

Tori Hale

Social Media | Photography | Graphic Design

Case Studies



Background



At my first social media job with Marriott International, I worked at what was formerly the Marriott Conference Center and Hotel at NCED. This conference center boasted a resort style pool, a full fitness center with trainers, coaches and daily classes available for guests and members of the fitness center as well as renovated rooms, a gift shop, a gastropub restaurant and a full cafeteria style buffet that was open for breakfast lunch and dinner. I was responsible for promoting all events and departments within the facility.

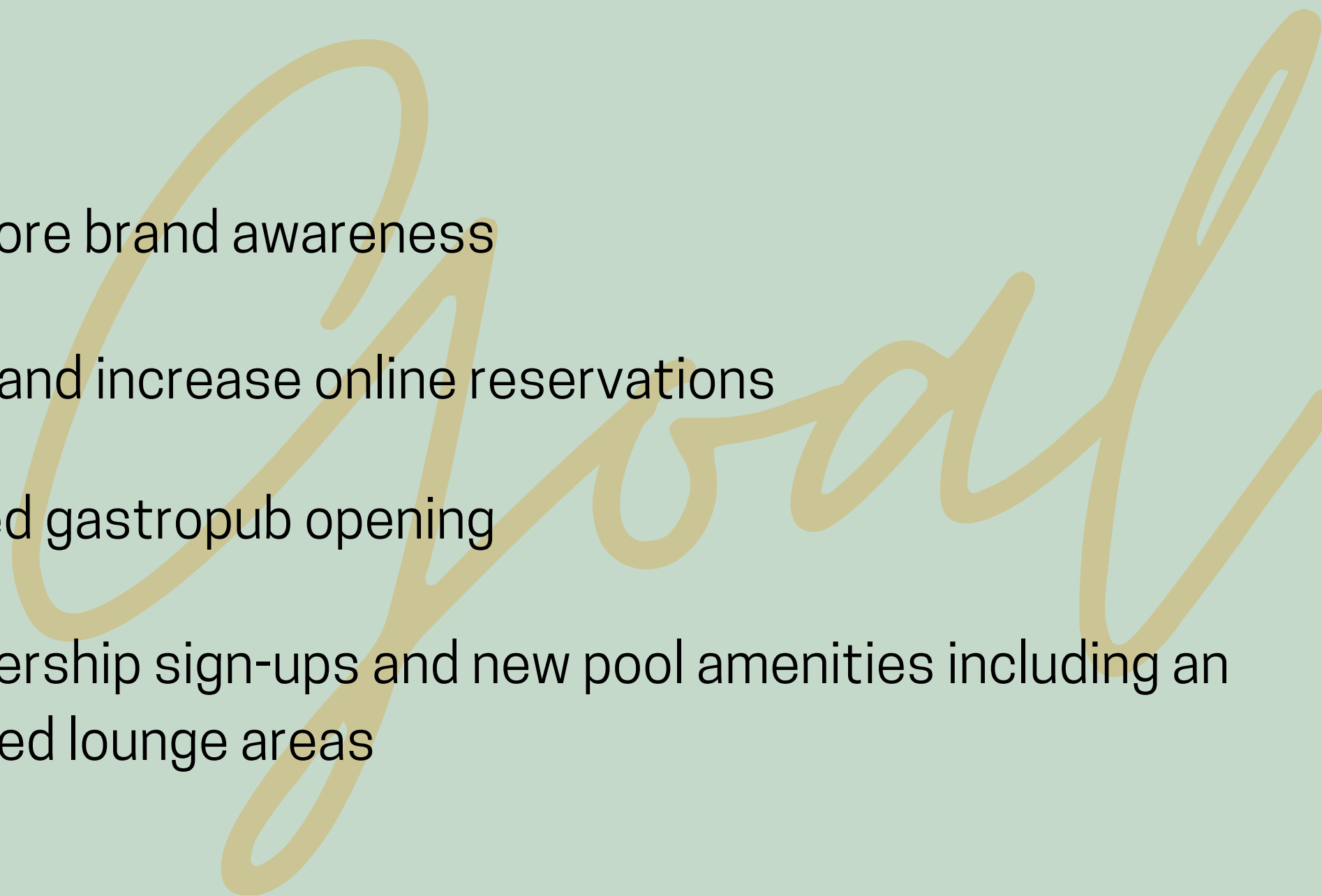


Grow social media account to create more brand awareness

Promote multi-million dollar renovation and increase online reservations

Promote newly renovated and rebranded gastropub opening

Increase summer fitness center membership sign-ups and new pool amenities including an outdoor restaurant, cabanas and updated lounge areas





Strategy

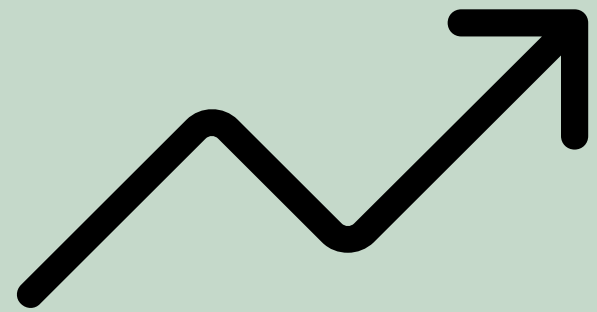
I worked closely with multiple departments like event planning, kitchen, housekeeping and fitness to ensure that their special events and activities were highlighted on social media. I also assisted in running the Fitness Center social media page in order to establish consistent branding on all platforms and encouraged guests to follow us on social media upon check-in.

I facilitated giveaways on Instagram stories that offered a free night stay in the recently renovated suites at the hotel and designed an online brochure to highlight renovations and get information on event spaces by making it more easily accessible. I also redesigned the original logo and designed multiple graphics and advertisements for in-house and local distribution promoting the opening of the gastropub restaurant, GP405 .

I audited the Instagram and Facebook pages to get a better idea of the audience, which was primarily females aged 30- 55 with children, and ran targeted ads on social media to promote a host of summer events and activities for local members of the fitness center that ranged from family movie nights in the pool to seasonal fitness classes.

Result

My single-semester internship was renewed for the duration of my college career. At the end of my internship, our social media accounts served as an informative travel guide/mini newsletter for all events within the hotel. As an intern, I only had direct access to social media analytics and the rest was relayed to me by our marketing and sales manager.



Increased social
media following by
300%



Built GP405 brand awareness
resulting in a highly successful
opening event with guest
turnout exceeding
management's expectation



Increased the number of
fitness memberships
thus increasing private
cabana and poolside F&B
sales

Background



At Naifeh Fine Jewelry, I was single-handedly responsible for all print and digital ad placements and design, social media management, product photography, graphic design and website management. Naifeh Fine Jewelry offered an in-house custom design lab, expert jewelry cleaning and repair, an in-house jewelry line and a host of designer brands and rare gems.



Grow social media account to create more brand awareness

Increase web sales to adjust to Covid-19 shopping restrictions

Generate millennial-aged leads

Goal



Strategy

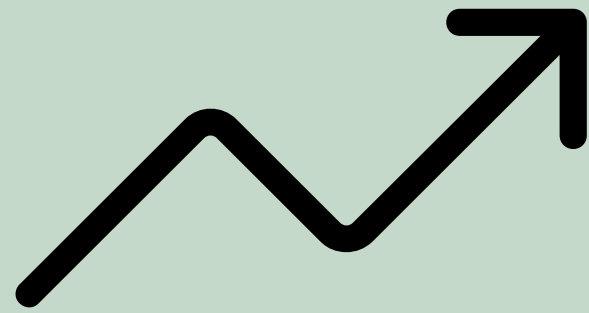
Monitored online inventory, consistently loading more products on the site based on online popular sales, current jewelry trends, store sales and trunk shows.

Created targeted social ads geared towards millennials in the market for engagement rings and special occasion jewelry and implemented shoppable posts on Instagram stories and feed.

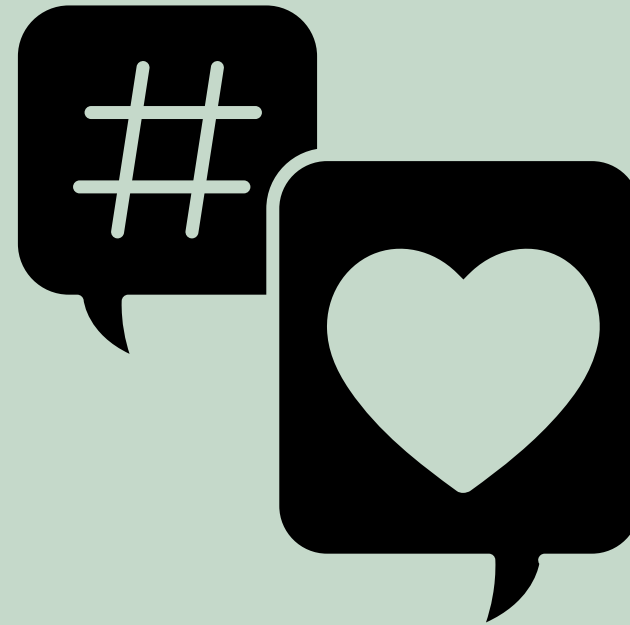
Implemented email campaigns with shoppable links, holiday gift guides and trunk show previews with website calls to action to drive website traffic.

Result

This growth was mainly due to the images that I was photographing and interaction with other pages, as well as giveaways and collaborations with Luxiere Magazine and 405 Magazine that resulted in an increase in followers and an increase in overall engagement.



Increased social following
by 100% surpassing the
2000 follower goal within
10 months and increasing
millennial followers



Increased overall
engagement by 70%



Increased web sales by
200%



Thank
You