

Marketing Specialist

Brand & Content Strategist
Portfolio



Andrea B. Santolim Geller

Where story, strategy, and sustainability meet.

Strategic marketing systems, narrative-driven brand identity, and audience growth across copywriting, social media, and video.

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- Audience-Centered Narratives

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- Purposeful Visual Identity
- Multi-Platform Management with Metrics & Scheduling

Videography

- Video Production Process
- Visual Storytelling
- Community Impact

Strategic Focus

- Alignment of Personal and Company/Project Values

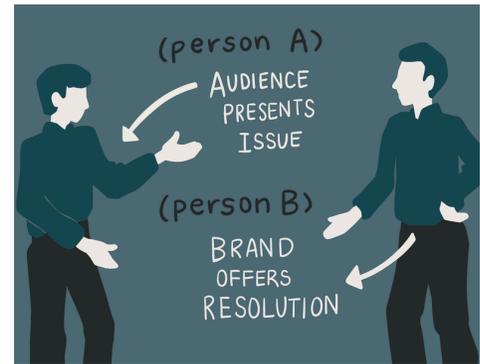
BRAND IDENTITY

Consistent Narrative

One of my greatest strengths in brand identity development is designing narrative systems that remain consistent while adapting to audience needs.

I approach messaging as a form of **dialogue**: if our target audience is Person A, I design the brand's voice (Person B) as someone they are most likely to trust and engage with. This ensures communication feels natural, culturally aligned, and strategically consistent across platforms and campaigns.

By treating brand voice as a dynamic character rather than a fixed script, messaging can evolve without losing core identity.



Audience-centered Messaging

Selected Works



Celebrate Earth Day the Market America Way

Earth Day Blog Post for the UnFranchise Blog in 2022.

[Read full article →](#)



Hope in Our Future with the Help of Our Friends

From my personal blog, an open thank you note to all who participated in our trash pick-up.

[Read full article →](#)



The Educated Youth: A Letter to the Editor

A required task for the founding of the Defend Our Future at UNCG.

[Read full article →](#)

More writing examples available upon request!

Copywriting Strengths

- **Writing Style:** Direct, clear, and human. Improving comprehension, retention, and user trust.
- **SEO Optimization:** Strategic keyword placement across metadata, headlines, tags, and search snippets for organic discoverability.
- **Long-Range Content Strategy:** Scalable publishing systems across annual quarterly, monthly, weekly and daily cycles.
- **Technical-to-Human:** Translating complex topics into accessible, human-centered language without sacrificing nuance or accuracy.

SOCIAL MEDIA

Visual Identity

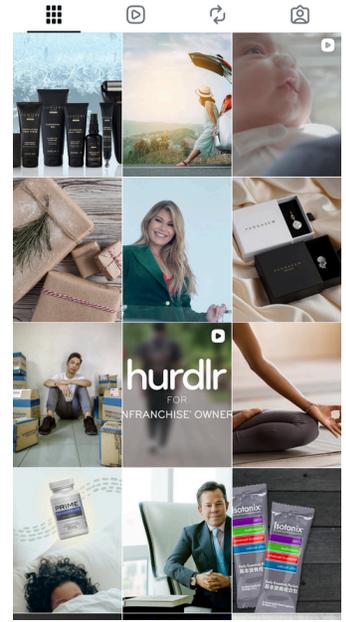
Accomplishments:

- Increased engagement and reach across Instagram and FaceBook through strategic content planning and performance analysis.
- Launched and grew Market America's TikTok presence from zero, establishing early brand positioning.
- Founded GSOVibes Instagram, growing the account to 2.5k within two months through community-driven content.
- Managed multi-channel promotion for webinars, livestreams, giveaways, and in-person events, improving attendance.

Defend Our Future at UNCG Instagram Page Mar 2021



Market America Instagram Page Dec 2021



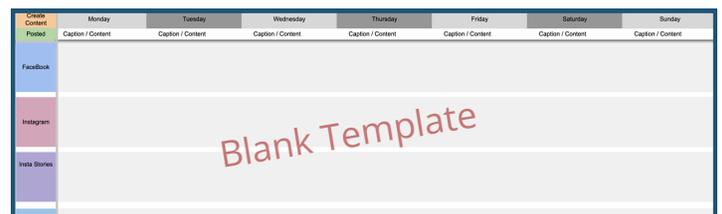
Metrics & Scheduling

Strategic & Operational Systems:

- Designed multi-channel performance dashboards tracking 4-8 month trends.
- Conducted post-level analysis using engagement metrics, reach data, and UTM tracking.
- Built and managed scalable content calendars across 5-10 platforms.
- Established standardized operational systems for how to track, manage, and report on up to 50 projects simultaneously.

Instagram						
	Account #1		Account #2		Average	
Age Group	Women	Men	Women	Men	Women	Men
Total	75.9%	24.1%	71.5%	28.5%	73.7%	26.3
18-24	3.6%	1.7%	2.7%	1.8%	3.15%	1.75%
25-34	27.1%	8.2%	28.2%	9.2%	27.6%	9.15%

Week	Stat	Date	Image	Caption	Likes/Views	Comments	Link Y/N
Feb 28-Mar 6	TOP	3/4/2022		Winners of Day 2, Friday! Thank you all for participating, our members are incredibly creative! #GiveawayWinners #LuckyDay	387	2	N
	VID HIGH	3/2/2022		The visionary behind it all - (NAME) behind the scenes at (EVENT) 2022! Get your tickets to #(EVENT) to be privy to (NAME)'s informative and impassioned discourses! Link in bio.	1,348	1	Y
	LOWEST	3/1/2022		Powered by People recognition of our members on Thursday! #Entrepreneur #beyourownboss #Selfemployed	101	0	N



See next page for larger images of the above exemplary graphics.

SOCIAL MEDIA

Instagram						
	Account #1		Account #2		Average	
Age Group	Women	Men	Women	Men	Women	Men
Total	75.9%	24.1%	71.5%	28.5%	73.7%	26.3
18-24	3.6%	1.7%	2.7%	1.8%	3.15%	1.75%
25-34	27.4%	9.3%	23.0%	9.6%	25.2%	9.45%

Week	Stat	Date	Image	Caption	Likes/Views	Comments	Link Y/N
Feb 28-Mar 6	TOP	3/4/2022		Winners of Day 2, Friday! Thank you all for participating, our members are incredibly creative. #GiveawayWinners #LuckyDay	387	2	N
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	LOWEST	3/1/2022		Powered by People recognition of our members on Thursday! #entrepreneur #beyourownboss #selfemployed	101	0	N
Mar 7-13	TOP	3/9/2022		"Can't believe we've made it this far,"	248	3	N

In Progress Create Content Posted	WEEK						
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	Caption / Content						
FaceBook							
Instagram							
Insta Stories							

Blank Template

Note: Visuals and data shown have been recreated with modified values to preserve confidentiality. Posts shown are also public. More examples available upon request.

VIDEO PRODUCTION

My Video Production Framework aligns business objectives with organic storytelling while streamlining creative execution and publication.

Storyboard → Script & Shotlist → Scheduling & Task Delegation → Execution & Production → Editing → Review Process → Publication

Community Partnership & Impact



Sparks Sculpture by Jim Gallucci

Produced a full-scale sculpture concept video combining animation, live-action filming, and narrative scripting to communicate design vision, logistics, and investor value. Served as the primary pitch asset for board-level stakeholders.

My role: director, writer, videographer, editor, interviewer, and publisher.

[Click here to view full video on YouTube.](#)



Twin Lakes Conservation Trash Pick-Up

Produced a community-focused video documenting environmental conservation efforts to raise awareness and educate on local history. The project blended on-location videography and event coordination to amplify participation and long-term community investment.

My role: director, writer, speaker, event coordinator, and publisher.

[Click here to view full video on YouTube.](#)



Moore Music Company in Downtown GSO

Developed a brand storytelling video highlighting Moore Music Company's history, values, and community presence. The final video became a permanent feature on the company's website and continues to serve as a primary brand introduction asset.

My role: director, writer, speaker, interviewer, videographer, editor, and publisher.

[Click here to view full video directly on their website.](#)

Businesses Showcased for Downtown GSO & the Greensboro Chamber of Commerce

Pizzeria L'Italiano • Crooked Tail Cat Cafe • Chez Genese • Zaytoon • South End Brewing • Salon 440 • Little Brother Brewing • Ambleside Gallery • Flaviano's • Luxe Restaurant & Lounge • Hudson's Hill • Jim Gallucci Sculptor • Moore Music • Elsewhere Museum • Scuppernong Books • The Artist Bloc • Transform GSO

STRATEGIC FOCUS

Marketing + Our Planet

I translate environmental values into actionable marketing strategy by blending brand identity systems, data-driven planning, and creative storytelling.

My **professional background** – spanning fabrication, entrepreneurship, community videography, international e-commerce, and corporate marketing – enables me to craft compelling, human-centered narratives across diverse audiences and platforms.

My **interdisciplinary experience** allows me to:

- Build trust across technical, creative, and business stakeholders
- Design systems that balance storytelling with performance
- Translate complex environmental goals into engaging messaging

I am to support organizations whose missions prioritize environmental impact.



Tools

Creative & Design

- Adobe Photoshop, Illustrator, Lightroom, InDesign, and Premiere
- Affinity Designer
- Procreate
- Canva

Marketing & Analytics

- Later, Hootsuite, Buffer
- Yoast SEO
- Meta Business Suite
- YouTube Studio

Web & CMS

- Wordpress, Wix, Squarespace, Tumblr

& more!

References upon request:

- Rachel Viera - personal, art instructor
 - Lisa Woods - art instructor
 - Jonathan Soohoo - supervisor, Defend Our Future
 - DeAnna Hedgepeth - colleague, marketing peer, Market America
 - Jim Gallucci - mentor, Gallucci Studios
 - Candace Kaufman - colleague, graphic designer for KDI
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*Also available on WhatsApp if needed
for international communication.*

*Thank you for your time!
Andrea B. Santolim Geller*