

- Betty Lee -

Creative Edit Test

Community Atelier (Marketing Agency)

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Breaking down the “chic summer in the sun” ideation into three chronological arrangements:

Top Row (Arrival & First Impressions)

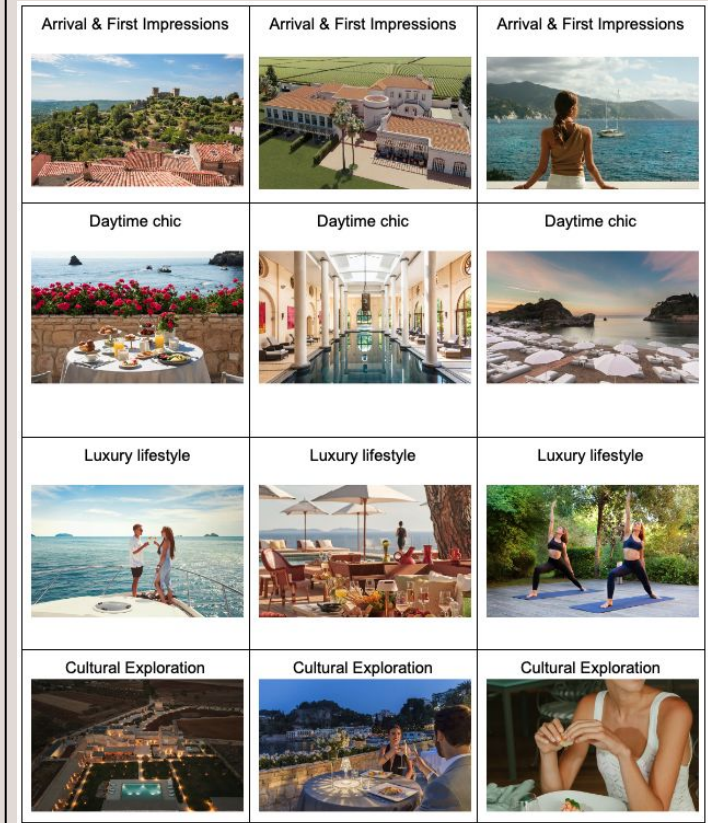
- A glamorous hotel façade and iconic location.
- A luxe arrival moment (woman overlooking the waterfront).

Middle Row (Daytime Chic/Luxury Lifestyle)

- Alfresco lunch/dining setup with lush foliage overlooking the waterfront.
- An indoor full sized pool with golden lighting.
- Luxury lifestyle showcased through water based activities and yoga sessions.

Bottom Row (Cultural Exploration)

- Charming nighttime exterior with lights leading up to the hotel.
- Sunset dining with candles and a view of the sea.



Captions: Nette Fragrance

Find Your Moment of Zen with Thé Vanille

Inspired by the tranquil beauty of tea ceremonies, Thé Vanille brings mindfulness into every spritz. Housed in a rich ivory bottle—a nod to its creamy vanilla notes and calming vibes—this fragrance is your serene escape. Perfect to also bring some warmth to you during this holiday season.

What it smells like: Vanilla, earthy orris, salt and cardamom, warm turmeric, tea, magnolia, and narcississe

What it feels like: A cozy cashmere sweater, the warmth of turmeric, the first sip of green tea, and a moment of peace in a bustling city. Carry a piece of tranquility with you wherever you go.

#ThéVanille #MindfulFragrance #CleanBeauty

Meet Pear Jam: A Juicy Revolution in Fragrance

Say hello to Pear Jam, a scent that captures the essence of a freshly picked pear without harming the environment. Using cutting-edge ScentTrek® technology, we preserve every molecule of that crisp, juicy aroma straight from the pear tree when in bloom. What it smells like: Koji Pear and Bergamot ORPUR (top note), rosewater upcycled ORPUR (mid note), ambrette seed ORPUR, patchouli coeur, and white peach (base note).

This is a fragrance that feels like sunshine on a farmer's market morning, the first bite of a perfectly ripe pear, and nature at its finest—captured with zero impact to the environment.

Experience fragrance reimagined, one molecule at a time. #PearJam #CleanFragrance #SustainableScent
What is your favorite note?

Give the Gift of Luxury This Holiday Season And Give Back

This holiday season, treat the fragrance lovers in your life (or yourself!) to the ultimate gift with our Fraghead Set. Each set features our most-loved scents, beautifully packaged and ready to gift. And when you purchase, you're not just gifting luxury—you're making a positive impact on the planet.

Here's how your purchase helps:

- **1% For The Planet:** A portion of every sale goes to environmental charities, supporting causes that need our help.


- **One Order = One Tree Planted:** Every order plants a tree through Ecologi, helping reforest the earth.

Holiday Special: Enjoy 15% off when you order this set. \$72 value for \$61.

Photos were generated through Canva AI to show concept visuals



timesquareedition Sponsored



110 likes

timesquareedition This holiday season, create magical memories in the heart of NYC. Stay at The Times Square EDITION and enjoy the festive charm of the Winter Village at Bryant Park, just moments away. Glide across the ice, explore holiday markets, and end the evening with cocktails in our enchanting @terraceedition. Book your perfect winter escape today and experience the joy of the holidays with family or a loved one. Limited availability—reserve your stay now! #HolidayEscape #NYCHolidays #TimesSquareEDITION #WinterVillage

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Captions: Times Square EDITION

Meta ad 30-secs video script

Opening Scene (0-10 seconds):

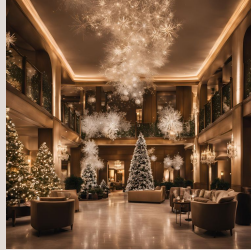
- Camera pans through the elegantly decorated lobby of The Times Square EDITION, featuring twinkling lights, garlands, and a grand Christmas tree.
- A couple walks in, holding hands, smiling as they are greeted warmly by hotel staff.
- Text overlay: *“Step into holiday magic at The Times Square EDITION.”*

Middle Scene (11-20 seconds):

- The couple is now gliding across the ice at Bryant Park’s Winter Village ice skating rink, laughing and enjoying the festive atmosphere.
- Quick cuts show the charm of the Winter Village: sparkling market stalls, steaming hot cocoa, and holiday decorations.
- Text overlay: *“Minutes away from NYC’s holiday wonderland.”*

Closing Scene (21-30 seconds):

- The couple returns to the hotel, enjoying drinks on the terrace, surrounded by softly glowing lights and cheerful banter from surrounding guests.
- The final frame shows the couple toasting as snow lightly falls.
- Text overlay: *“Your holiday escape awaits.”*



TikTok for Goodal

60-secs Personal Video Testimonial (Before and After)

I have found that skincare brands that prioritize authentic customer reviews to be the most engaging and generate organic traffic and conversion to the brand. I have included a step by step script outline along with a video example on the right.

Intro (0-15 secs): Morning Routine Setup

- Start with a close-up of your fresh morning face, natural light, and minimal makeup for authenticity.
- Introduce the product so it is visible to the audience.

Middle (16-45 secs): Applying the serum

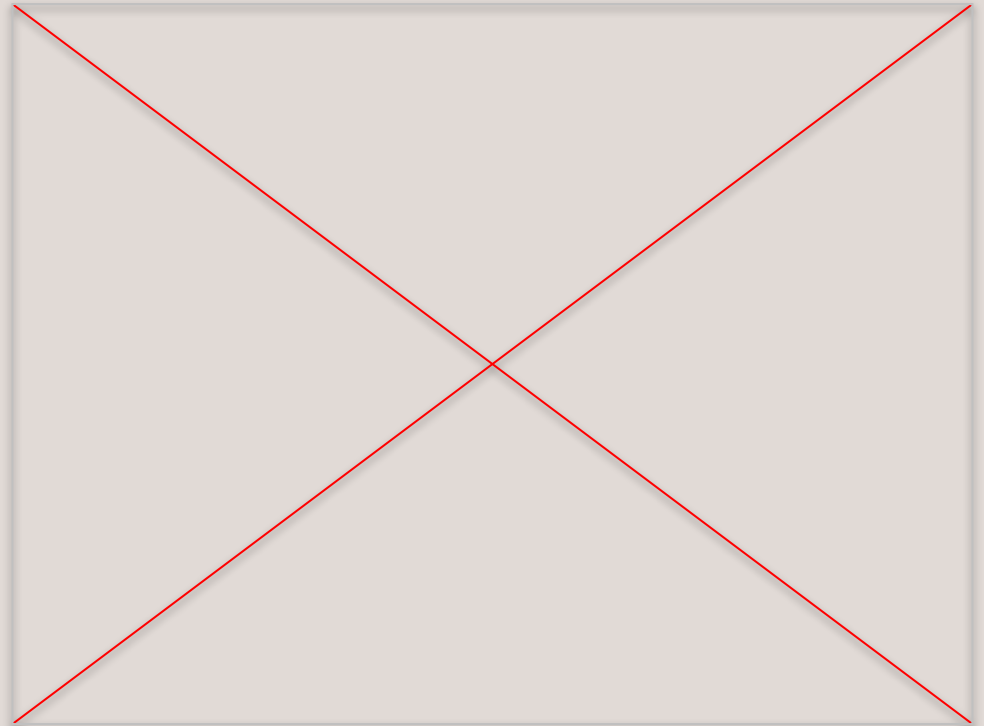
- Pump out the skincare product to showcase how much one should use per application.
- Show the target areas on the face that it should be applied to (depends on the person and where they need to target.)

Ending (46-60 secs): Glow and After

- Pan the camera back to the face and show how the product looks on REAL skin after application (refrain from using filters).

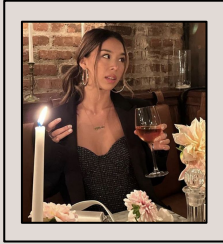
Note: It is important to try to find people with actual hyperpigmentation to show real results and create relatability with users. Also, include closed captions to be inclusive to all users on the platform.

Second follow up video: have the same rep show results two and then four weeks out to show an update on results after consistent application.



Press the play button, or hover over the right hand side to watch on a separate screen.

NYC Speakeasy Influencer Strategy

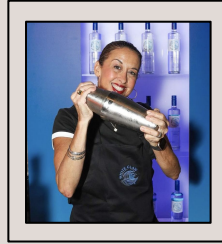


Lauren Wolfe @laurenwolfe

Influencer based in NYC, makes lifestyle content mixed with new NYC finds. Fashion/lifestyle/venue focus, with Gen Z/early millennial reach. Would be able to cement the speakeasy as a young, hot new venue to check out.

Followers: 350k

Engagement: 36.5%
(source: socialblade.com)

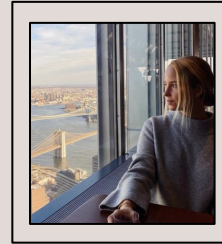


Julie Reiner @mixtressnyc

An influencer/tv personality based in NYC. Was a Drink Masters judge on Netflix and co-owns Clover Club along with other bars in NYC and Brooklyn. Her knowledgeable background along with her niche fan base would bode well to attracting the right customers for the new distillery/speakeasy opening.

Followers: 50.7k

Engagement: 1.02%
(source: socialblade.com)

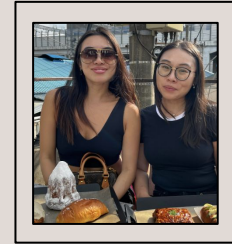


Ali Chilton @nycfoodfaves

A food and restaurant focused influencer who dedicates her page to posting hot new food/venue spots in NYC. Her dedicated followers who go to her for local spot recommendations within the city would be inclined to trust her suggestions on a new distillery/speakeasy in town.

Followers: 109k

Engagement: 0.71%
(source: socialblade.com)



Elle and Ken @brunchnut

A food and restaurant focused influencer duo based in multiple regions one being NYC. They would be able to attract a young audience interested in both good drinks/food/nightlife and travel based on the content that is on their feed.

Followers: 78.7k

Engagement: 0.20%
(source: socialblade.com)

Deliverables:

- 1. Pre-event teasers:** Instagram stories (minimum of 3) Announcing the event with hints of the speakeasy vibe. One post introducing the collaboration with the distillery.
- 2. Instagram stories:** Behind-the-scenes walkthrough of the speakeasy, showcasing the decor, ambiance, and cocktails. A carousel post or reel featuring highlights from the event (signature drinks, speakeasy entrance, and their personal experience).

- 3. Post-Event content:** One in-feed post sharing a cocktail recipe or feature from the speakeasy with a caption tying in the distillery's branding. A TikTok or Instagram Reel that tells the story of their night at the speakeasy, emphasizing its exclusivity and uniqueness. Make sure influencers also geotag the location.
- 4. CTA for followers:** Encourage followers to visit the speakeasy with a promo code or link for a reservation system to track influencer ROI.



About Me

Top 3 brands on social media	@gisou, @alo, @polene_paris
Top 3 people/brands I follow (Instagram/TikTok)	@chaileeson, @kristy.sarah, @topicals
3 funny Tiktok/Reels	#womeninmalefields Reels, “you are now one of my elite employees” meme, ChatGPT memes
Tiktok content comfort level? (1-5)	4, I make fun content with friends (but do not post) and am comfortable with most of the settings.
Comfort level being featured in TikTok content? (1-5)	5, I love being a part of the process behind the scenes and being at the forefront.
Client communication (1-5)	4, I consistently led Zoom meetings with reps/clients/stakeholders.

For more info:

[RESUME](#) | [PORTFOLIO](#) | [LINKEDIN](#)