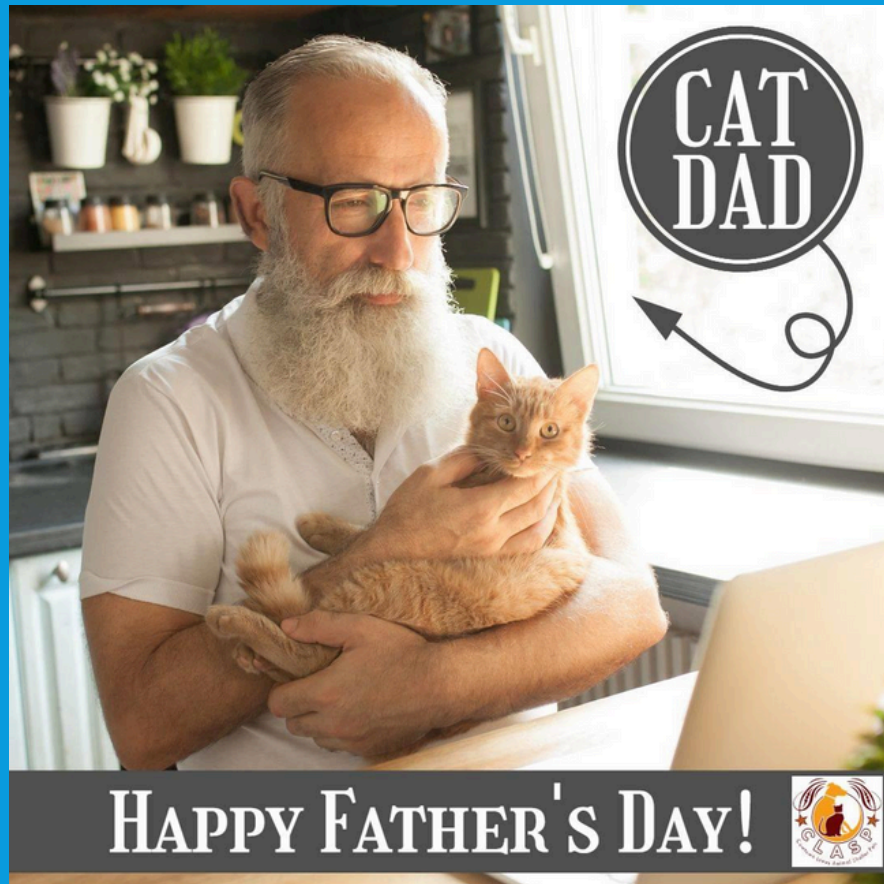


# The Journey of Social Media and Website Account Manager

As a long-term social media and website account manager, I've had the privilege of working with many brands on design and content. Over the years design and content have changed dramatically. My journey includes multiple design and style changes that were necessary to remain successful in my industry. A great example of this is when design turned from a photography preference to a vector image preference. Then, ultimately back to photography as a preference. At one time in my career, I presented, what I believed to be a successful social media campaign for a local pet rescue group. However, without fully understanding their vision to appeal to a younger audience, my project was more traditional and I was not awarded the project. It was a good lesson for me as a creator to continue to learn and stay on top of trends which I have done to this day with great success.

Below you will find several years of various social media content which reflects my ability to be fluid and respond to the ever-changing desires of the public for consumption.

# SOCIAL CONTENT



# SOCIAL CONTENT



**Describe  
your pet in  
just one  
word.**

cowtownpets.org



**Happy  
National  
Rescue  
Dog Day!**

**Post your rescue  
dog's pics in the  
comments below.**





# SOCIAL CONTENT

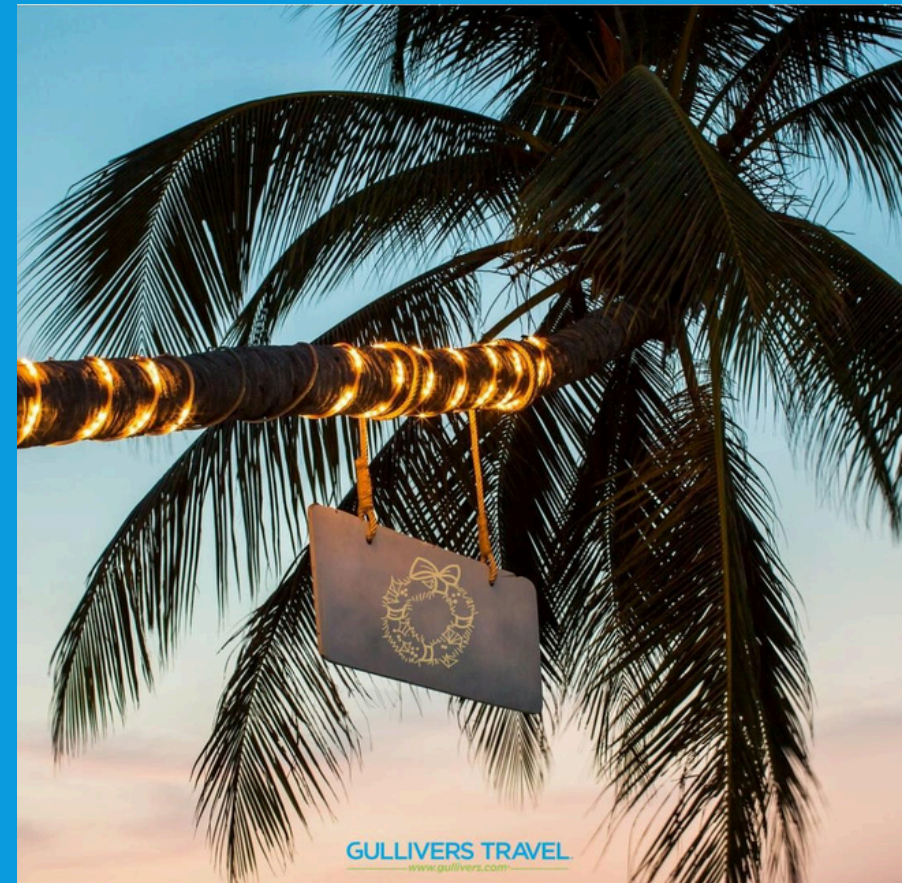




# SOCIAL CONTENT



# DESIGN





# DESIGN



**OUR FRILLS INCLUDE:**  
Grand Entrances



**OUR FRILLS INCLUDE:**  
Barefoot walks to the kitchen



# DESIGN



# DESIGN



GULLIVERS TRAVEL  
[www.gullivers.com](http://www.gullivers.com)

Save up to 43%  
on select resorts!

Hard Rock

travel impressions

This advertisement features a night-time photograph of a large, multi-story hotel with a prominent 'Hard Rock' sign. The hotel is illuminated, and its lights reflect on a large swimming pool in the foreground. The pool is surrounded by lounge chairs and umbrellas. The overall scene is vibrant and suggests a luxurious vacation destination.








Always take the high road...

GULLIVERS TRAVEL  
[www.gullivers.com](http://www.gullivers.com)

This advertisement shows a stunning tropical beach scene. In the foreground, a woman with long hair, wearing a backpack, stands on a wooden walkway overlooking the ocean. The beach is white and sandy, with turquoise water and white waves crashing against the shore. Large, jagged rock formations are scattered throughout the scene, adding to the dramatic and scenic beauty of the location.







# CONTENT MANAGEMENT / COPYWRITING

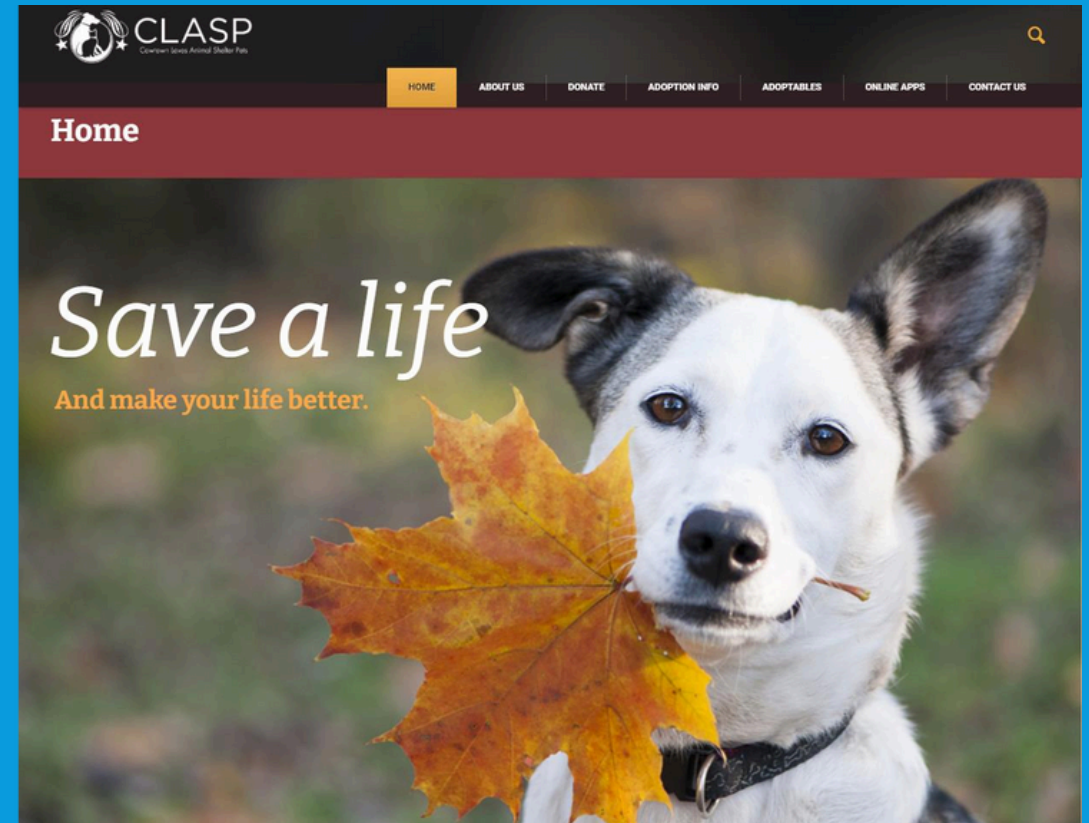
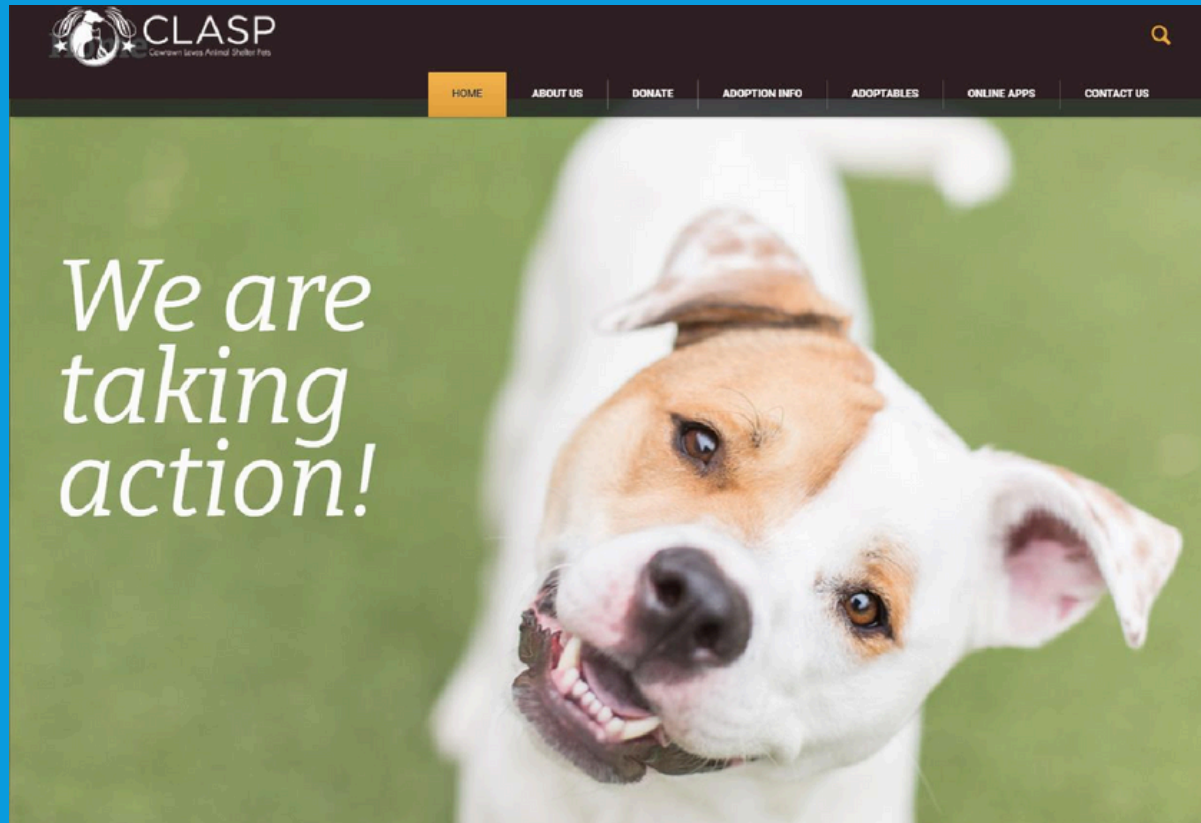
	<p>Thank you Wegner Associates for stopping in with Nikeshia – Round Hill Jamaica, Andrea – Grand Hotel Minerva Florence, Italy and Marike – Peter Island Resort &amp; Spa British Virgin Islands (pictured here with Cindy, Gulliver's Travel VP 2nd from left). We love learning about your gorgeous resorts and offers to share with our clients.</p>		
<p>Travel Tip Tuesday</p>	<p>When traveling internationally, notify your credit card company of dates and countries of travel.</p> <p>We are so looking forward to working with Celebrity Cruises at the 2018 Fort Worth Invitational!</p>		
	<p>Susie is soaking up the sun in St Tropez this week, but she couldn't resist a chance to practice for her upcoming National Geographic Expeditions - Svalbard, Norway polar bear experience! 🐻</p>		
	<p>Gulliver's Travel supports Red Nose Day USA Join us! Buy your red nose at Walgreens today and post your pic below. All funds go towards ending child poverty. Learn more: <a href="https://home.rednoseday.org">https://home.rednoseday.org</a>.</p>		



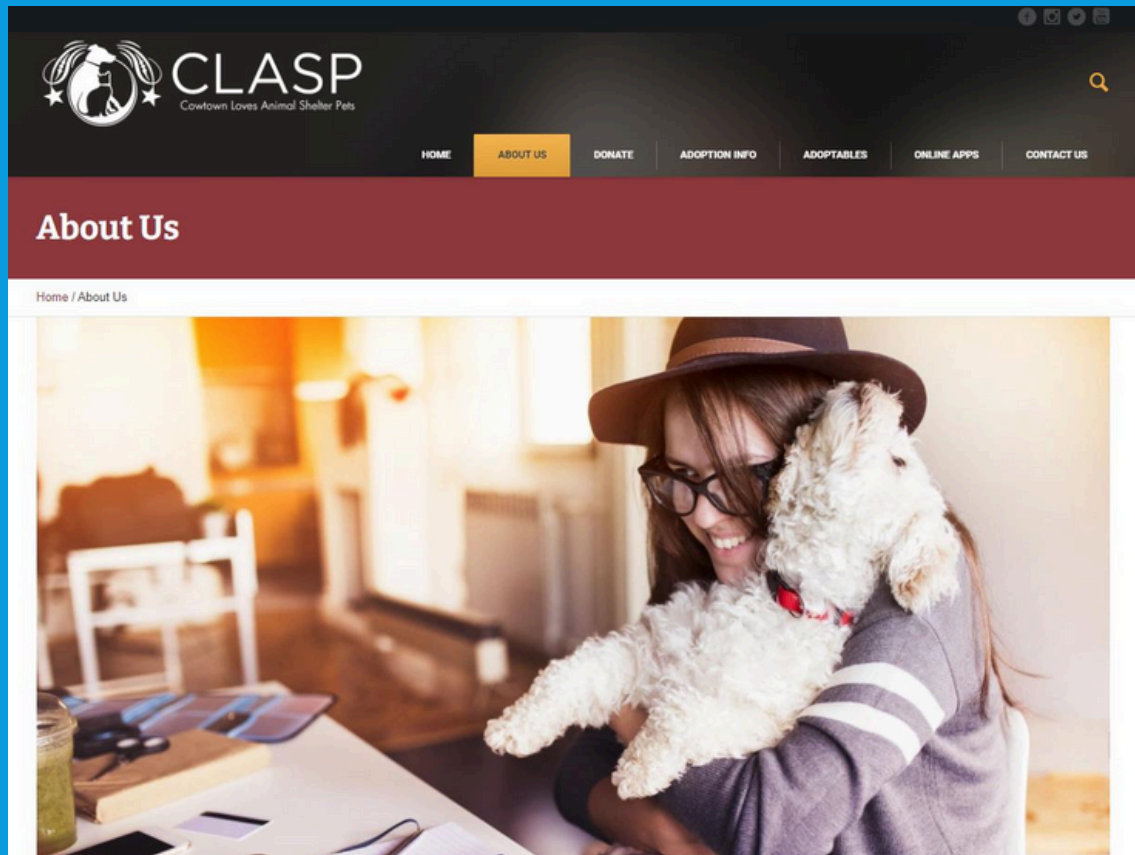
# CONTENT MANAGEMENT / COPYWRITING

	<p>My idea of housework is to sweep the room with a glance. Erma Bombeck</p>	 <p>My idea of housework is to sweep the room with a glance.</p>	
Trivia Day	<p>Ancient Persia had a New Year's celebration called "shaking the house", which is rumored to be the start of the spring cleaning ritual we do in modern day. #triviaday</p>	 <p>Ancient Persia had a New Year's celebration called "shaking the house", which is said to be the start of modern day "spring cleaning".</p>	find pic of s
	<p>Ready to give your kids more responsibility this year? WebMD has the perfect chore list for every age... including toddlers: <a href="http://ow.ly/154Z307luVo">http://ow.ly/154Z307luVo</a></p>		
	<p>Give us a call - we'd love to answer your questions! 817-633-2235</p> <p>#cleanhome #cleaning #cleaningquestions #QandA #tips #cleaningtips #DFW #arltx #mansfieldtx #kellertx #southlaketx #grapevintx #arlingtontx #fortworth #maid</p>	 <p>Do you bring your own cleaning supplies?</p> <p>A. Our maids bring their own professional cleaning supplies and equipment. We use the highest quality of cleaning.</p>	

# WEB DESIGN – COWTOWNPETS.ORG



# WEB DESIGN – COWTOWNPETS.ORG



## Welcome to Cowtown Loves Animal Shelter Pets, Inc. (CLASP)!

We are a 501c3 non-profit organization, founded in 2004, run solely by volunteers who are dedicated to the welfare of animals in our community.

Our goal is to work toward reducing the homeless pet population by working with animal shelters, rescue organizations, and the general public to assist with re-homing, spaying/neutering, and other medical and general care for animals in need. We achieve this by providing education and/or resources to keep the pet in its current home, rescuing and adopting animals in need; providing financial assistance for medical and/or general care; and educating both owners and potential adopters of the responsibility of pet ownership.

[Read our MISSION STATEMENT.](#)

## Meet our Board!



Julia  
President



Gayla  
Vice President



Kathy  
Treasurer





# WEB DESIGN – [360ADMIN.COM](http://360ADMIN.COM)

The screenshot shows the homepage of 360 Admin. At the top, there is a navigation bar with the logo on the left and links for Home, About, Testimonials, Clients, Services, and Contact Us on the right. The main content area features a large illustration of a woman sitting at a desk with a laptop and a water bottle. To the left of the illustration, the text reads: "Surround your success with 360° of support." Below this, there are two paragraphs of text: "Success in business depends on whom you surround yourself with. So, who are you going to let into your inner circle?" and "The positive thinkers and genuinely talented can be tough to find. Until now! From database management to social media engagement, 360 Admin brings over twenty years of exemplary administrative support to surround yourself and your business with." A "LEARN MORE" button is positioned below the text. At the bottom, a dark blue footer contains six service categories, each with an icon and text: TECHNICAL WRITING (bar chart icon), SOCIAL MEDIA AND DIGITAL MEDIA (people icon), WEBSITE DESIGN AND MANAGEMENT (sun icon), EXECUTIVE ASSISTANT SUPPORT (headset icon), PROJECT AND EVENT MANAGEMENT (calendar icon), and TEXAS NOTARY (notary stamp icon).

**360° admin**

Home About Testimonials Clients Services [Contact Us](#) 🔍

## Surround your success with 360° of support.

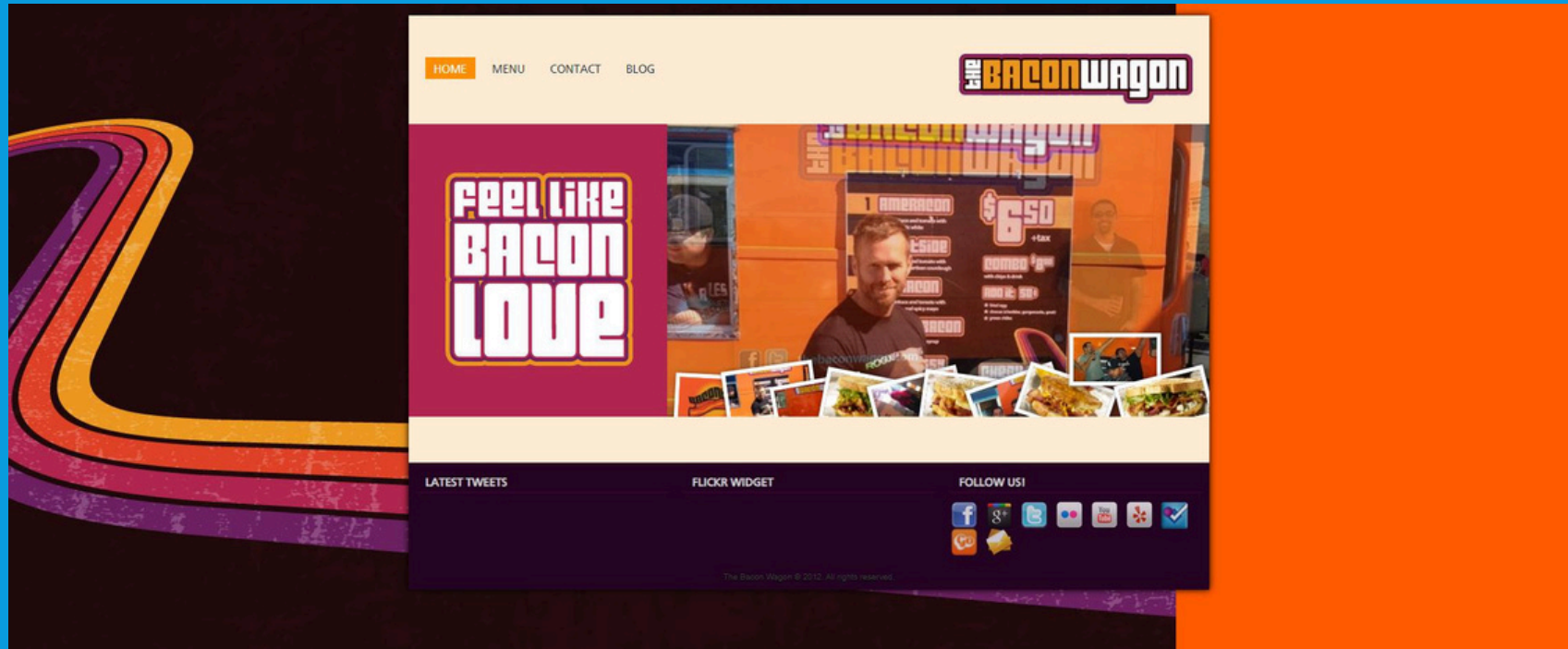
Success in business depends on whom you surround yourself with. So, who are you going to let into your inner circle?

The positive thinkers and genuinely talented can be tough to find. Until now! From database management to social media engagement, 360 Admin brings over twenty years of exemplary administrative support to surround yourself and your business with.

[LEARN MORE](#)

- TECHNICAL WRITING
- SOCIAL MEDIA AND DIGITAL MEDIA
- WEBSITE DESIGN AND MANAGEMENT
- EXECUTIVE ASSISTANT SUPPORT
- PROJECT AND EVENT MANAGEMENT
- TEXAS NOTARY

# WEB DESIGN – THE BACON WAGON



# ECOMMERCE –BUY ENERGY EFFICIENT

The screenshot displays an e-commerce website interface. On the left is a navigation menu with two sections: 'Shop By CATEGORY' and 'Shop By BRAND'. The 'Shop By CATEGORY' section lists: Batteries & Chargers, Camping & Backpacking Supplies, Composting, Home and Garden, Kids, Marine, Pets, RV, Solar Accessories, Solar Education, and Survival Preparedness. The 'Shop By BRAND' section has a dropdown menu labeled 'Select...'. The main content area features a large promotional banner with a background image of hands holding a small white house with a blue roof. The banner text reads: '\$5 OFF Purchase your favorite energy efficient home product and receive \$5 off your first order. Coupon Code: SAVETHEPLANET'. Below the banner are three product category tiles: 'Appliances' (with a dishwasher image), 'Space Heaters' (with a heater image), and 'Solar Energy' (with a solar panel and speaker image). Each tile has a 'Shop Now' button. Below these is a 'FEATURED PRODUCTS' section. It shows three products: 'Soleusair Mini Ceramic Heater - HC1-' (with a heater image), 'Eton Mobius Rechargeable Battery Case with Solar Panel for iPhone4 and iPhone4S' (with a battery case image), and 'Eton SOULRA XL Speaker System - 22 W RMS' (with a speaker system image). The page number 'Page 1 of 2' is visible at the bottom left, and 'Page 1 2' with a right arrow is at the bottom right.

Shop By  
CATEGORY

Batteries & Chargers

Camping & Backpacking Supplies

Composting

Home and Garden

Kids

Marine

Pets

RV

Solar Accessories

Solar Education

Survival Preparedness

Shop By  
BRAND

Select...

\$5 OFF Purchase your favorite energy efficient home product and receive \$5 off your first order. Coupon Code: SAVETHEPLANET

Appliances Shop Now ▶

Space Heaters Shop Now ▶

Solar Energy Shop Now ▶

FEATURED PRODUCTS

Page 1 of 2

Page 1 2 ▶

Soleusair Mini Ceramic Heater - HC1-

Eton Mobius Rechargeable Battery Case with Solar Panel for iPhone4 and iPhone4S

Eton SOULRA XL Speaker System - 22 W RMS