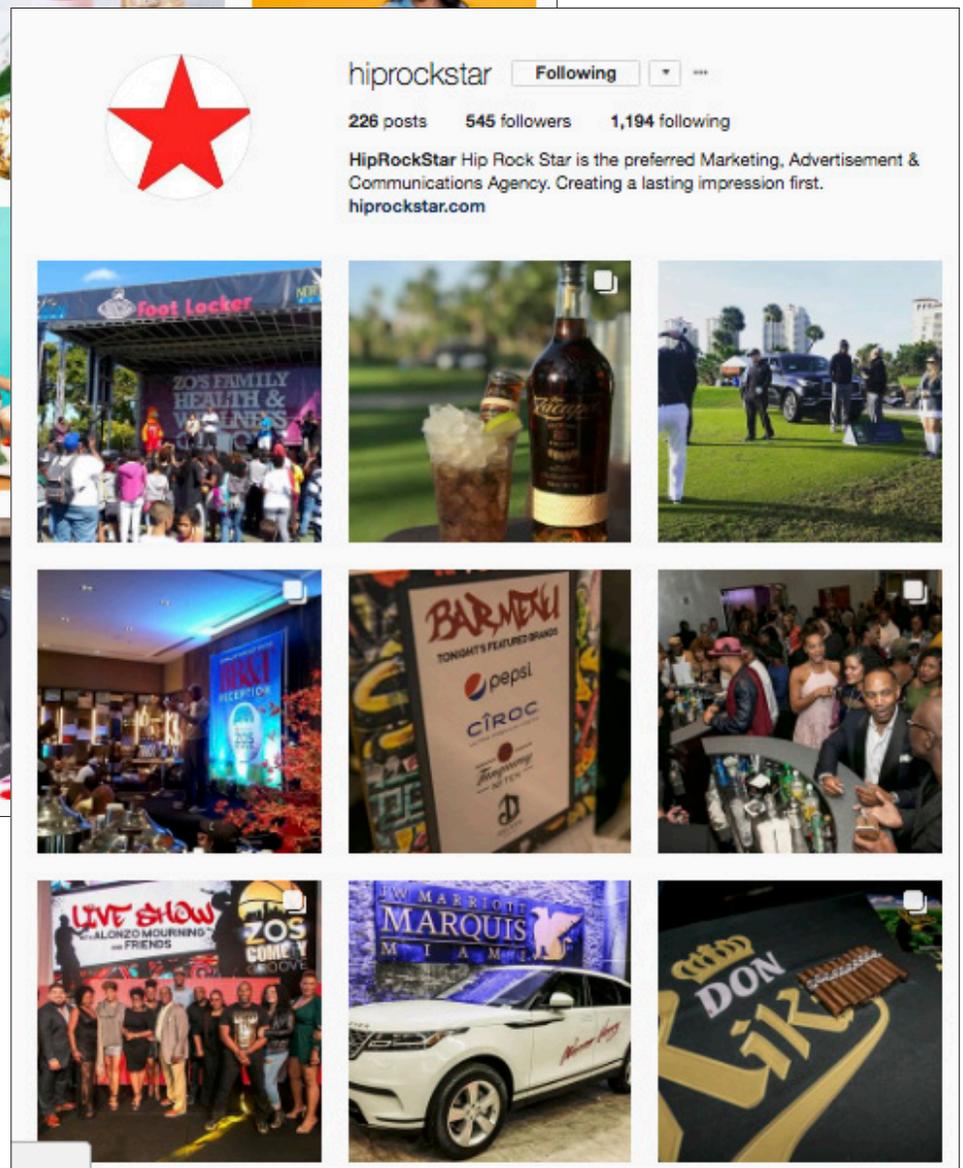
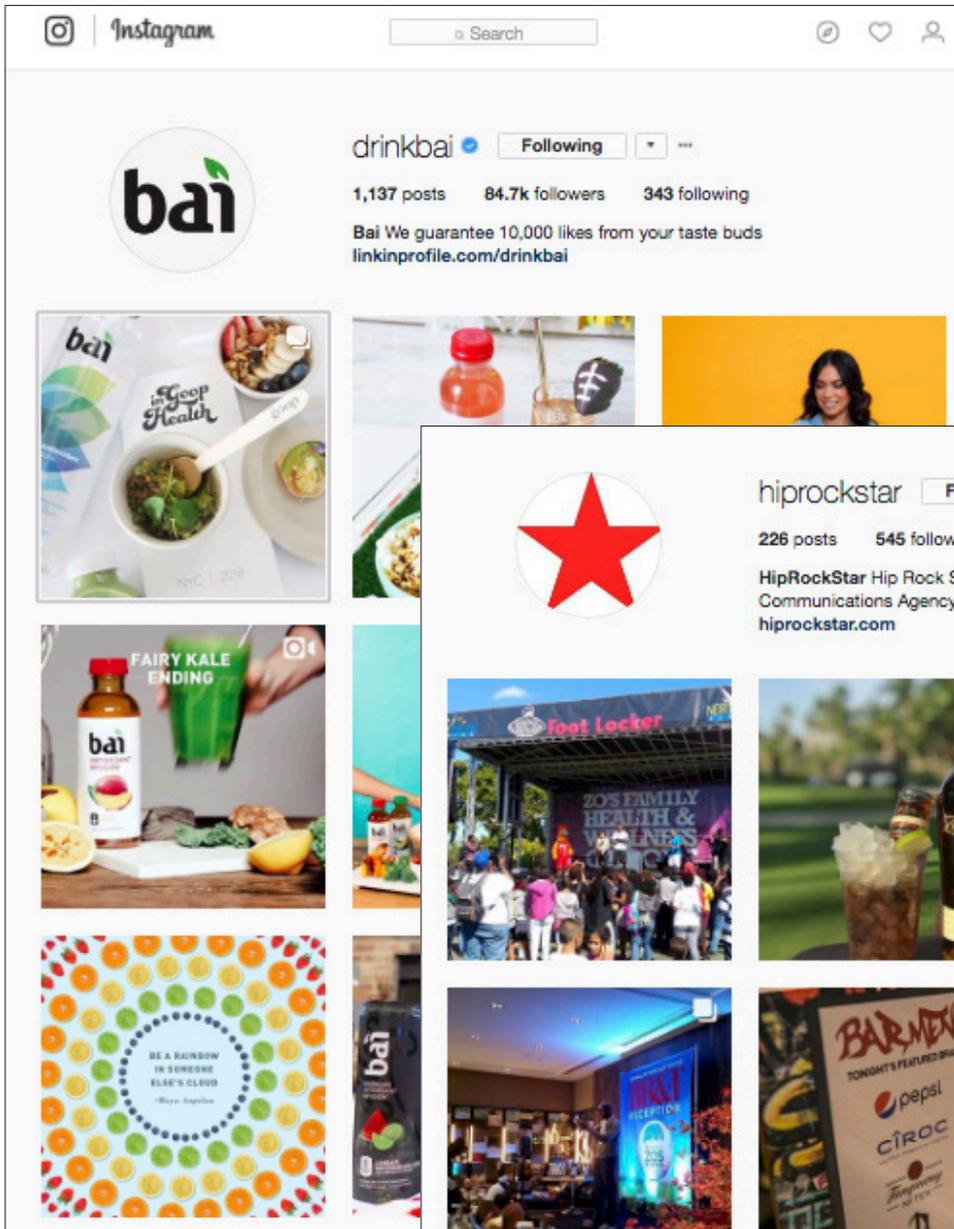
 Add to the conversation...    

 **Silvia Dominguez Vanni** We had an awesome time last night! Thank you for all you do! We look forward to honoring Tracy & Alonzo Mourning at The Ancient Spanish Monastery Foundation's Legacy Awards Gala on September 16th.



Digital Marketing Content

BAI BRANDS | HIP ROCK STAR AD AGENCY | CRYSTAL D. CAMERON + CCWITHLOVE



CONTENT CREATION
A/B TESTING

Instagram

Rooam Sponsored



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Event Branding & Design

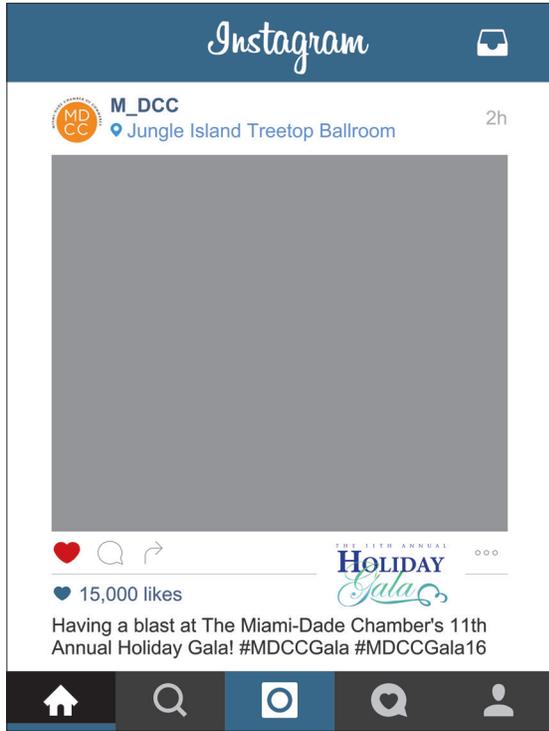
INAUGURAL BLACK OWNED MEDIA ALLIANCE AWARDS

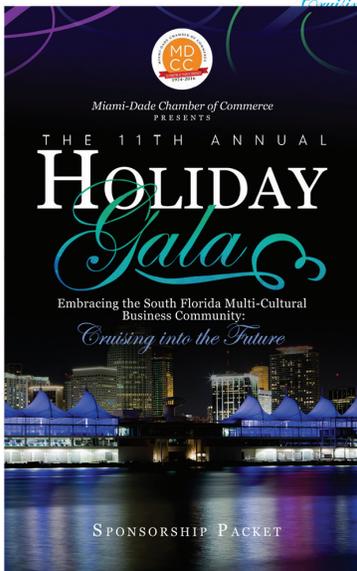




Event Branding

MIAMI-DADE CHAMBER OF COMMERCE'S 11TH ANNUAL HOLIDAY GALA





Embracing the South Florida Multi-Cultural Business Community: Cruising into the Future

The Miami-Dade Chamber of Commerce embarks on its forty third year of economic development and growth. We embrace the robustness and strength of our multicultural business community, recognizing those individuals who have demonstrated excellence, not only in Miami-Dade County but to all of South Florida. Today, we also take this opportunity to look into the future.

"Cruising into the Future" captures the heart and soul of our community, as well as the future of our community. We are also a rich community of young multicultural men and women, who are not only cruising into the future but also leading the way.

The Chamber of Commerce has positioned Miami-Dade County to compete adding to the title of "State Capital of the World" but the opportunity to become the "State Capital of the World" is a challenge all others. We are a community that is poised to expand throughout the Caribbean, South America, Central America, and beyond.

Our multicultural business community embraces these young trailblazers. It is through their multicultural backgrounds which truly is the strength of our community with many diverse favors that make us very rich both economically and culturally.

As we embrace the future, the young business men and women, the future and strength of our community, will not only follow but they will join those individuals who have paved the way to ensure the economic stability of Miami-Dade County and ensure a trail far into the future.

It is through recognizing those who make a difference in our community, that we can truly embrace the future. Join us at our 11th Annual Holiday Gala, as we celebrate the future of our multicultural business community.

Where Community and Opportunity Come Together!
 For additional information or sponsorship information please call the Miami-Dade Chamber of Commerce at 305.752.6548



Caribbean Sea Sponsor entitles you to an entire year of highly-visible exposure with the Chamber. These include:

- Full inclusion in marketing, PR and outreach initiatives, including press releases, event signage and advertising in conjunction with various M-DCC events.
- Minimum of four networking events including Breakfast with the President, and the Young Professional Network group.

Written Communications

Click Into Cash

By Crystal D. Cameron

March 12, 2013

Click. Scroll. Retweet. Share. Click. Scroll. Repin. Share. That seems to be the way that our lives have fully immersed into this ever-evolving digital world. As if you haven't already noticed, most companies are making their entrance into this world with advertisements, mobile applications, and of course, social media accounts. Could you imagine, just for a split second, being "followed" on Twitter or "poked" on Facebook by Mr. Whipple? Okay, I digress.

A company's need to make an impact in the digital marketing world has never been more important. Just think. After scrolling through your Pinterest account for HOURS, pinning, liking, and repining all of those cute, little black dresses, the very next pin would be an advertisement for a local boutique. Then you wonder, "*Heeeey! Who put that ad for that cute, little dress there? No fair. Now I HAVE to order it!*" And WAHLAH! That's the marvelous work of a digital marketing expert.

Turner Broadcast's Mansha McCulley has over a decade of experience in corporate America and is currently the Technical Product Manager specializing in strategic and program management. McCulley explains, "Because of social media, consumers now want everything easily accessible at their fingertips. Companies have gone from simply having a web page to having an "experience" for their consumers. Now that everything is connected, users can access the data quickly and more conveniently through multiple sources." Companies that successfully use digital media marketing are considered more relatable and personable to consumers. Please understand, they have employed a guru that according to McCulley "eats, breathes, and lives social media while understanding the monetization and marketing aspect of it as well." Companies are not only paying that digital media maven to Tweet (although that is a pretty sweet job description), but that digital media specialist is constantly conducting research to stay on top of trends, detect consumer behavior, and find ad placements to meet consumers where they're at.

Different companies also use various social media platforms as it pertains to who, what, where, when, and how it's product or service is being used. McCulley mentions, "For consumers, it's not only

about the device you're using, but also the social media outlet you use to gain information about the brand." She continues, "Recommendations seem to be the next big thing is social media. Netflix and Amazon have amazing recommendation engines that seem to just get it right. From a social media perspective, it's that personalization aspect." Companies REALLY want to hear how you feel about - their products as well as see how others are responding to your opinion. This sort of information prompts them to either maintain what they are doing or evoke changes to their campaign. It's sort of like reverse customer service - instead of you picking up the phone to describe a great (or not so great) experience, digital media agents will simply eavesdrop on your latest Yelp review.

In an effort to stay hip to the latest and greatest platforms of social media, McCulley also reveals that "reading several websites and blogs such as Tech Crunch, Engadget, Wired Magazine, and Mashable help a lot with vendor analysis" in determining who to market to and how to reach a specific demographic.

Digital media marketing is taking over the way we feel about companies and their brands all across the World Wide Web. With that being said, companies are hiring focused, creative individuals to keep up with the fast-paced changing industry. Here's your chance to get involved. Take a moment to Google positions such as "Social Media Manager" or "Digital Media Manager" and review the job descriptions to see if it is something that fits your skill-set. Also, use social networks to connect with individuals from companies you are looking to work with. Besides, what better way to inquire about a digital media job other than, you guessed it, digital media! Find CEOs and employees on LinkedIn, Twitter, Facebook and other social platforms. Most of these jobs are ones that can be worked from home or a remote location. So as much as you like to *scroll, click, share* for leisure, chances are you can *scroll, click, share* for cash!

FOR IMMEDIATE RELEASE

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THE BLACK ARCHIVES HISTORIC LYRIC THEATER KICKS-OFF SEASON 4 OF LYRIC LIVE

MIAMI, FL - March 24, 2017 – Ladies and Gentleman, boys and girls...it's back! On April 7, 2017, Black Archives Historic Lyric Theater (BAHLT) kicks off Season 4 of *Lyric Live*, Miami's best amateur night showcase. *Lyric Live* is a fun-filled experience that will ensure plenty of laughs and lots of good cheer. Doors open at 6 p.m. with a mix & mingle happy hour, DJ, live music and concessions, then immediately followed by the amateur talent showcase at 8 p.m. Showcase contestants share their unique talents and the winner will be awarded a grand prize of \$500. The Black Archives Historic Lyric Theater Complex is located at 819 N.E. 2nd Avenue, Miami, FL. Tickets are available at LyricLive.EventBrite.com.

Lyric Live is one of the signature programs presented by the Black Archives as a part of its mission to work with community partners to revitalize Overtown through the arts, the preservation of culture and by empowering our neighbors through employment opportunities. Hosted by comedian Chello, *Lyric Live* is presented on the first Friday of every month and puts a South Florida spin on the familiar amateur night showcase where the audience decides who wins and loses based on applause and boos.

WHAT: The Black Archives Historic Lyric Theater presents Lyric Live Season 4

WHEN: Friday, April 7, 2017

WHERE: Black Archives Historic Lyric Theater Cultural Arts Complex
819 NW 2nd Avenue
Miami, FL 33136

TICKETS: LyricLive.EventBrite.com

About The Black Archives Historic Lyric Theater Cultural Arts Complex

The Black Archives Historic Lyric Theater Cultural Arts Complex of South Florida is a photographic and manuscript archival research repository dedicated to documenting the history of people of the African Diaspora in Miami-Dade County from 1896 to the present. Founded in 1977 by Dr. Dorothy Jenkins Fields, the Black Archives became one to the largest repositories for the history of Blacks in Miami-Dade County. The non-profit organization is housed at the Black Archives Historic Lyric Theater Cultural Arts Complex, a historic landmark on the National Register of Historic Places built in 1913.

The Black Archives explores universal themes of respect for human differences, responsible citizenship, human dignity, education, and community building through the lens of the black experience. We promote mutual respect and understanding and inspire the appreciation of black culture, arts, history, and entertainment.

Social Media Marketing Plan

MOURNING FAMILY FOUNDATION



MOURNING
FAMILY FOUNDATION

SOCIAL MEDIA MARKETING PLAN

MARKETING CHANNELS

SOCIAL MEDIA
FACEBOOK EVENT
INSTAGRAM
TWITTER

OUR OBJECTIVE:

The Social Media strategy is designed to create awareness about the Mourning Family Foundation's new happy hour, "Socialites & Libations". The strategies below are listed by week with the overall goal being to increase awareness of each happy hour event. The hashtags for this event are: #TNHH and #MFF.

OUR GOALS:

Our goals for this social media marketing plan are not only to bring about event awareness but to also attain the following:

1. Increase user engagement by 200%
2. Gain followers and/or likes by
3. Direct traffic from social media sites to ticket purchase sites
4. Capture email address data to deliver

TWITTER:

- Twitter posts will consist of 3-4 tweets per week including retweets from cross brands Honey Shine and OYC.
- Track user interactions and engagements daily to analyze ad/post performance

FACEBOOK:

- Facebook posts will occur once a week for the promotion of the happy hour event
- A week before the event, there will be 3-4 post about the happy hour event
- Two days after the event, post will consist of pictures of the event
- A week after the event, a recap of the event will be posted
- Track user interactions and engagements daily to analyze ad/post performance

INSTAGRAM:

- Instagram posts will occur 2-3 times a week including reposts from cross brands Honey Shine and OYC.
- A week before the event, there will be 3-4 post about the happy hour event
- The weeks between the last event and the next event, pictures of the event and a flyer of the next event will be posted 2-4 times a week
- Track user interactions and engagements daily to analyze ad/post performance

Social Media Marketing Plan

MAILCHIMP:

- Continue to build database for users to receive updates about the Fundraiser event and other upcoming MFF events
- Track user interactions and engagements daily to analyze e-blast performance
- Conduct A/B testing to maximize open and conversion rates

TIMELINE:

May 1 - 5, 2017

Tuesday, May 2nd – Happy Hour Post

Thursday, May 4th – Retweet/Post from Honey Shine (Hat's Off Luncheon)

Friday, May 5th – Retweet/Post from OYC* or Honey Shine

May 8 - 12, 2017

Tuesday, May 8th – Happy Hour Post

Thursday, May 11th – Retweet/Post from Honey Shine (Hat's Off Luncheon)

Friday, May 12th – Retweet/Post from OYC* or Honey Shine

May 15 - 19, 2017

Tuesday, May 15th – Happy Hour Post

Thursday, May 18th – Retweet/Post from Honey Shine

Friday, May 19th – Retweet/Post from OYC* or Honey Shine

May 22 - 26, 2017

Tuesday, May 22nd – Happy Hour Post

Thursday, May 25th – Retweet/Post from Honey Shine

Friday, May 26th – Retweet/Post from OYC* or Honey Shine

May 29 – June 2, 2017

Tuesday, May 30th – Happy Hour Post

Thursday, June 1st – Retweet/Post from Honey Shine

Friday, June 2nd – Happy Hour Post

June 5 – June 9, 2017

Tuesday, June 5th – Happy Hour Post

Thursday, June 8th – Retweet/Post from Honey Shine

Friday, June 9th – Happy Hour Post

June 12 – June 16, 2017

Tuesday, June 13th – Happy Hour Post

Thursday, June 15th – Retweet/Post from Honey Shine

Friday, June 16th – Happy Hour Post

June 19 – June 23, 2017

Monday, June 19th – Happy Hour Post
Tuesday, June 20th – Day of Happy Hour Post
Thursday, June 22th – Retweet/Post from Honey Shine
Friday, June 23rd – Happy Hour Recap

June 26 – June 30, 2017

Monday, June 26th – Happy Hour Recap Post
Tuesday, June 27th – #ThrowBackTuesday Happy Hour
Thursday, June 29th – Retweet/Post from Honey Shine/OYC
Friday, July 30th – Happy Hour Recap Post

July 3 – 7, 2017

Tuesday, July 4th – Happy 4th of July
Thursday, July 6th – Retweet/Post from Honey Shine/OYC
Friday, July 7th – Happy Hour Post

July 10 – 14, 2017

Tuesday, July 11th – Happy 4th of July
Thursday, July 13th – Retweet/Post from Honey Shine/OYC
Friday, July 14th – Happy Hour Post

July 17 – 21, 2017

Monday, July 17th – Happy Hour Post
Tuesday, July 18th – Happy Hour Post
Thursday, July 20th – Retweet/Post from Honey Shine
Friday, June 21st – Happy Hour Recap

July 24 – July 28, 2017

Monday, July 24th – Happy Hour Recap Post
Tuesday, July 25th – #ThrowBackTuesday Happy Hour
Thursday, July 27th – Retweet/Post from Honey Shine/OYC
Friday, July 28th – Happy Hour Recap Post

July 31 – August 4, 2017

Tuesday, August 1st – Happy Hour Post
Thursday, August 3rd – Retweet/Post from Honey Shine/OYC
Friday, August 4th – Happy Hour Post

August 7 – 11, 2017

Tuesday, August 8th – Happy Hour Post

Social Media Marketing Plan

Thursday, August 10th – Retweet/Post from Honey Shine/OYC
Friday, August 11th – Happy Hour Post

August 14 – 18, 2017

Monday, August 14th – Happy Hour
Tuesday, August 15th – Day Of Happy Hour Post
Thursday, August 17th – Retweet/Post from Honey Shine/OYC
Friday, August 18th – Happy Hour Recap Post

August 21 – August 25, 2017

Monday, August 21st – Happy Hour Recap Post
Tuesday, August 22nd – #ThrowBackTuesday Happy Hour
Thursday, August 24th – Retweet/Post from Honey Shine/OYC
Friday, August 25th – Happy Hour Recap Post

August 28 – September 1, 2017

Tuesday, August 29th – Happy Hour Post
Thursday, August 31st – Retweet/Post from Honey Shine/OYC
Friday, September 1st – Happy Hour Post

September 4 – September 8, 2017

Tuesday, August 29th – Happy Hour Post
Thursday, August 31st – Retweet/Post from Honey Shine/OYC
Friday, September 1st – Happy Hour Post

September 11 – September 15, 2017

Tuesday, September 12th – Happy Hour Post
Thursday, September 14th – Retweet/Post from Honey Shine/OYC
Friday, September 15th – Happy Hour Post

September 18 – September 22, 2017

Monday, September 18th – Happy Hour
Tuesday, September 19th – Day Of Happy Hour Post
Thursday, September 21st – Retweet/Post from Honey Shine/OYC
Friday, September 22nd – Happy Hour Recap Post

September 25 – September 29, 2017

Monday, September 25th – Happy Hour Recap Post
Tuesday, September 26th – #ThrowBackTuesday Happy Hour
Thursday, September 28th – Retweet/Post from Honey Shine/OYC
Friday, September 29th – Happy Hour Recap Post

In the event there are no posts from neither Honey Shine nor OYC on the given retweet via Twitter, Hip Rock Star will curate content generated from the Mourning Family Foundation website. The post will include a link that will drive users to the MFF website.

Example Tweets:

“Our place in the community it to help our youth find their place in their community. Learn more at tinyurl.com/programs.”

“#OYC has been providing holistic programming to help youth avoid falling victim to poor education, poverty and crime. overtownyouth.org/mission”

“No child who is seeking academic excellence and higher education, should be denied the opportunity. Scholarships change lives mourningfamilyfoundation.org”

“Our girls are our world. Check out our mission at #HoneyShine as we inspire & uplift the next generation of phenomenal women. honeyshine.org”

“There are many ways to donate to your community. Including your time. <http://honeyshine.org/members/>”

“Represent! Represent! Show your support for the #HoneyShine foundations with exclusive swag at honeyshine.org/store.”

“Teamwork makes the dream work! Check out the team that keeps the #MFF thriving! mourningfamilyfoundation.org/about-mff/our-team”

“How about this #tbt to Zo’s Hoop-Law Madness! Check it out! overtownyouth.org/gallery/2017-zos-hoop-law-madness”

“OYC provides students with many different opportunities to express themselves. <https://www.instagram.com/p/BR4N9W8jfHc>”

“Becoming a donor of Honey Shine means you become a part of the solution to help us empower our Honey Bugs! Join at <http://honeyshine.org/members>”

In the event there are no posts from neither Honey Shine or OYC on the given repost via Instagram, Hip Rock Star will curate content with photos/graphics provided by Mourning Family Foundation. The post will include an exclusive MFF Frame and link that will drive users to the MFF website.



CRYSTAL D. CAMERON

www.crystaldcameron.com