



My --- Portfolio

Welcome! It's so interesting to see your interest in my work. Stay as long as you want and visit my website if you'd like to stay longer :)

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Introduction

My name is Farayola Joaquim. A creative, confident and result-oriented professional with a strong will and record of achieving exceptional outcomes in Content Marketing, Campaign Management, Brand and Marketing Coordination, Digital Content Strategy, and Copywriting. I thrive in a dynamic and uninhibited creative environment, where creative & strategic thinking is utilized to produce value. Embracing my passion for innovation has been instrumental in shaping my professional journey and accomplishments. I am also a "figure it out" person and I believe there are no limitations to what I can achieve.

When I'm not working, I will be caught reading a novel or hiking. I love landscape photography, video editing, recording my podcast, playing Sequence, live music and trying out new restaurants

About Portfolio

Here, you'll find a vibrant collection of my professional journey, showcasing my accomplishments, freelancing gigs, and the exciting campaigns I've run across various industries.

I'm passionate about marketing and love to share the creative strategies that have driven success in my roles. Don't miss my Accomplishments section, where I highlight key achievements that demonstrate my impact and expertise.

You'll also find screenshots from my campaigns, both from my full-time positions and freelance projects, giving you a glimpse into my hands-on experience and the results I've delivered. Each piece reflects my commitment to excellence and innovation in the field of marketing.

I hope you enjoy browsing through my work as much as I enjoyed creating it! ❤️





Career Life Thus Far

I kicked off my career journey at an Advertising agency STB McCann, a branch of the McCann World Group, interning as a Marketing Strategist & Copywriter. It role opened my eyes to the beauty of marketing and advertising as I excelled well. It also felt like diving headfirst into a pool of self-discovery and creativity. Unveiling a hidden talent for excellence and a hunger for success, I decided to pursue a Master's degree in Marketing, I had taken particular interest in the client-focused strategies and unique ideas that pave the path to a brand's success. While studying full-time, I filled the role of Content Marketing Strategist at Mwanga Africa and in no time, I found myself donning the hat of Content Marketing Manager, leading the charge by recruiting and mentoring fresh talents. To top it off, I published an article on Female Sexuality in Marketing Communications, exploring how millennials shape their fashion choices based on societal norms. This paved the way for my leadership roles in digital marketing, campaign management, brand marketing and my most recent role as a Marketing Lead.

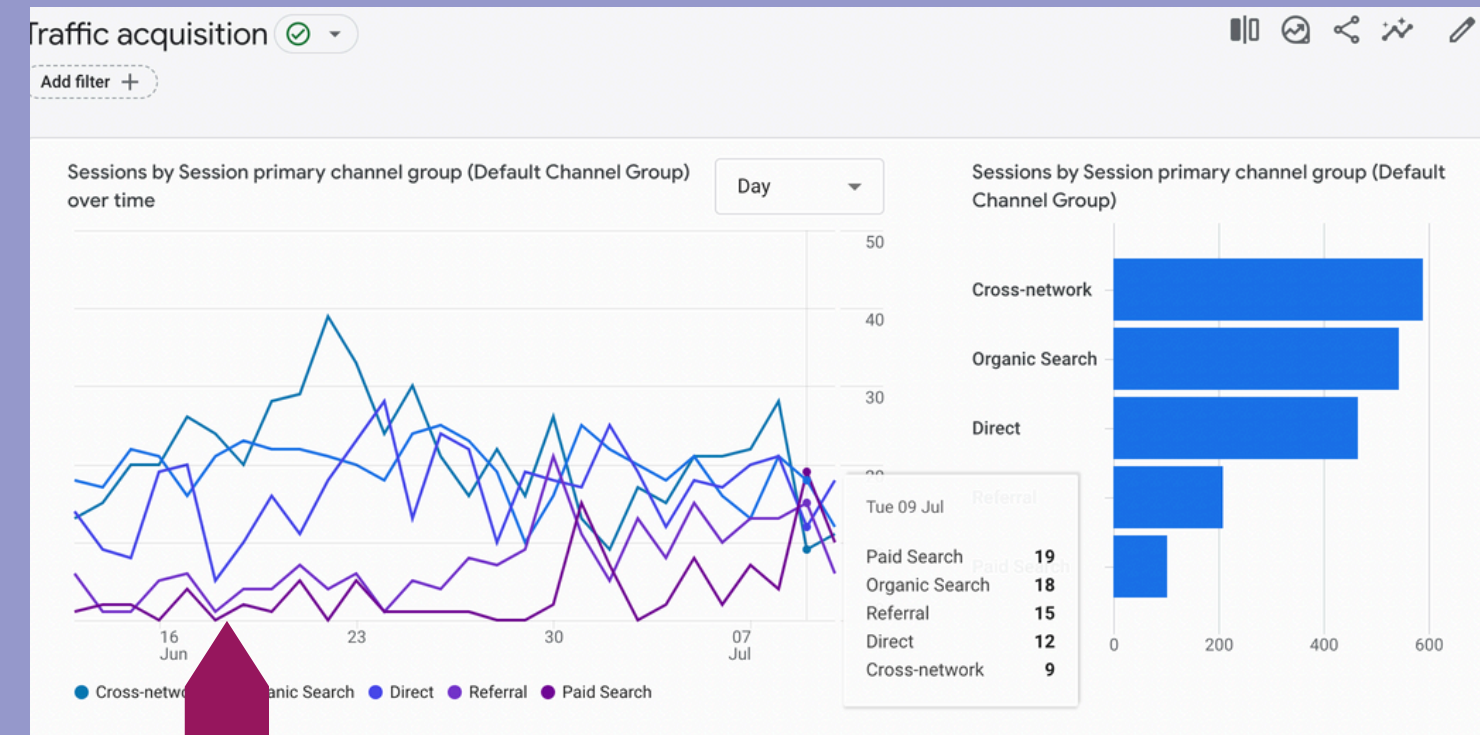
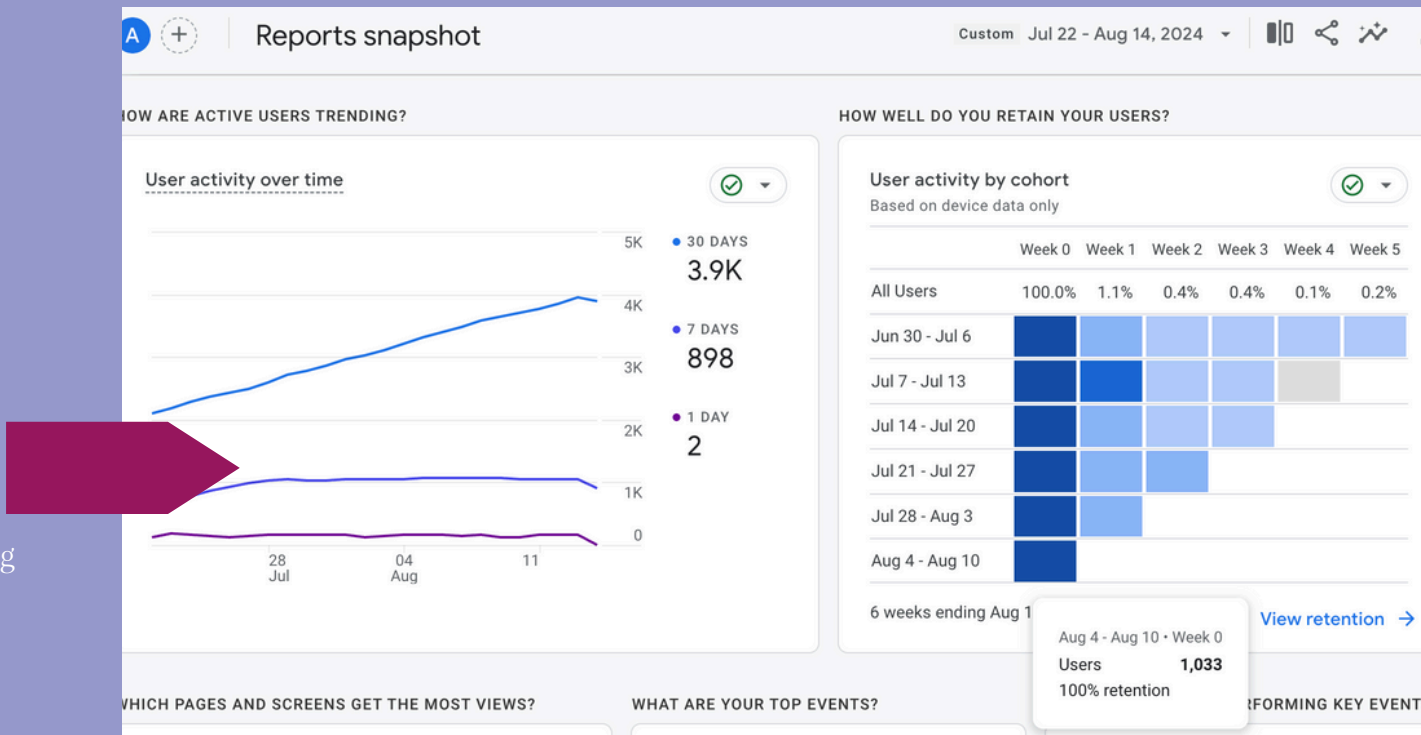
Accomplishments

- Leading a successful website redesign and generating 10% of leads quota within the first 4 months, 2024
- Overachieved sales quota & Rated 100% for leading clients' digital transformation strategies, 2023
- Grandeza Homes Groundbreaking and Publicity, 2021
- Product launch for Mwanga, Top Performer and Innovative Employee of the Year, 2019
- Coca-Cola "Taste The Feeling" & Bailey's Mother's Day Campaign Launch, 2016

Freelance Gigs

01.

After a month of taking charge of a client's campaign, running a search campaign and a performance max campaign. We recorded an increase in website traffic by over 200%. Achieving the first month's goal of brand awareness. This also improved the client's ranking on the search engine moving from the 13th position to the 3rd position.



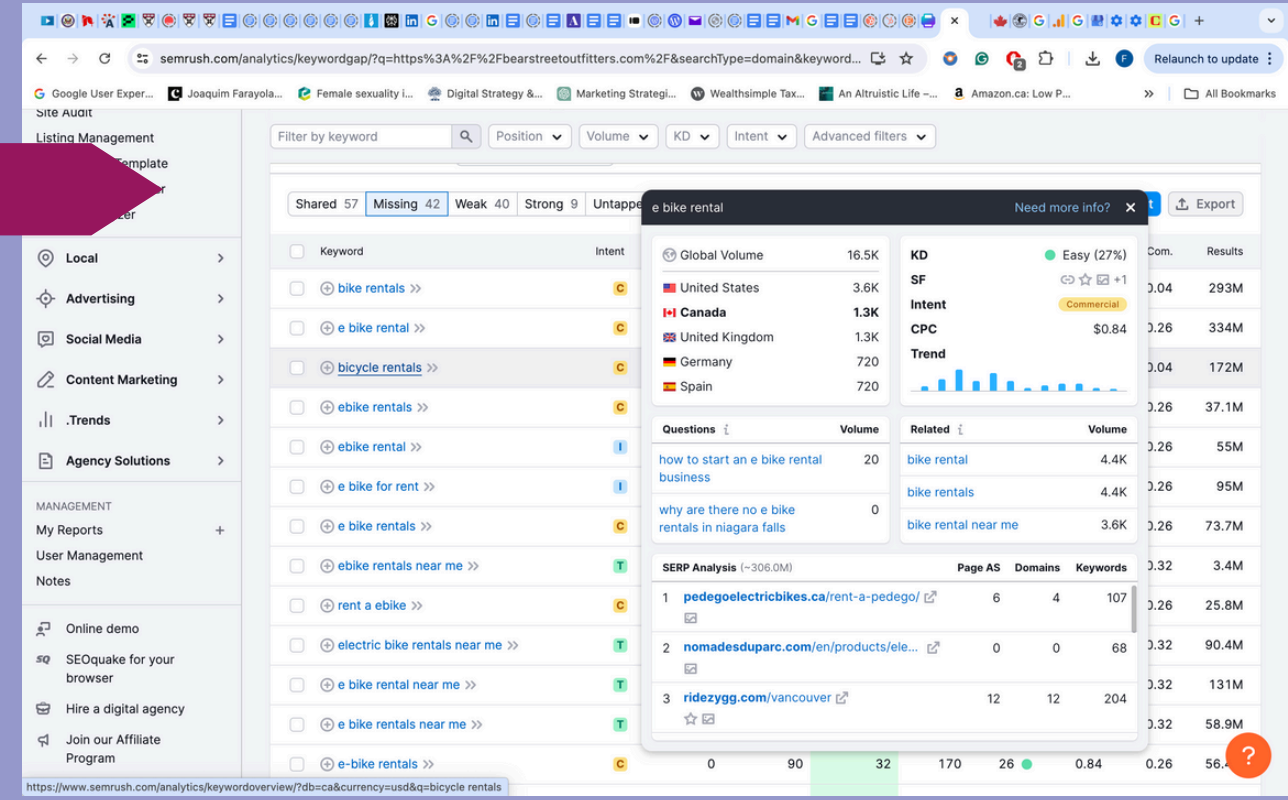
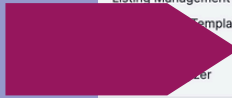
Bear Street Outfitters

02.

The 2 highest traffic sources “Cross-network” and “paid search” were from Google Ads campaign I oversaw

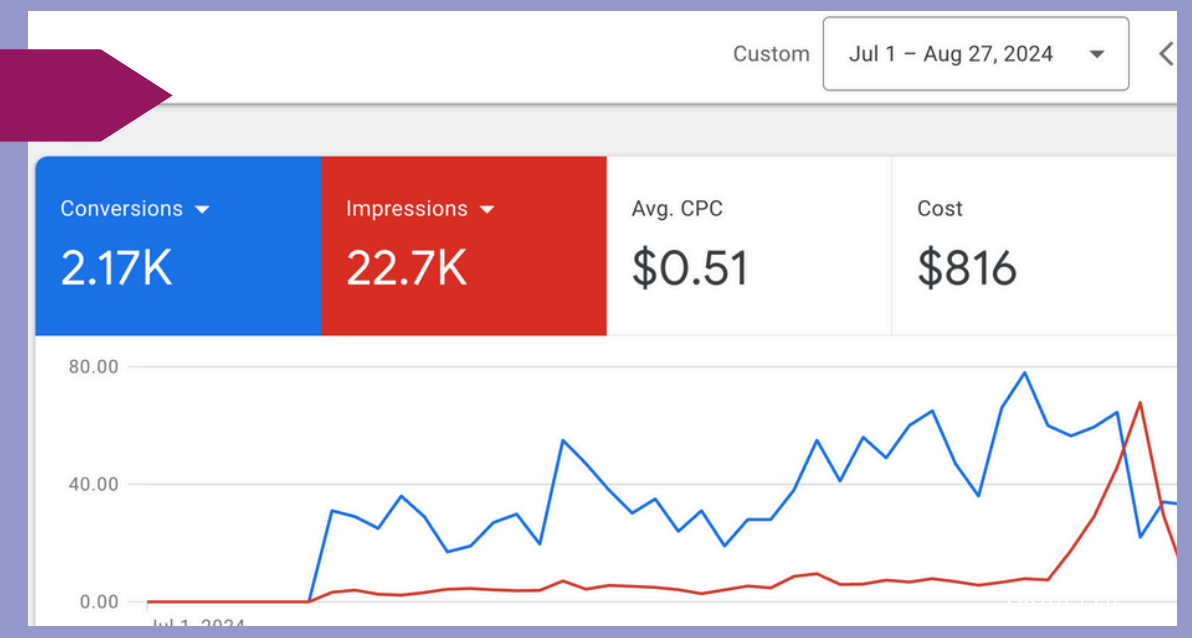
03.

Embarked on keyword research using SEMRush to identify opportunities, review website and search engine rank and competitor analysis. This helped guide campaign optimization processes, target the right audience and increase ROI



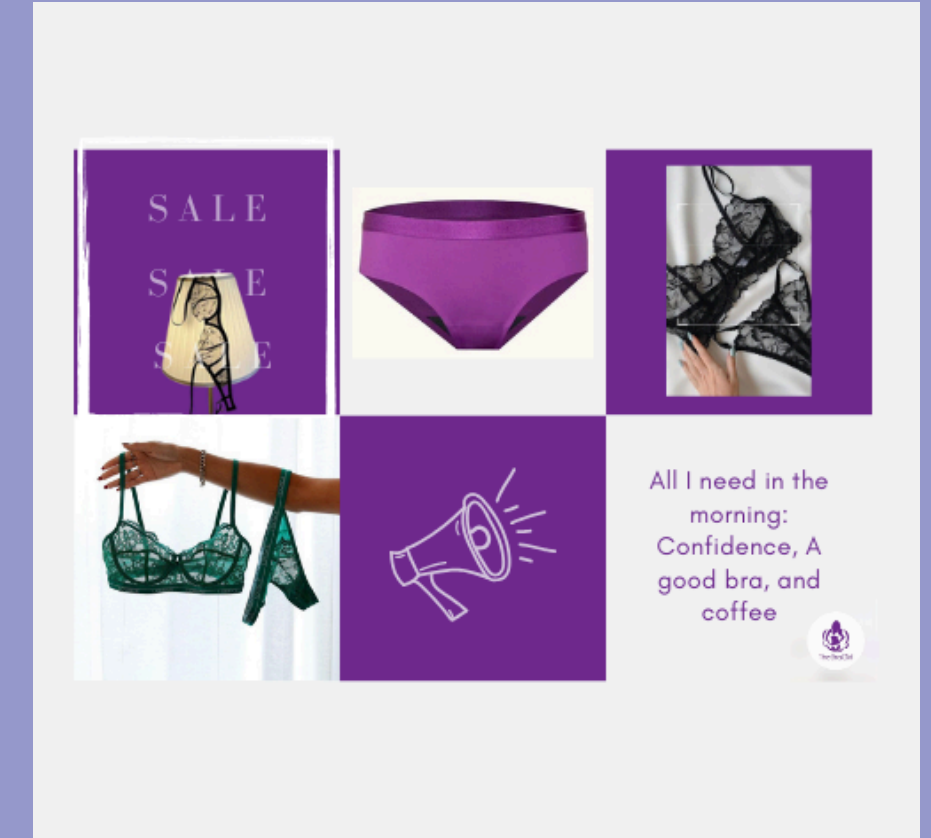
04.

We had recorded 2.17k conversions (add to cart, directions to store, call from ads, website visit to the “book now’ page) in a 2 month period with a campaign budget of less than \$20/ day and an Avg. Cost per Click of less than \$1.



The Bra Girl

Content planning, creation and social media management for a Bra and Lingerie company based in Calgary, Alberta



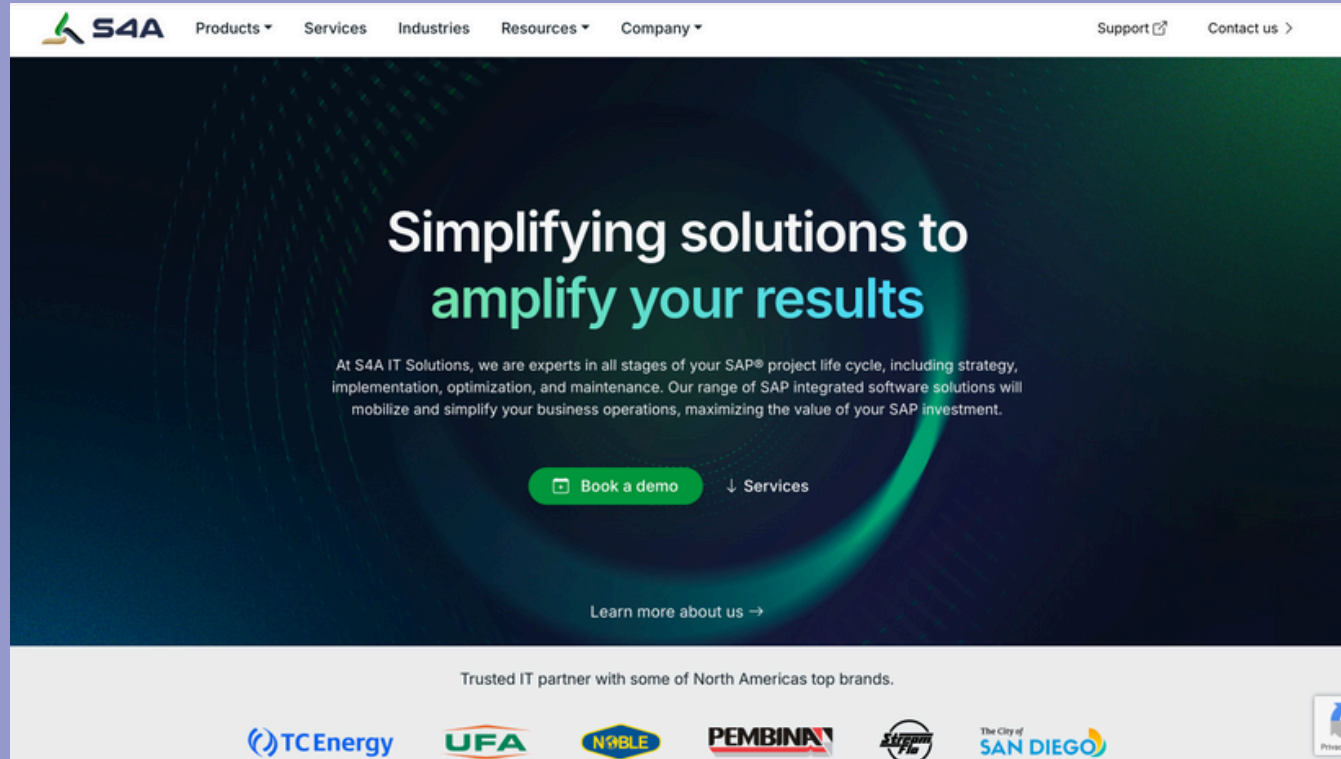
Created a feed theme around the brand color with occasional color bursts.

The bursts signified women who challenged rules and broke out from what is seen as order or a standard of behaviour. This brand spoke to the women's confidence in whatever they sort to do. Who didn't take much interest in pleasing others but herself

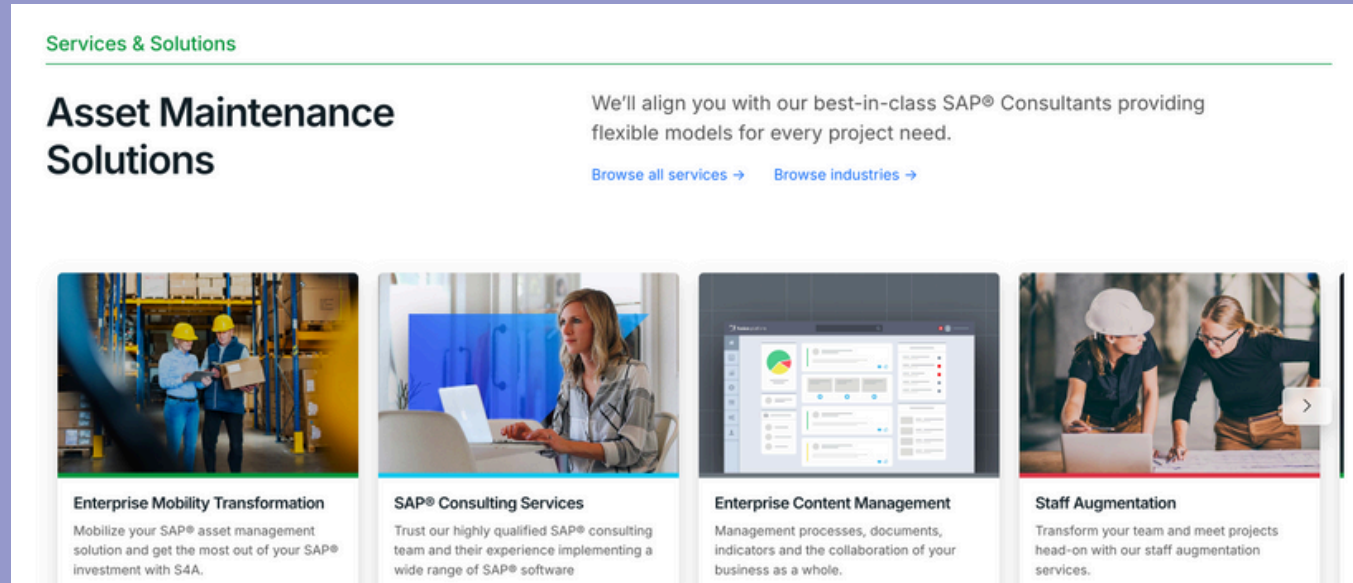




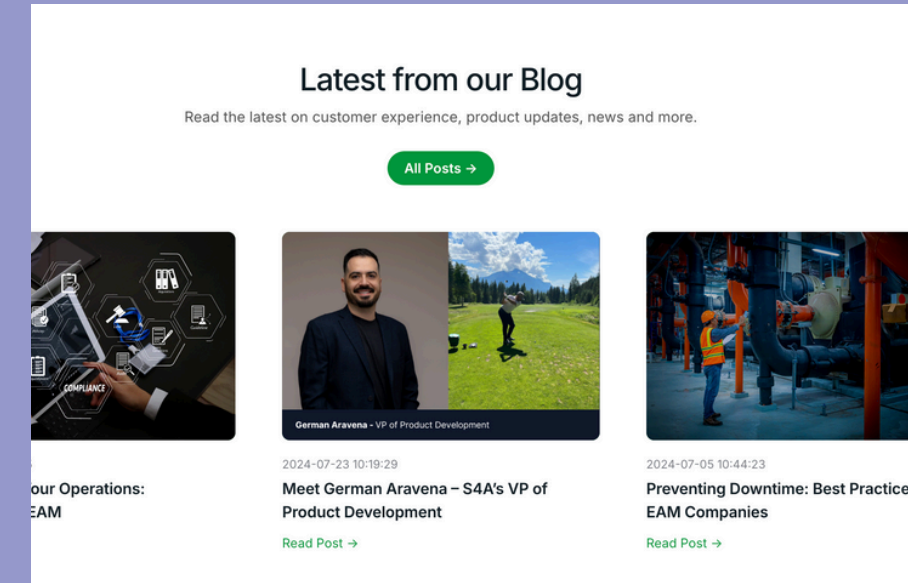
Full-Time Roles



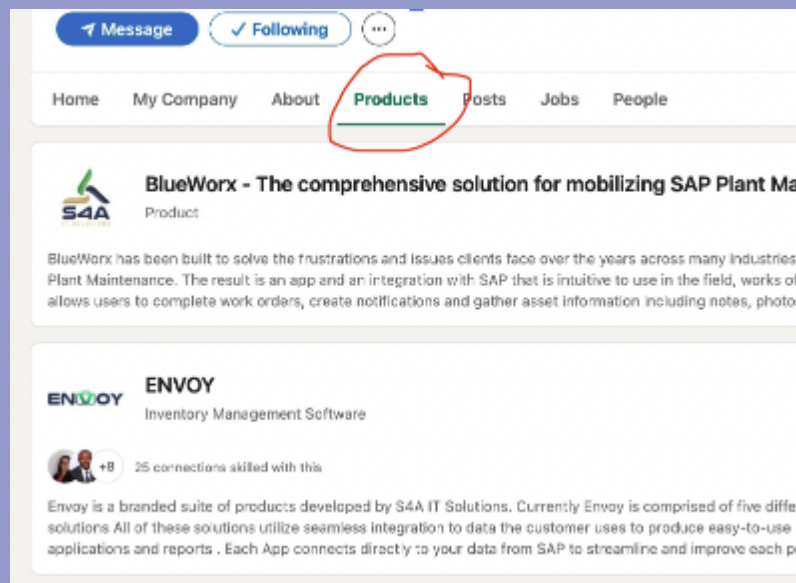
I led and inspired the website redesign as the initial task after creating a presentation for stakeholders. This involved assessing the shortcomings of the old website, pinpointing potential opportunities to leverage, and formulating ideas for a new design.



Supervised and examined case studies and articles on trending search engine topics, ensuring they addressed client inquiries, enhanced sales presentations, and drew in potential customers.



Led the mapping of blog content and evaluated content for search engine ranking, while ensuring it provided more insight into company culture and the employees of S4A.

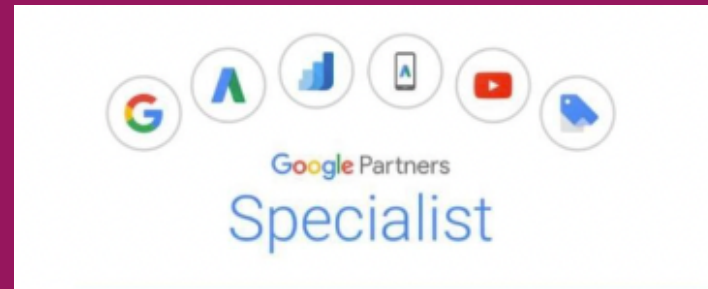


Supervised LinkedIn content planning and created a product page to enhance the navigation of our solutions and product offerings. Grew the company's following by 40% in less than 6 months



Established brand guidelines and worked closely with the leadership team to craft a mission statement that directs the company's actions and priorities. I also oversaw campaigns and marketing budgets across various digital platforms. Spearheaded event sponsorships and collaborations with Innovation and technology groups to increase our brand presence and company dominance in the industry

Full-Time Roles

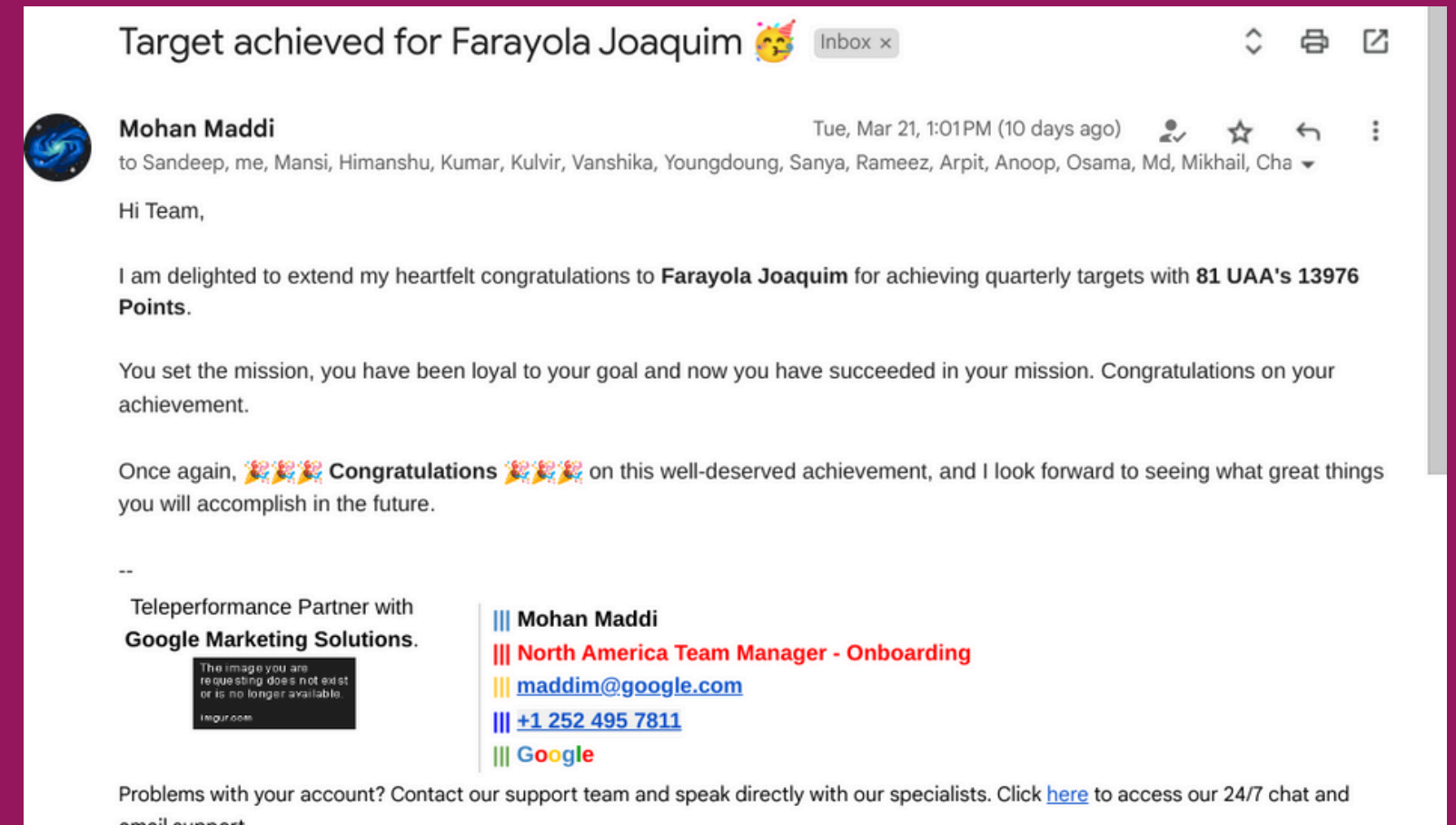


Supporting Google in providing solutions to advertiser's Google ads campaigns and positioning them for success with best practices A/B testing and internal strategies that have proven successful overtime.

this role required utilizing data from Google tags, Google Analytics and many other platforms to guide recommendations and decision- making

TOR21	Body Aesthetics	Mansi	Customer	100%	6	7	6
TOR22	Streampoint Solutions Inc.	Iliana	Customer	100%	6	7	6
TOR22	psychology studybot	Iliana	Customer	100%	7	7	7
TOR22	Springer Realty Group Agent Stu Schuman	Iliana	Customer	100%	7	7	6
TOR23	Bugs R Us	Farayola	Customer	100%	7	7	7
TOR23	Skyline Properties Arlington	Farayola	Customer	100%	7	7	7
TOR23	Scarflady	Farayola	Customer	100%	7	7	7
TOR23	Professional Counseling Care Associates	Farayola	Customer	100%	7	7	7
TOR26	Yuma Mesa Storage	Mohan	Agency	100%	7	7	7
TOR26	Epic Light Media	Mohan	Agency	100%	7	7	7
TOR27	Trophy Awards Manufacturing	Jaydeep	Customer	100%	7	7	7

Exceeded targets in points and had one of the highest accounts in revenue in my pod. Also topping the team with the most client satisfaction scores in terms of marketing objective alignment, product expertise and addressing the concerns of business owners and agencies



*Only new surveys included in this email

Pod Name	Company Name	Rep Name	%	Consultation Score	Rep Score	MO Alignment	Product Expertise	Addresses Concerns
TOR12	Fusion Design - fusionprintdesign.com	Shubham Kumar	Customer	7	7	7	7	7
TOR12	Sankore Consulting	Shubham Kumar	Customer	7	7	7	7	7
TOR18	Hub City Electricians	Abhay	Customer	7	7	7	7	7
TOR21	Pricebusters	Jay Trivedi	Customer	7	7	7	7	7
TOR23	Sumer Innovations	Farayola	Customer	6	6	7	7	7
TOR23	Vixen Vibes	Farayola	Customer	7	7	7	7	7
TOR27	City Lakes Roadside	Jaydeep	Customer	6	7	7	7	7
TOR28	Oksana Johnson Fine Art and Design	Young	Customer	7	7	6	7	7
TOR28	Muskoka Frenchies	Vanshika	Customer	7	7	7	7	7

Note: Just to give you all a brief context about it, **tCSAT** is a Client satisfaction survey. After every 1st interaction with your clients, the client is shared with a survey. Client scores of 7, where 1 means extremely dissatisfied and 7 means extremely satisfied. The parameters on which you are scored are as follows:

- Consultation Score (%):** Measures the overall outcome of the ads consultation on a 7 point scale.
- Rep Score (%):** Measures the overall CSAT of the ads advisor (vendor rep) on a 7 point scale.
- Marketing Objectives (MO) Alignment (%):** Measures CSAT on rep's understanding of how Ads solutions can meet customer MO
- Product Expertise (%):** Measures CSAT on rep's expertise in Ads products
- Addresses Concern (%):** Measures CSAT on how the rep values and addresses customer concerns.

Skills and Expertise

- Campaign Management
- Product Marketing
- Marketing Strategy
- Brand Management and Communications
- Content Marketing & Strategy
- Performance & Growth Marketing
- Social Media Marketing

Technologies Used

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