

SOCIAL MEDIA MANAGEMENT

PORTFOLIO

@MYSOCIALPULSEMEDIA

MYSOCIALPULSEMEDIA.COM

Hey there, I'm *Darius*

I am the owner of Social Pulse Media, a social media agency that specializes in social media management. We believe that being proactive, planning meticulously, and staying strategic are the keys to unlocking your business's true potential in the digital sphere.

Every business, regardless of its size, deserves the opportunity to achieve its goals. Whether it's boosting your social presence, increasing brand awareness, or driving engagement, we are committed to crafting tailored strategies that align with your unique objectives.

Below are some of my past and current clients, along with key metrics for each.



SOCIAL PULSE MEDIA LLC

Mission

My mission is to help businesses grow naturally and reach their goals. At Social Pulse Media, I believe every business, big or small, deserves the chance to succeed. Whether you want to boost your social presence, raise brand awareness, or drive engagement, I'm dedicated to creating strategies that fit your unique needs.



THE CENTER FOR CHILDREN WITH SPECIAL NEEDS

GOALS

Our goal for CCSN was to prioritize and enhance their LinkedIn presence, aiming to become more active and drive greater audience interaction with their content. After auditing their account, I developed a strategy centered around the culture of CCSN. After 30 days, we have seen great progress. Additionally, I created strategies for their Facebook and Instagram, both of which are also successfully meeting my client's goals.

AFTER 90 DAYS OF WORKING TOGETHER

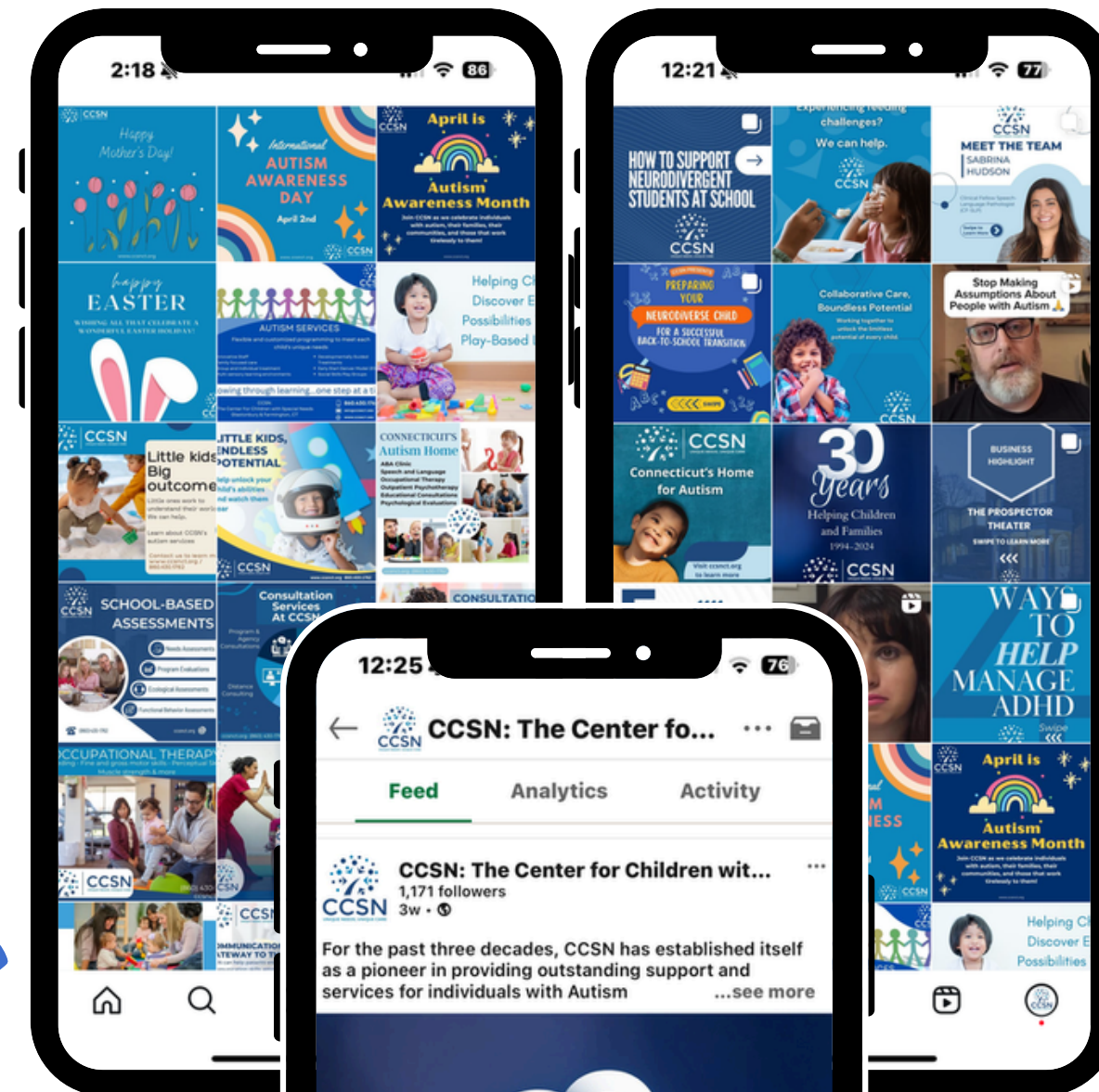
KEY METRICS LINKEDIN

Follower Count: ↑ +5%

Engagement Rate: ↑ +129%

Interactions: ↑ +11,389%

Before



After


[Click Here to Visit CCSN's Page](#)

CCSN AD CAMPAIGN


GOALS

The goal for the two ad sets for CCSN was to use the same creative to serve two distinct purposes: first, to drive more visits to their Facebook profile and encourage follows in light of their new content rollout; and second, to increase website traffic with the specific aim of boosting contact form submissions for enrollment in their Early Learning Center.

INCREASE FACEBOOK VISITS

Ad	Aug 13, 2024 • Created by Dario...	Completed	-- Views	17,985 Reach	263 Link clicks
	Is your child under 5 and diagnosed with Autism? CCSN's Early...				

INCREASE WEBSITE TRAFFIC

CCSN Early Learning Center > 1 ad set > 1 ad					
	Oct 2, 2024 Traffic	Completed	16,811 Views	21,683 Reach	461 Link clicks
	ID: 120215392979160404				

“Darious has been a wonderful partner and we have seen tremendous growth in our social media presence! He is responsive, the content is relevant and engaging, and his expertise and insights have been invaluable. Highly recommend!”

-SETH POWERS
CO-DIRECTOR OF CCSN



SHORELINE LIVING WITH LISA

GOALS

Our client wanted to build a personal brand as a realtor, using not only colors and patterns but also incorporating shoreline elements and memorable taglines. We decided that boosting her reels content with a fun and authentic approach would be the most effective strategy. Within the first two weeks, we saw a noticeable increase in engagement.

AFTER 90 DAYS OF WORKING TOGETHER

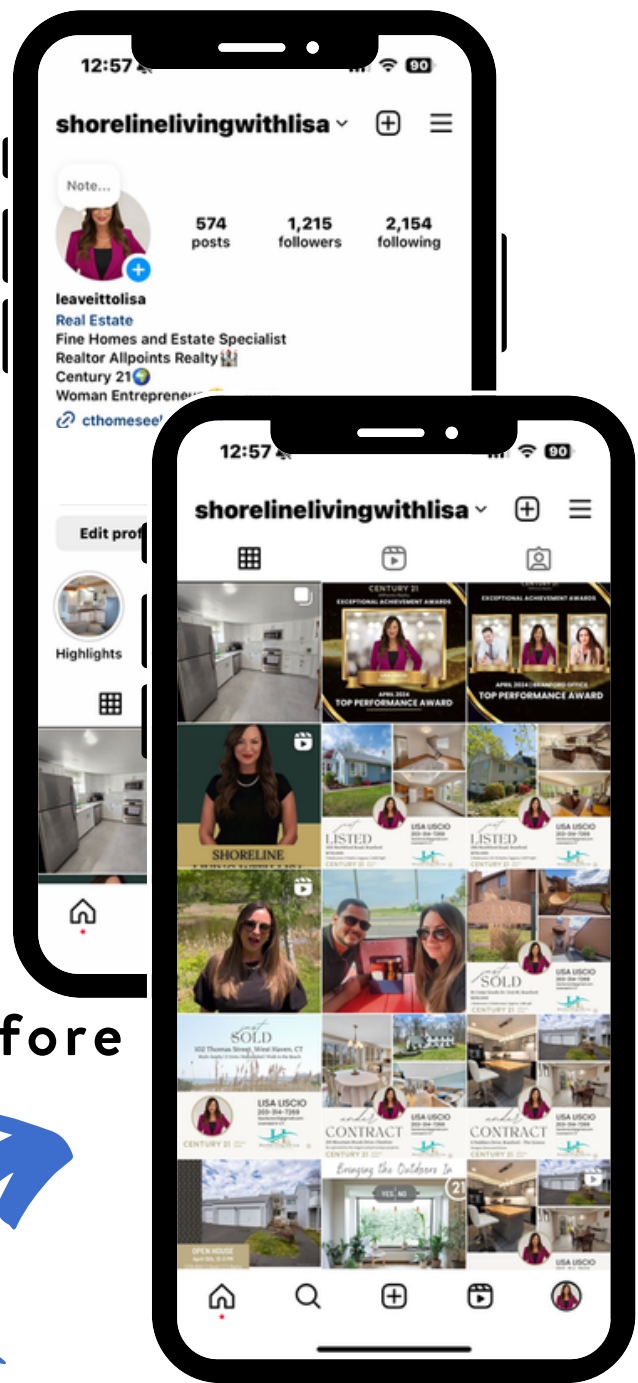
KEY METRICS

Follower Count: ↑ +2.5%

Engagement Rate: ↑ +71%

Reach: ↑ +25%

Before



After



“I started working with Darios after I saw the visible improvement he had made in one of my clients social media marketing campaigns. Being a Realtor, having an online presents is so important. After working with Social Pulse Media my engagement and reach has grown over 300%. If you want to take your business and marketing to the next level call Darios Texira.”

-LISA L.

[Click Here to Visit Shoreline Living with Lisa's Page](#)

PERCH COWORK

GOALS

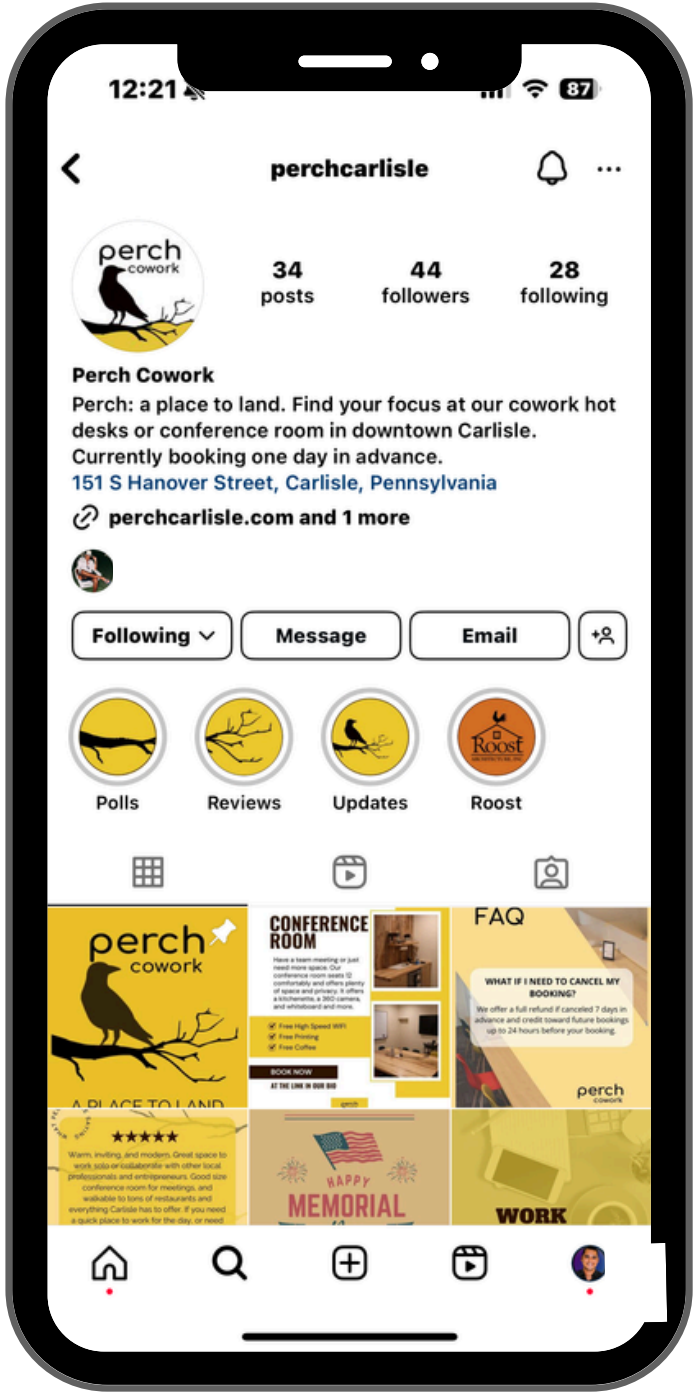
Our client sought to strengthen their connection with their audience and develop brand visuals featuring patterned designs in their brand colors. Despite being open for a year, they had no social media presence, felt unnoticed, and lacked traction. To help, we provided social media management and light branding services, crafting a cohesive and professional-looking feed while diversifying content to engage their target audience more effectively

AFTER 150 DAYS OF WORKING TOGETHER

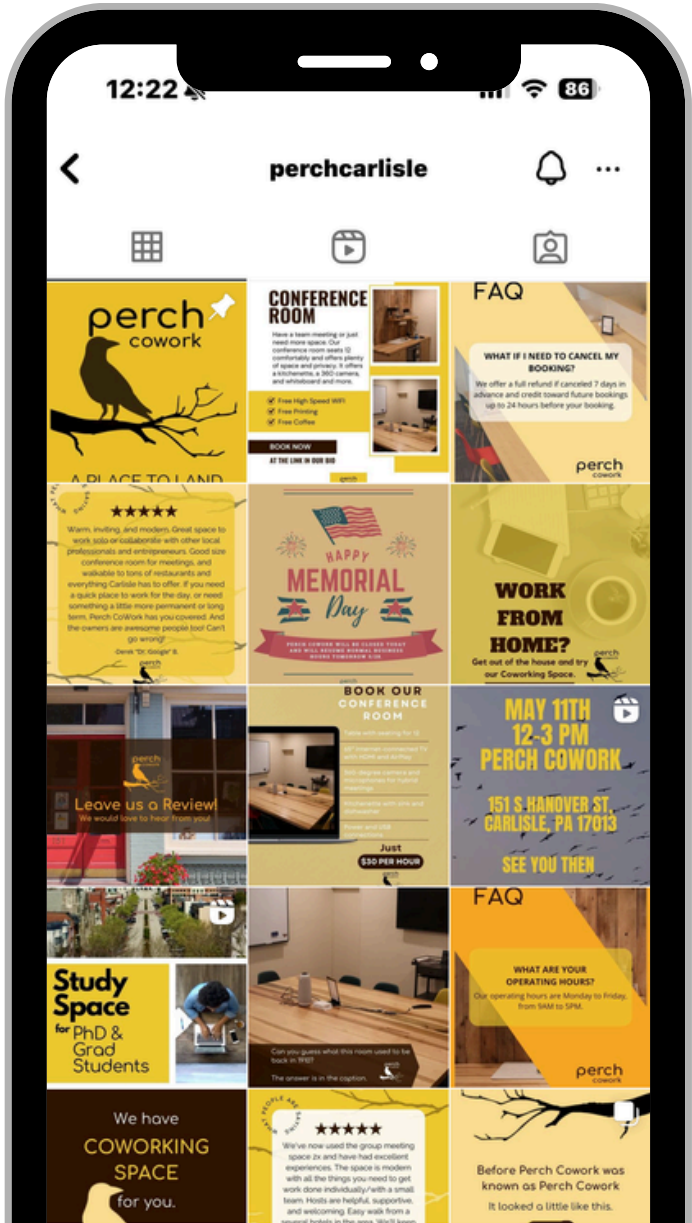
KEY METRICS

- Follower Count: 44
- Engagement Rate: ↑ +7.6%
- Reach: ↑ +205%

“Highly recommend Social Pulse Media! Darious was professional, courteous, creative and flexible as we worked together to launch a new cowork in Carlisle, PA. He helped us form our brand's personality and our first foot forward looked great and consistent with his help! Thanks so much for all you did!”
-RICHELLE D.



[Click Here to Visit Perch CoWork's Page](#)



HMOV PSYCH

[Click Here to Visit HMOV Psych's Page](#)

GOALS

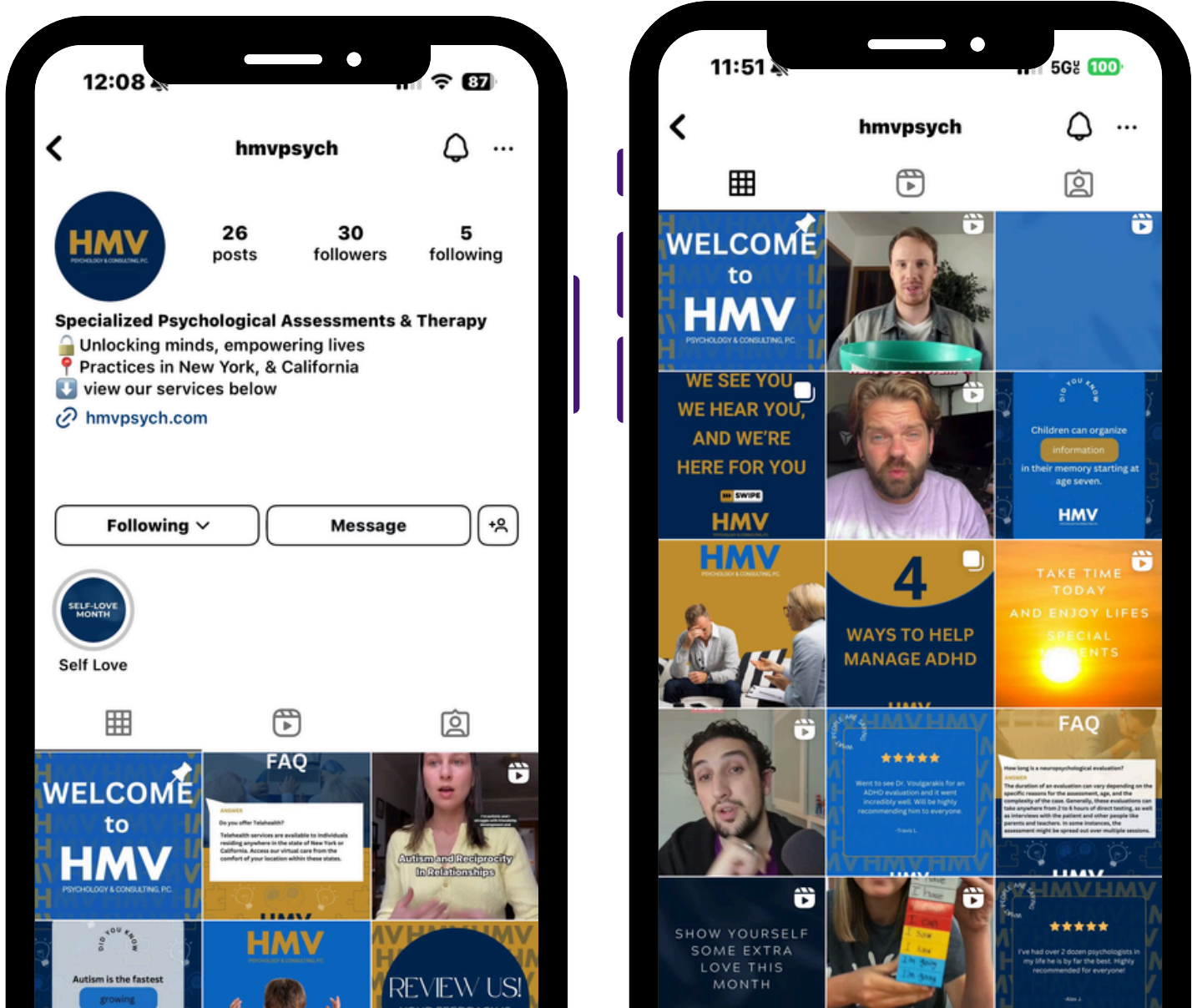
Our client just launched their own practice and needed social media. We delivered a branded Instagram feed, crafted engaging content, and developed a comprehensive social media strategy to meet their needs.

"Efficient, knowledgeable, easy to work with!"
 -HARRY V.

AFTER 90 DAYS OF WORKING TOGETHER

KEY METRICS

Follower Count: 30
 Engagement Rate: ↑ +11.3%
 Reach: ↑ +187%



HOTEL MARCEL

GOALS

Our objective was to boost enrollment in the Hilton Honors Rewards program for a new hotel in New Haven, CT. I devised a flyer featuring a distinctive QR code, prominently displayed at the front desk. This strategic placement not only enhanced visibility but also fostered meaningful interactions with front desk staff, resulting in a notable increase in sign-ups and overall engagement of the property. Additionally, I created a few social media posts in training for working in the sales department of the hotel.

KEY METRICS

Enrollments ↑ +15%



Welcome

Easily Join Hilton Honors Today

- Earn points for free and discounted nights
- Complimentary WiFi
- Mobile check in



Scan & Sign up for Free



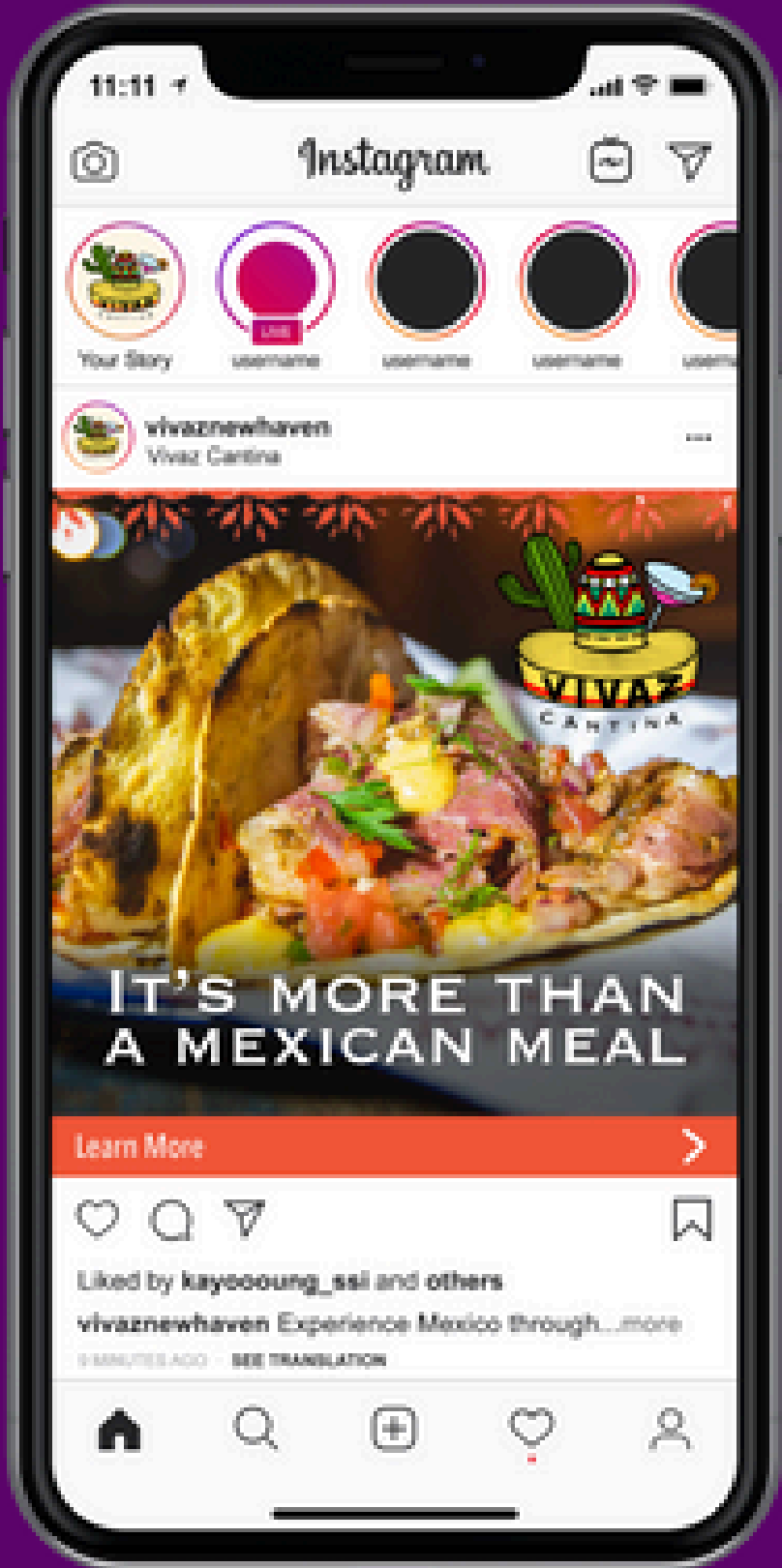
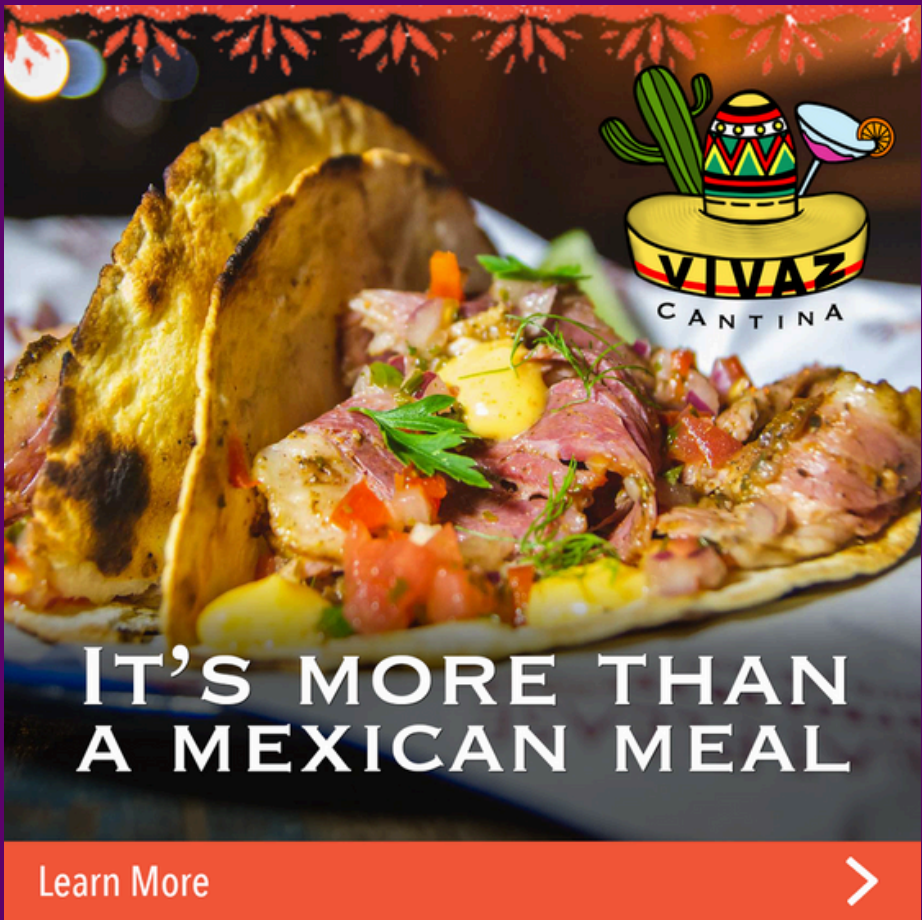


VIVAZ CANTINA

GOALS

This is the full collection of media collateral created for a detailed 6-month campaign plan for Vivaz Cantina in New Haven, CT. Click the link below to view the complete campaign.

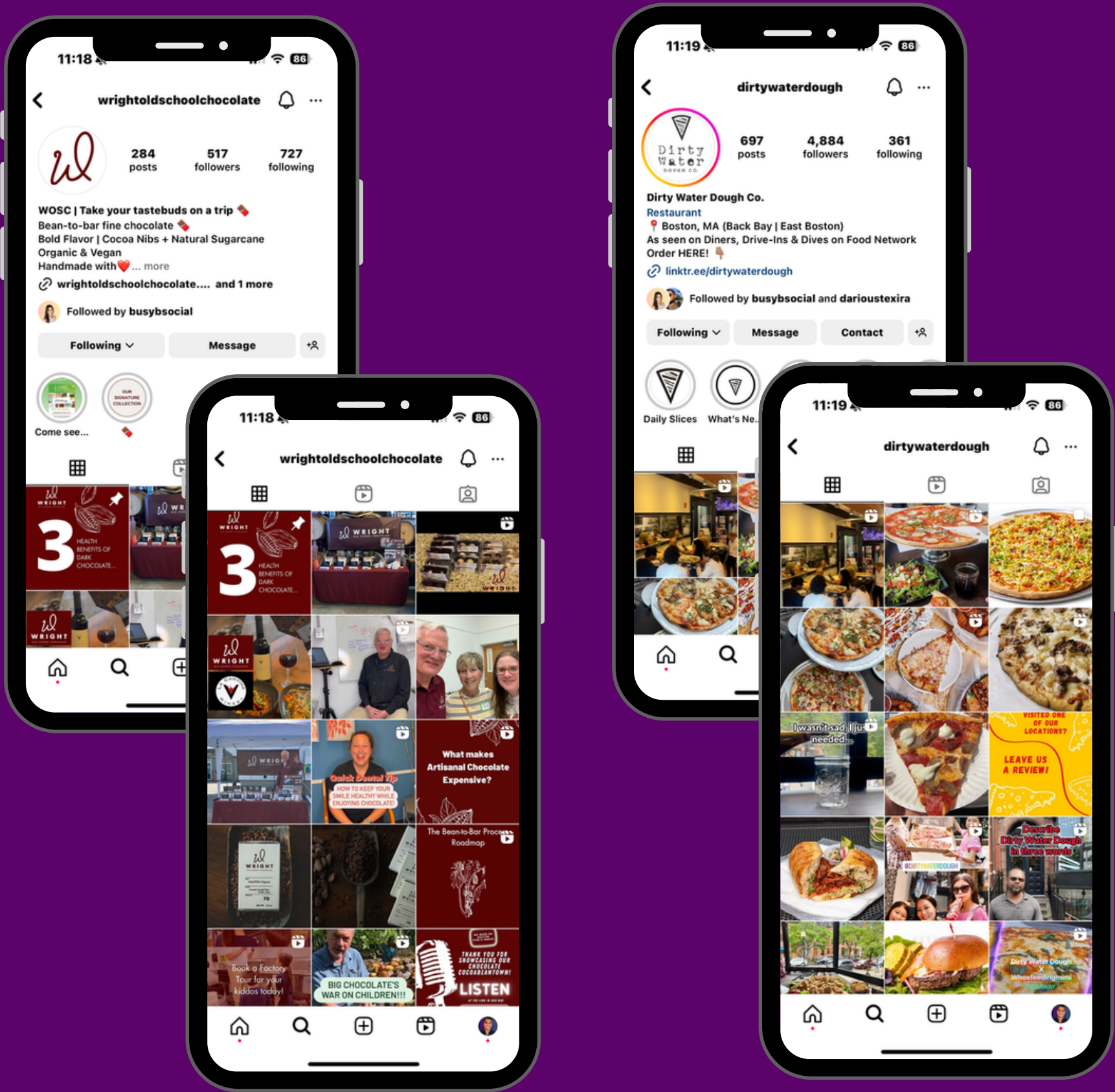
[Campaign Plan Here](#)



FREELANCE

In addition to my business, I've been freelancing in social media design for the past three years with BusyB Social, a small social media management company in Boston. I remotely create content and write copy for 2 of their accounts. Visit their pages at the links below.

Wright Old School Chocolate
Dirty Water Dough





BRANDING



Before



Dr. Paul Bied, DDS, LLC

8 posts 51 followers 9 following

Our goal is to perform optimal dental care in a relaxing and comforting surrounding.

www.oldsaybrookdentist.com

After



Dr. Paul Bied, DDS | Old Saybrook Dentist

8 posts 51 followers 9 following

General, Cosmetic & Family Dentistry

Gentle care in a calm, welcoming environment

Old Saybrook, CT

www.oldsaybrookdentist.com

THEME

- Warm & Welcoming Care: Highlighting the comforting atmosphere, friendly team, and personalized attention that make every patient feel at home.
- Educational & Trust-Building: Focus on demystifying dental care with simple, helpful tips that build trust and long-term relationships.



Color Palette



SEO Optimized BIO

Stellato's Deli & Catering | North Haven, CT

14 posts **52** followers **46** following

Breakfast, lunch & catering done right. Family-owned since 2010
🍷 Deli favorites. 🍴 Custom catering. 🍷 Friendly service.
👉 Check the menu or book catering:
stellatosdeli.com

Branded Business Card



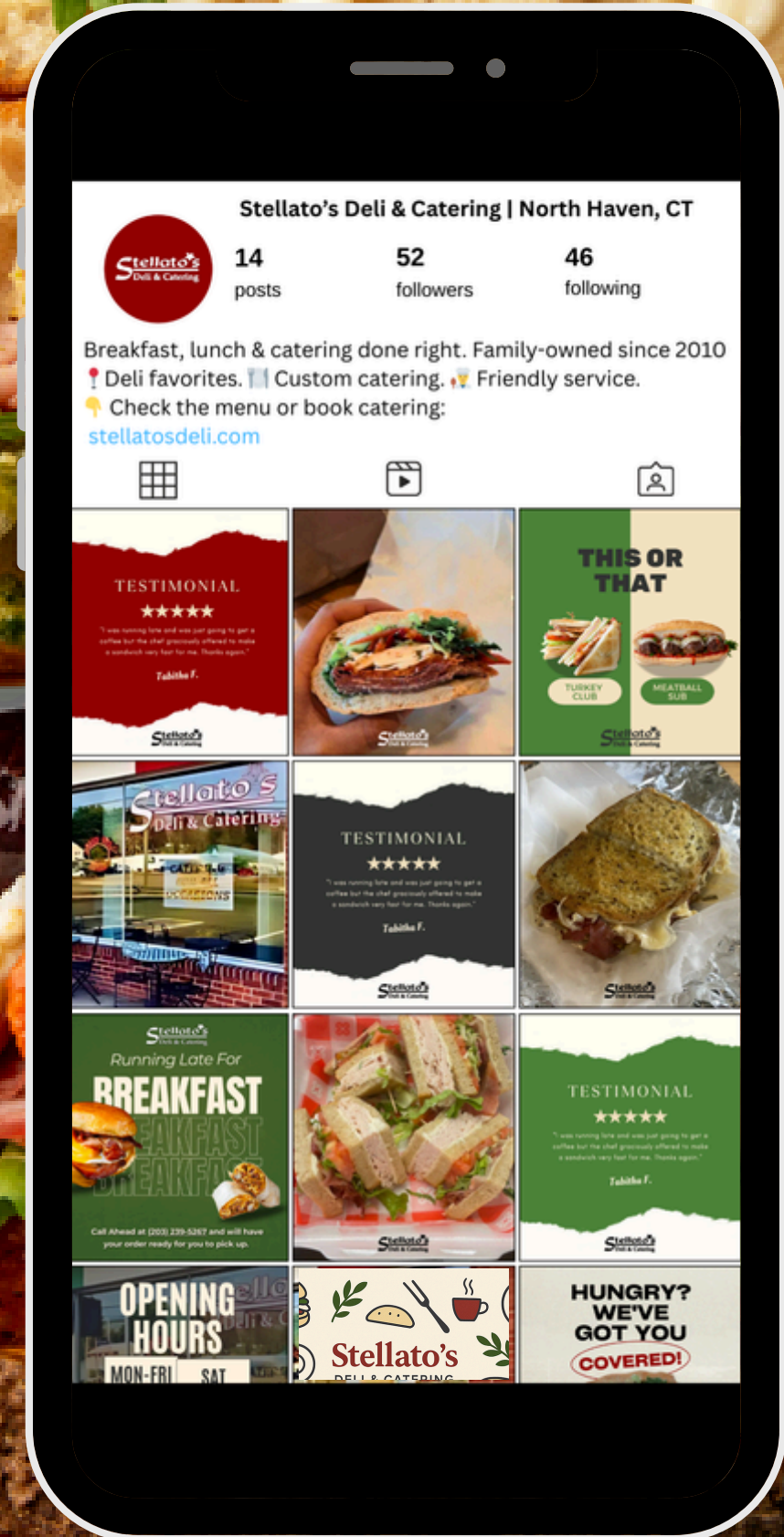
BRANDING

Stickers



Profile Picture

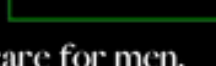











IG Feed Preview



Daily Story Templates



The following slides showcase mock creative briefs developed using real research. While these briefs were not used by the actual companies, they highlight an additional skill set, demonstrating both creative thinking and the strategic planning process behind pairing a brief with a campaign plan.

<div data-bbox="1842 247 2079 294"> <h1>CREATIVE BRIEF FOR</h1> </div> <div data-bbox="2125 277 2312 333">  </div> <div data-bbox="1842 350 2285 384"> <p>Uncomplicated skin care for men.</p> </div> <div data-bbox="1842 384 2145 420"> <p>By: Darius Texira</p> </div>	<div data-bbox="2459 247 2882 294"> <h2>THE PROBLEM</h2> </div> <div data-bbox="2459 311 2882 384"> <p>Most men do not use skin care products because they are expensive, complicated, and take too much time.</p> </div>
<div data-bbox="1842 437 2125 470"> <h2>THE FACTS</h2> </div> <div data-bbox="1842 487 2352 658"> <div>  <div> <div>33%</div> <p>Of men say they don't wash their face on a daily basis.</p> </div> </div> <div>  <div> <div>45%</div> <p>Of men think that regular soap is as effective as men's facewash</p> </div> </div> <div>  <div> <div>40%</div> <p>Of men have never tried a skin care product designed for men.</p> </div> </div> </div>	<div data-bbox="2459 437 2882 470"> <h2>THE BIG PICTURE</h2> </div> <div data-bbox="2459 487 2882 658"> <p>Society today is moving in a progressive direction. The skin care industry was once only catered towards women, but that is no longer the case. We now have a huge market and opportunity in men's skin care.</p> </div>
<div data-bbox="1842 658 2352 709"> <h2>BENEFITS OF HAVING A SKIN CARE ROUTINE</h2> </div> <div data-bbox="1842 726 2352 879"> <div>  <p>Fast Results</p> </div> <div>  <p>Slows Down Aging</p> </div> <div>  <p>Improves confidence</p> </div> </div>	<div data-bbox="2459 658 2882 709"> <h2>THE OBJECTIVE</h2> </div> <div data-bbox="2459 726 2882 879"> <p>Provide men who have little knowledge of skin care with a budget friendly and easy to use skin care product.</p> </div>
<div data-bbox="1842 879 2352 930"> <h2>THE TARGET AUDIENCE</h2> </div> <div data-bbox="1842 947 2352 1101"> <p>This ad campaign will be specifically targeted towards gay men 25-30 years old with an average salary ranging from \$35k-\$55k. These men may or may not be familiar with men's skin care brands but will need a skin care regimen designed for them. They will require a budget friendly product that is simple not time-consuming routine</p> </div>	<div data-bbox="2459 879 2882 930"> <h2>UNIQUE SELLING POINT</h2> </div> <div data-bbox="2459 947 2882 1101"> <p>Tiege Hanley creates men's skin care for oily skin, normal skin, dry skin, and even mixed toned skin.</p> </div>
<div data-bbox="1842 1101 2352 1151"> <h2>EXECUTION REQUIREMENTS</h2> </div> <div data-bbox="1842 1168 2352 1583"> <p>This ad campaign will run on the following media outlets and provide a link that when clicked will direct the user to the website.</p> <div>      </div> </div>	<div data-bbox="2459 1101 2882 1151"> <h2>#menneedskincaretoo</h2> </div>

MOCK CREATIVE BRIEFS

CREATIVE BRIEF FOR



By: Darios Texira



THE OBJECTIVE

-Increase Otter products sales by 10% over a 6 month period.

-Increase brand awareness of various Otter Products.

BENEFITS OF OTTER PRODUCTS




Durable Product Protection



Save Money



Give Back to The Community



UNIQUE SELLING POINT

Otter Products have experience with device protection that no one else has as they have been providing top quality protection to smart devices since 1998. Leading the way in smart device protection so that wherever people go technology can safely go with them.




THE BIG IDEA

The big idea for this campaign is that mistakes happen. Otter products have been protecting people from when those mistakes happen since 1998. No matter who you are or what you do mistakes happen. We want the audience to know the brand that fits them and know that even picking a different brand of protection means they still need device protection and otter box is the one to provide that.



THE PROBLEM ?

Less people use Otter products aside from phone cases due to lack of knowledge of other various products being offered.



TARGET AUDIENCE

This ad campaign will be specifically targeted towards men and woman 35-45 years old with an average salary ranging from \$45k-\$50k. This audience prefers top quality items that are the best they can get. This audience may or may not be familiar with the various otter products there are, but could utilize those products in their life. They will require a durable product that does what it says it will do.

EXECUTION REQUIREMENTS

- At least 3 different print ads from various otter products brands will be created and one advertised in a popular technology or lifestyle magazine every 2 months over a 6 month period.
- A content calendar will be created monthly for 6 months along with UGC that is targeted to the target audience.
- Facebook and Instagram social media platforms will be the primary media used.
- We will break down our audience into segments so we can target specific Otter Product brands and increase awareness to the different segments of our audience. Therefore expanding the overall reach of the campaign.



Because mistakes happen

MOCK CREATIVE BRIEFS

CREATIVE BRIEF FOR

By: Darius & Kayoung



THE OBJECTIVES

- Increase sales and revenue by 15%
- Increase retention by 10%
- Increase the number of Instagram followers by 5%
- Increase the number of Facebook followers by 5%
- Increase the number of visitors to the website by 10%

BENEFITS OF VIVAZ CANTINA



Fresh &
Local produce



Be apart of your
community



Experience
Mexican Culture



THE BIG PICTURE

The big idea for this campaign is that Vivaz Cantina is more than just a Mexican restaurant. It's a place to spread Mexican culture and tradition to the New Haven area and build appreciation for the Latin American and Mexican community.



It's more than a Mexican meal

THE PROBLEM ?

Vivaz Cantina has done a rebrand of the formerly known Vivaz Zapata. They need to reinvigorate Vivaz cantina as a brand to attract customers in a city that is heavily saturated with Mexican and Latin American restaurants and has little to no advertising or campaigns.



TARGET AUDIENCE

The target audience will be men and women ages 25-35. They love to eat out and explore various types of food. They are a part of the working class and make around \$45,000 to \$55,000 per year. They are blue-collar workers that are local to the town of New Haven and surrounding cities.

EXECUTION REQUIREMENTS

- A content calendar will be created monthly for 6 months along with UGC that is targeted to the target audience.
- Facebook and Instagram social media platforms will be the primary media used.
- A billboard ad for the exit ramp into New Haven will be created.
- Create 1 or 2 print ads in local New Haven magazines or new papers.

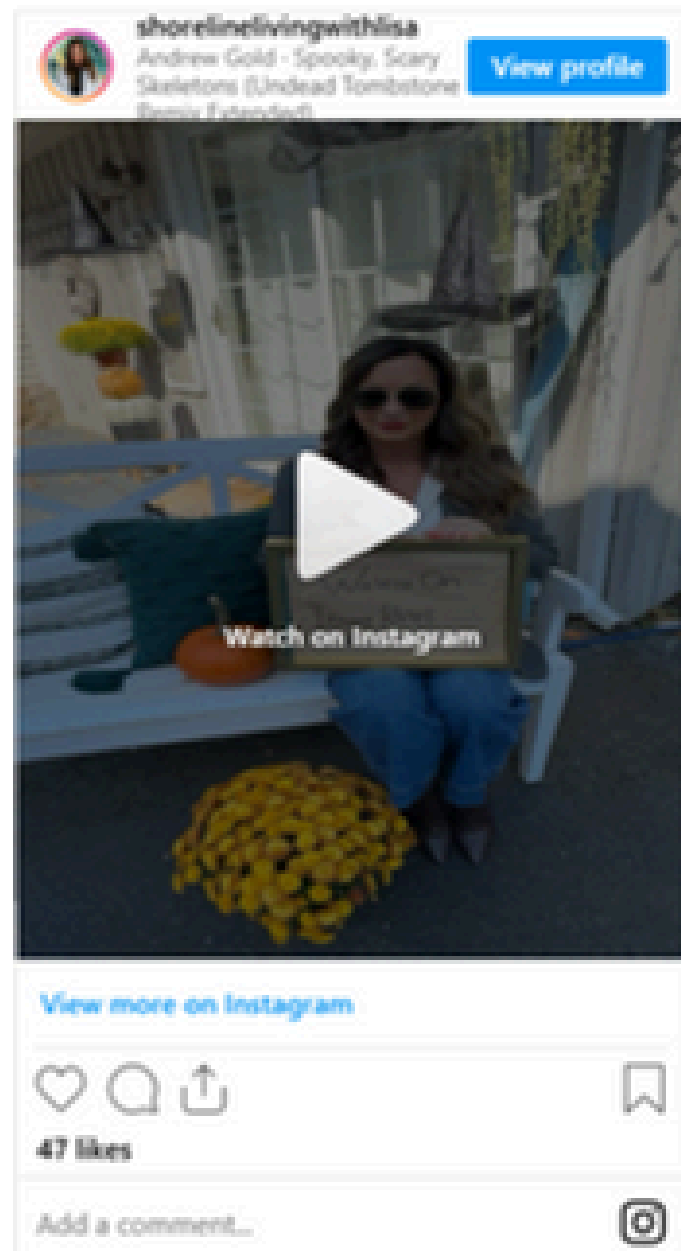


UNIQUE SELLING POINT

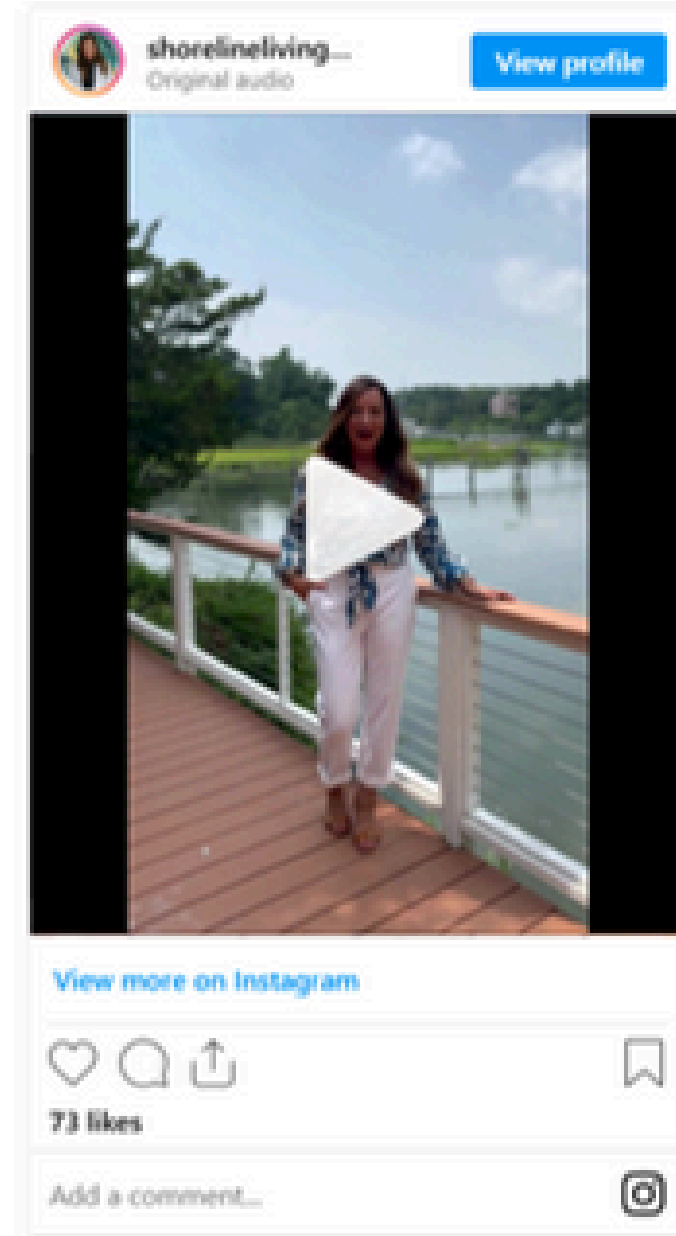
What sets them apart as a Mexican restaurant is the incorporation of Mexican culture through food, music, holidays and more. Its the only place in New haven where you can get such an experience that's true to Mexico.

My Most Viewed Reels

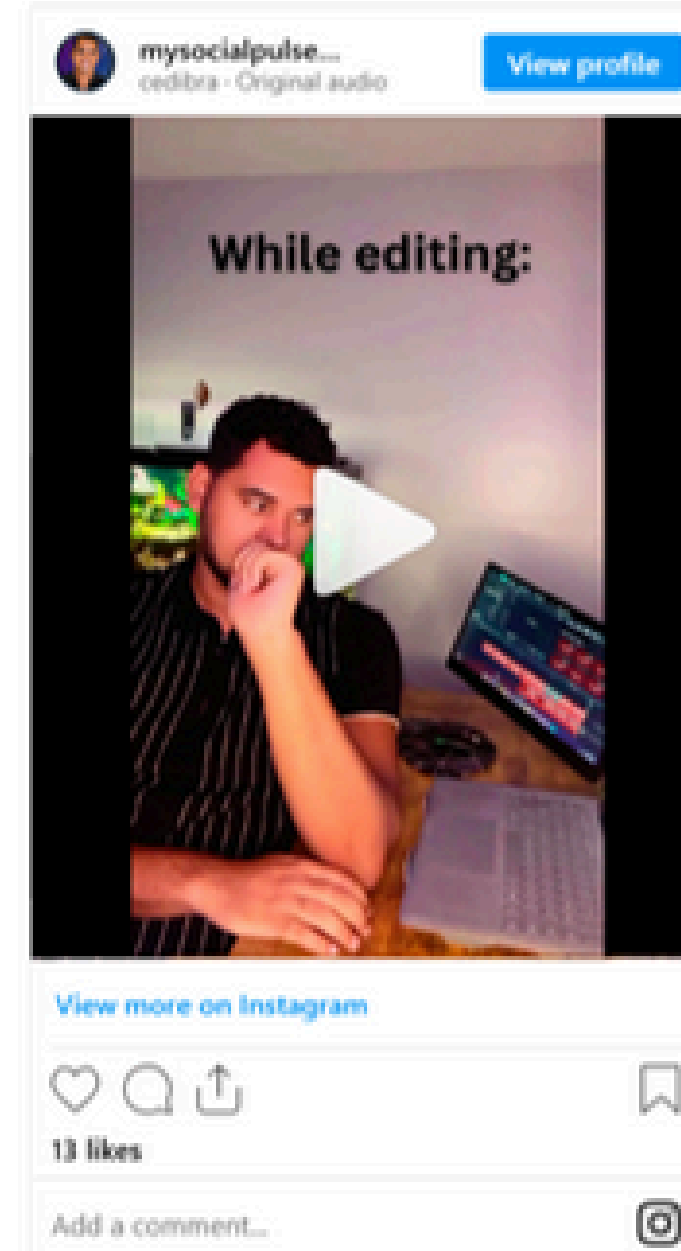
(double click the number of views to watch the video)



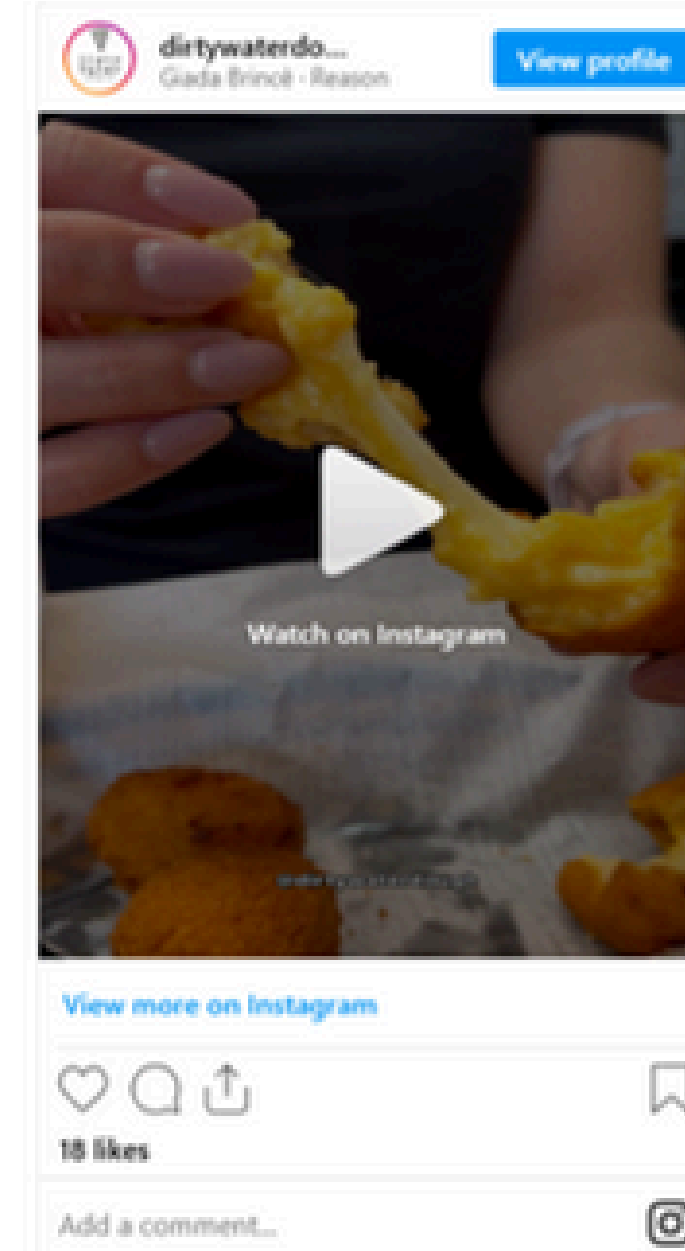
1,016+ Views



1,007+ views



1,060+ Views



2,480+ Views