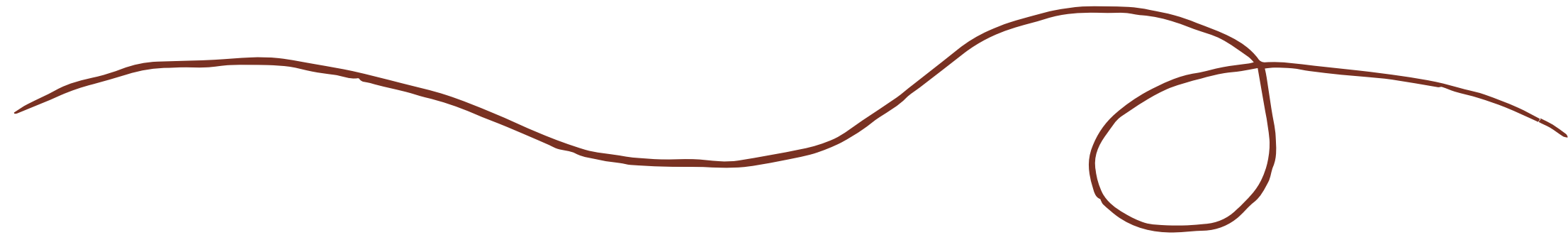


BRAND + CONTENT STRATEGY

Whitney Teal



hey there!

👋 I'M WHITNEY.

I create winning brand, content, and social media marketing strategies and campaigns that deeply affect brands and surpass expectations.

Creative, conceptual and full of ideas, I leverage **15+ years** of marketing and communications leadership experience that spans agencies, lifestyle brands, startups, the federal government + global non-profits.

My toolkit includes global social media strategy, data-driven social media analysis and insights, channel optimization, building content pillars, user-generated content, managing contests and sweepstakes, hiring and managing influencers and content creators, and standing up new social channels.



content strategy

We start with a people-centered and data-driven idea.

We have an opportunity to create channels that inform, engage, inspire, & encourage collaboration among grantees.



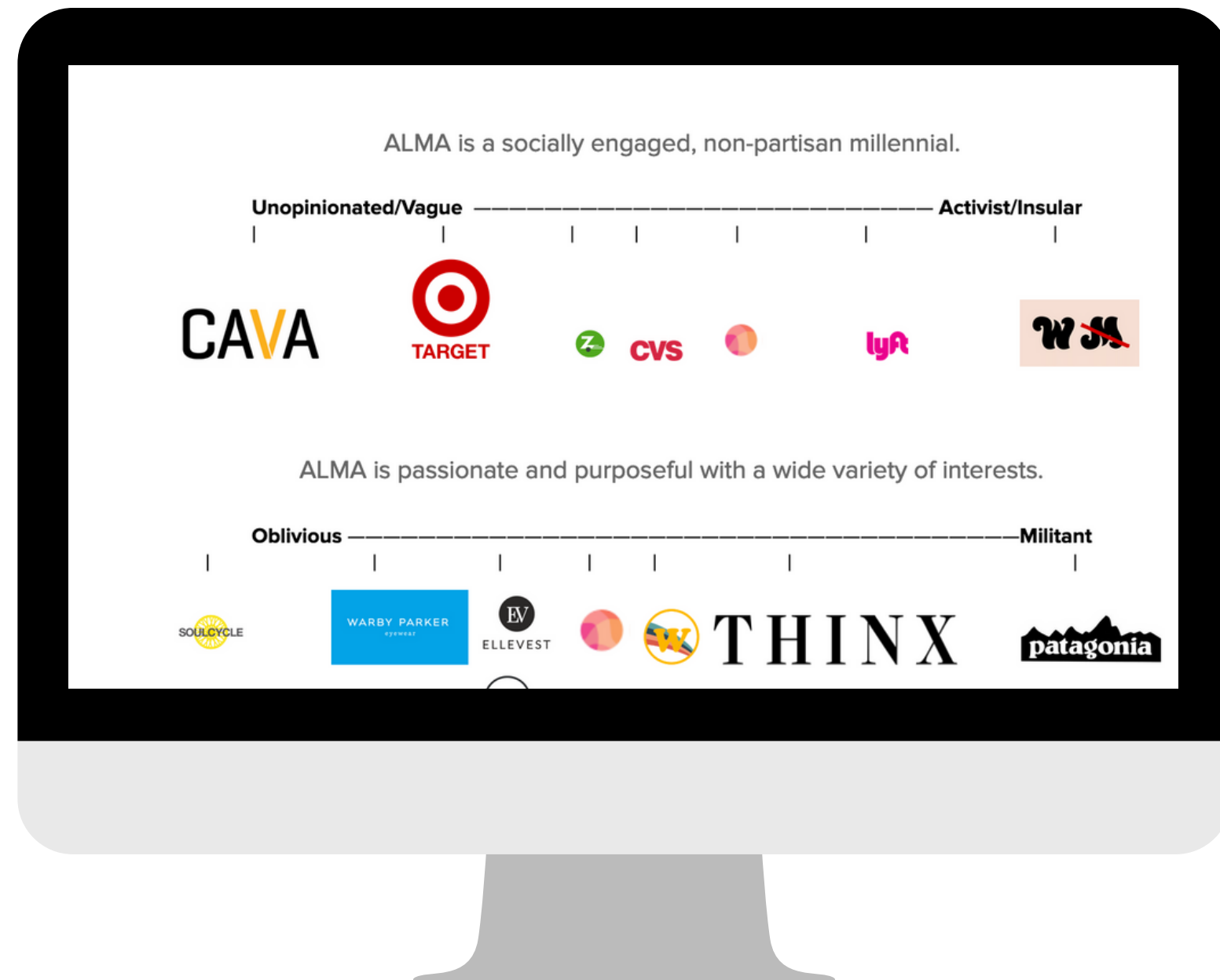
**THE FACE OF PHILANTHROPY
HAS CHANGED.
AND IT LOOKS LIKE YOU.**



ALMA

content strategy

That idea is tested against the given space + fleshed out with brand-defining exercises.



TL;DR

Say hello to your new health-conscious squad. Let's catch up about something we wouldn't share with everyone — breast health. You're safe here, and we won't judge.

Voice
How we want our community to describe our channel. Our personality.

- Conversational
- Helpful
- Inspirational
- Trustworthy
- Inclusive

Tone
How we want to sustain our brand personality. Our attitude.

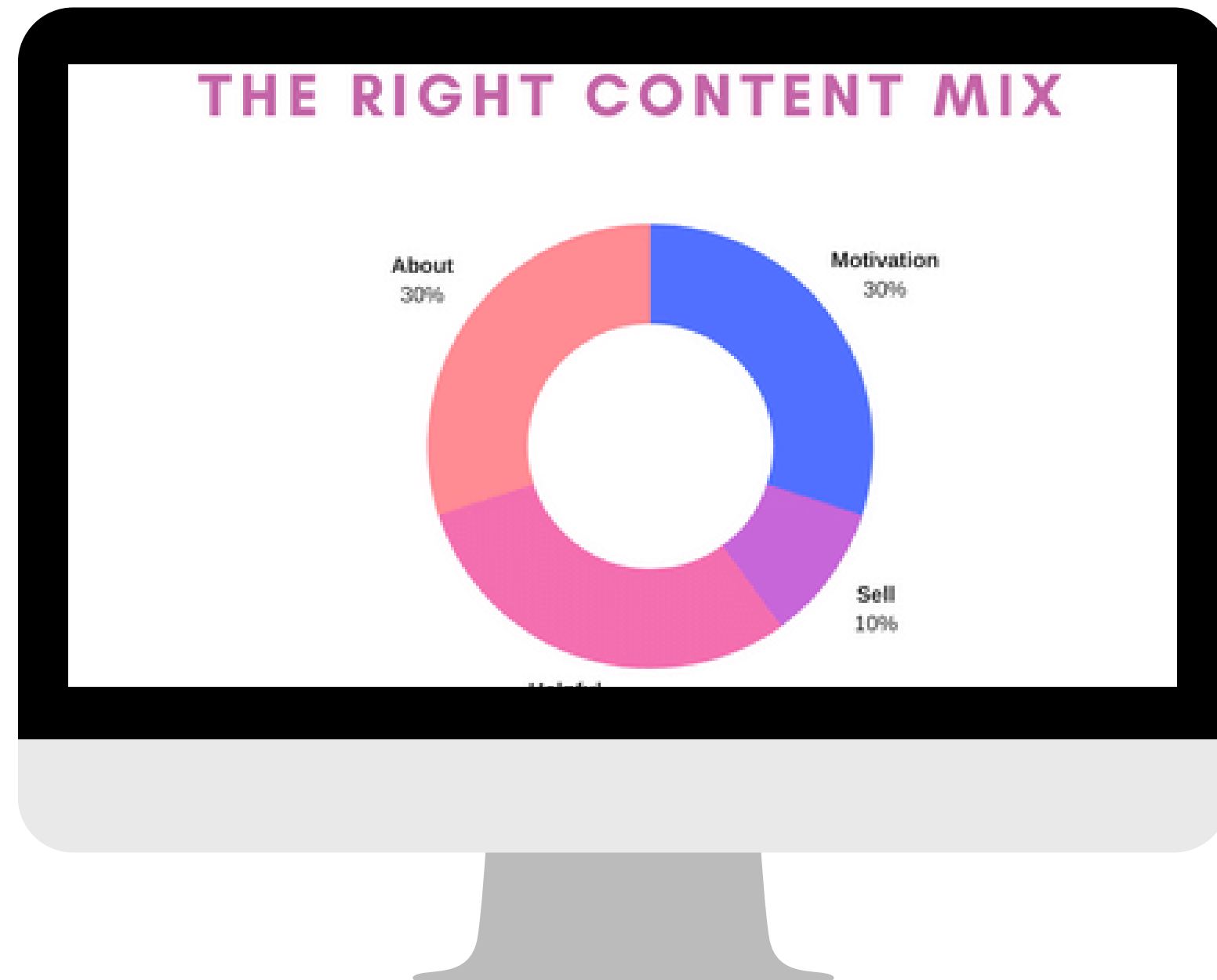
- Gentle
- Down-to-Earth
- Shame-Free
- Agnostic

Good Stuff

Detailed description: This complex block contains a 'TL;DR' summary, a 'Voice' section with a list of personality traits, and a 'Tone' section with a list of attitude traits. It also features a 'Good Stuff' logo in the bottom right corner.

content strategy

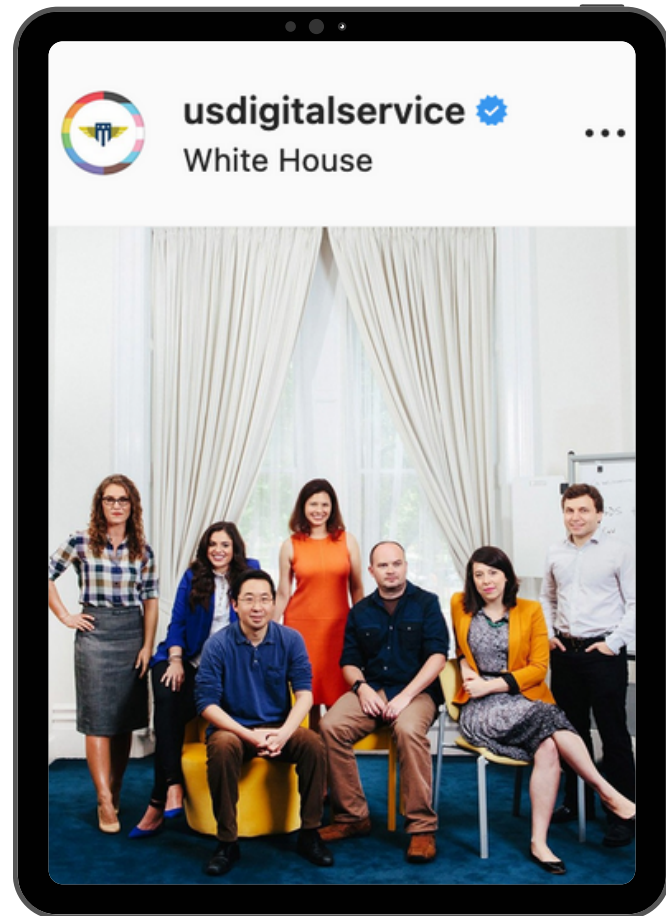
We figure out where we need to be + how we need to show up to reach our ideal customer.



Channel Tactics	FACEBOOK	TWITTER	INSTAGRAM	LINKEDIN
	<p>Primary Audience: HR departments, DEI/SR employees</p> <p>Primary Strategy: Inspire organizations to sign on to NinetyToZero</p> <p>Tactics: Highly visual, bite-sized, shareable nuggets on how we're moving the needle and how to join</p>	<p>Primary Audience: Corporate, non-profit leaders; DEI leaders</p> <p>Secondary Audience: Employees of launch partners</p> <p>Primary Strategy: Inspire cross-sectoral leaders to join NinetyToZero</p> <p>Tactics: Spur conversations around NTZ goals and encourage</p>	<p>Primary Audience: Corporate, nonprofit leaders (directors, chiefs, VPs, etc.)</p> <p>Secondary Audience: Employees of launch partners</p> <p>Primary Strategy: Encourage sign ups</p> <p>Tactics: Shareable posts on how we're moving the needle and how to join</p>	<p>Primary Audience: C-Suite, executive leadership & board members</p> <p>Primary Strategy: Create buzz and desire to join NinetyToZero</p> <p>Tactics: Spur conversations around the initiative's goals and also encourage sign ups</p>

social media samples

THE WHITE HOUSE U.S. DIGITAL SERVICE



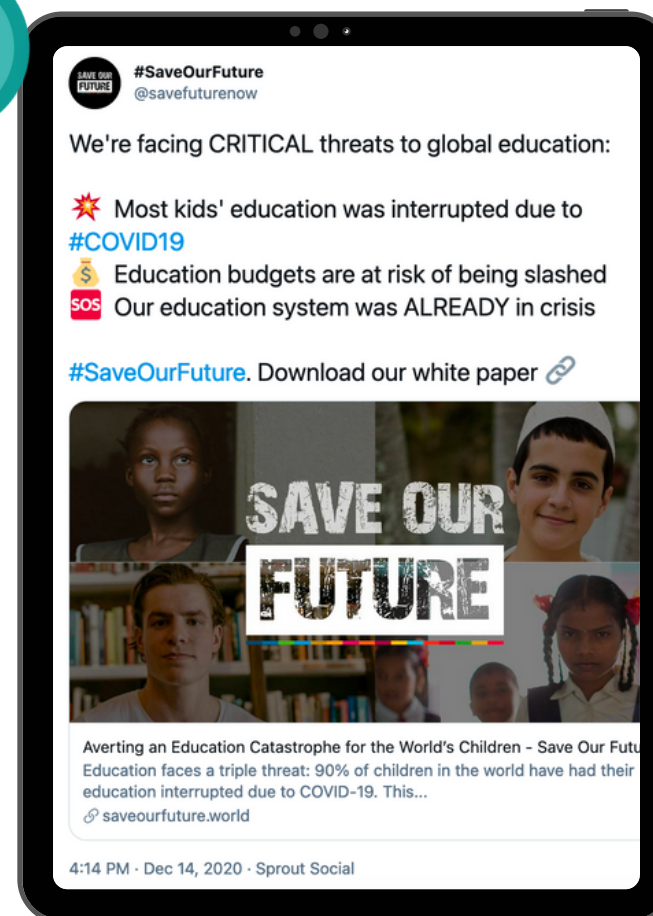
↑ 20% | Social Media Reach

"KNOW YOUR GIRLS" CAMPAIGN



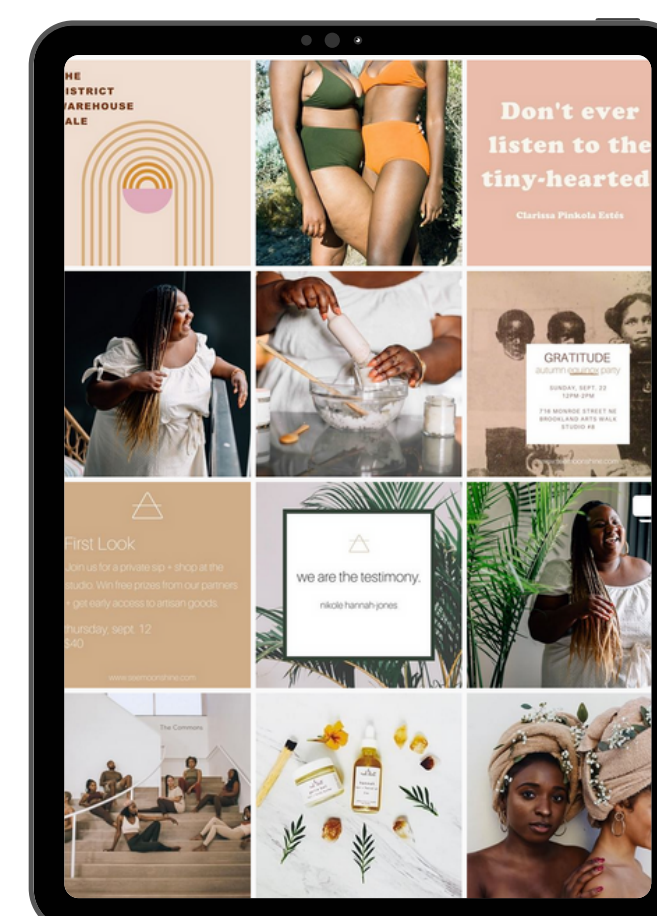
🏆 Shorty Award Winner

"SAVE OUR FUTURE" CAMPAIGN



🌍 Global LEGO campaign

RED DIRT



📈 \$10K+ in sales

THE KNOT WORLDWIDE



↑ 300% | Social Media Reach

content strategy

The results: We learn, we adjust + we win.



ALMA (seed-stage tech startup)

Optimized social + search ads to convert thousands of new customers.



Know Your Girls (Susan G. Komen Campaign)

Winner: 2018 Shorty Award, Multicultural Community Engagement.



WeddingWire

Tripled social media reach for GayWeddings.com in 1 year to 50K+ without ad spend.



ACTIVE Network

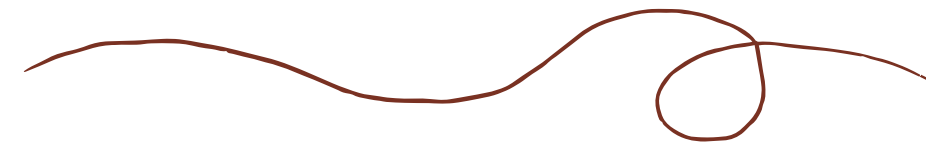
Increased email subscribers by 300% in five months.

recommendations

Dan Hill

Director of Product: Growth and Performance Marketing, Brex

Whitney is exceptional. **She joined ALMA very early in our journey and was instrumental in developing our brand, voice, messaging and marketing. She was very versatile and quickly able to move between all kinds of different work.** I'd highly recommend her! Loved having her on the team.



Carrie Elstner

Vice-President, Product Marketing, Clio

Whitney is the perfect person to **manage a content marketing program from strategy through execution.** Her creativity, expertise + ability to quickly understand complex projects, personas + brands is truly remarkable.

clients

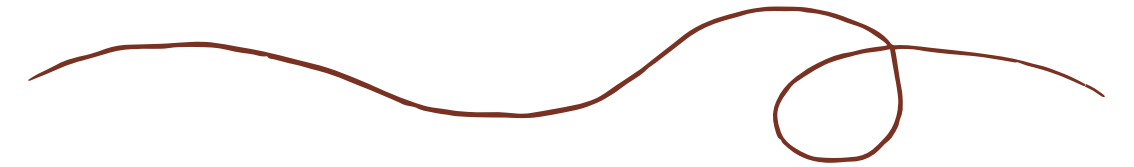


WEDDINGWIRE





thanks!



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