



VALERIA ARAUJO'S SHORT (AND SWEET) PORTFOLIO REEL

SOCIAL MEDIA CONTENT CREATION

By researching trends and staying active on social media I was able to grow BN Milford's TikTok to 100k followers and increased engagement on IG post.

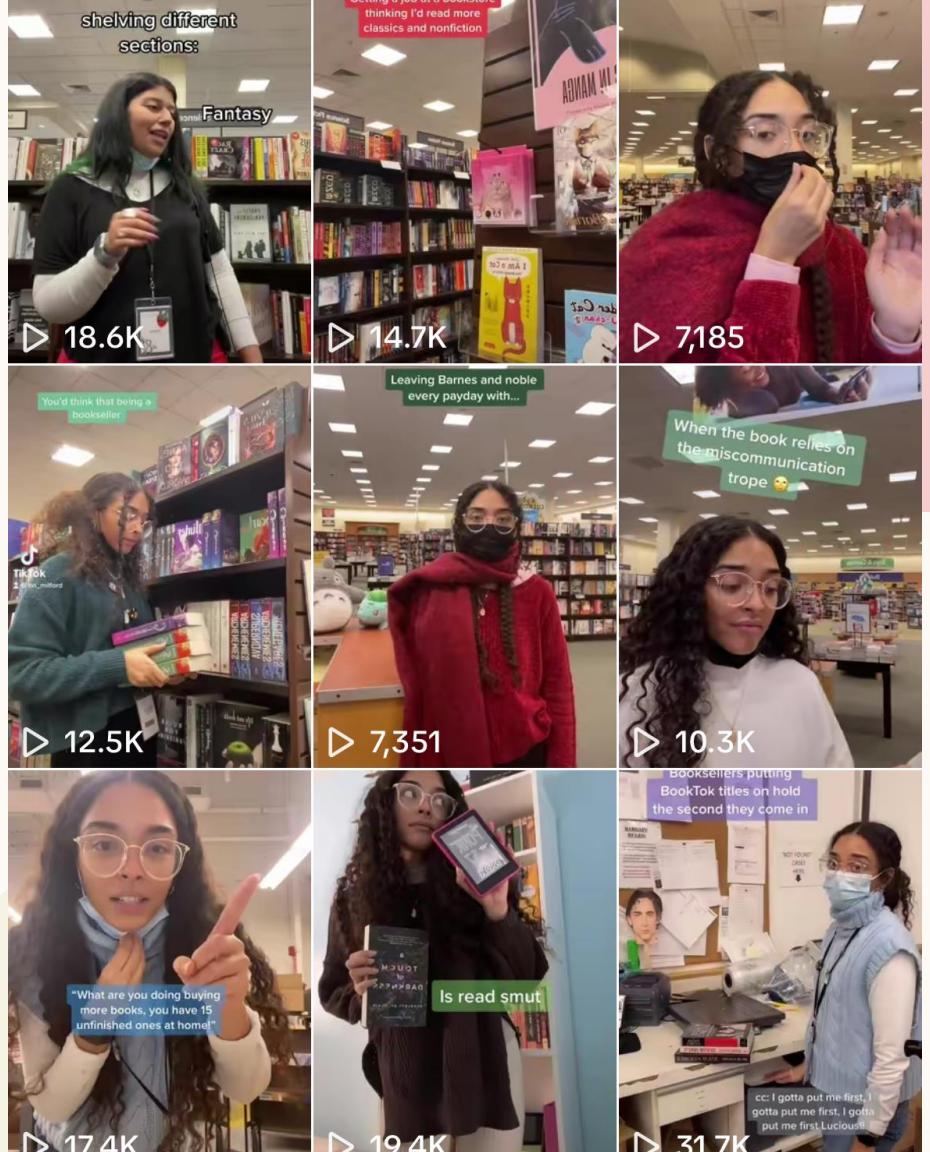
LITTLE MISS BUYING
BOOKS WHEN SHE HASN'T
TOUCHED HER TBR



240 Q 1
Liked by ria_araujo and others
bnmilford
Barnes & Noble



171 Q 3
Liked by nicole_kopek and others
bnmilford Thank you so much to the lovely @kuangrf for stopping by to sign a few copies of The Poppy War trilogy! Pick them up before they're gone! ... more
brownlarkstudioarts Wow that's awesome!
missbeez 🤩💖 can't wait to read The Poppy War!
March 14, 2022



PRINT ADVERTISING

Experience using Canva and Adobe Creative Cloud to make promotional flyers for school events, special offers, and notices in both English and Spanish.

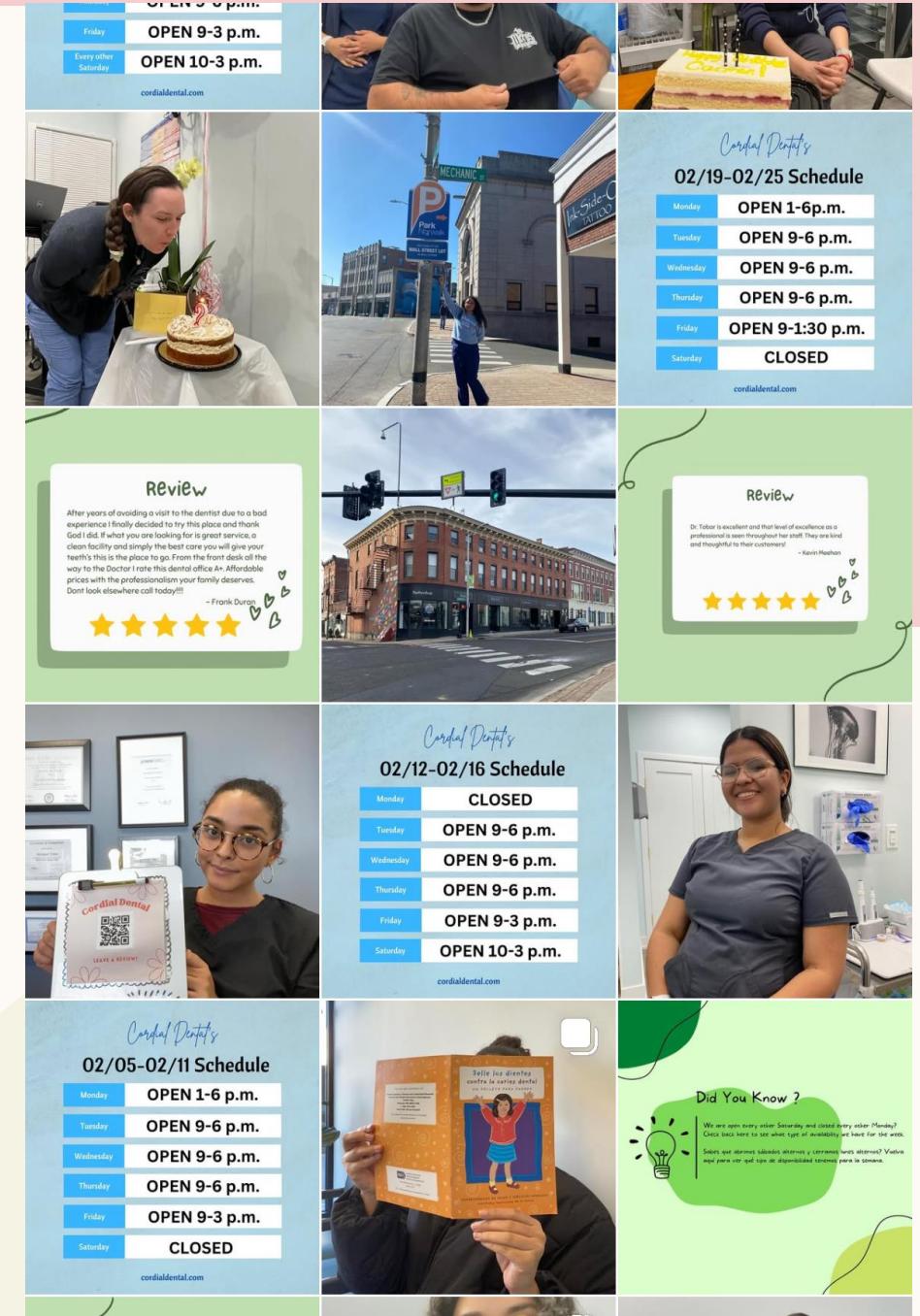
The image displays three examples of print advertising:

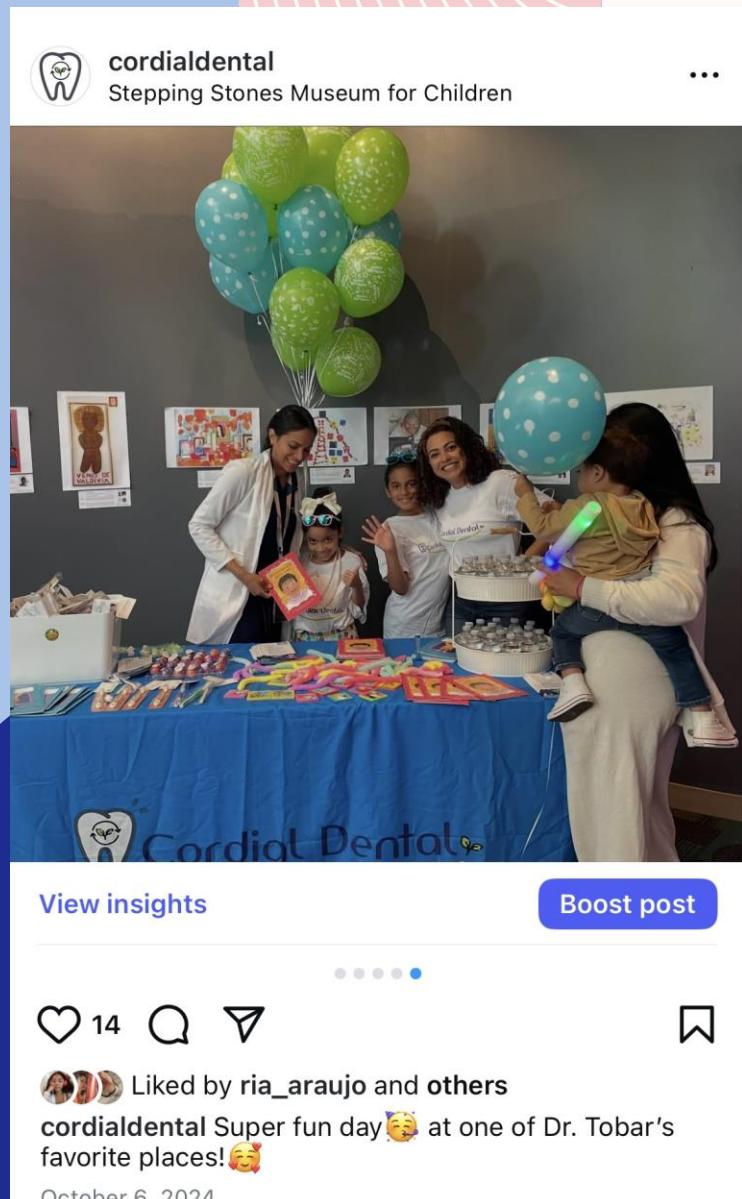
- Creative Connections Flyer:** A pink flyer for 'WELCOME TO CREATIVE CONNECTIONS'. It features illustrations of children reading books and includes text about weekly events: 'Every Thursday we read and write a range of different songs, poems, stories. Come create with us! Thursday's 8-9:30 PM @ New Haven Youth Continuum or Follow our IG: SCSU_CC'.
- Cordial Dental Office Postcard:** A blue postcard for 'Cordial Dental Office'. It features a large 'Thank you for your trust!' in yellow, two white tooth icons with yellow stars, and the text: 'The highest compliment our patients can give is the referral of their friends and family.' The bottom features a row of white teeth icons.
- AVISO Notice:** A light blue notice with the word 'AVISO' in large blue letters. It contains text in Spanish: 'LE PEDIMOS QUE NOS PROPORCIONE UN AVISO DE CANCELACIÓN CON 24 HORAS DE ANTELACIÓN PARA CUALQUIER CITA.' and 'NUESTRO SISTEMA SE RESERVA EL DERECHO DE CANCELAR CITAS NO CONFIRMADAS SIN PREVIO AVISO. GRACIAS!'.

3

BRANDING

Consistent and cohesive social media branding to elevate recognition and help build trust with patients.





cordialdental
Stepping Stones Museum for Children

...

[View insights](#) [Boost post](#)

14 [Q](#) [V](#)

Liked by [ria_araujo](#) and others

cordialdental Super fun day 😊 at one of Dr. Tobar's favorite places! 😊

October 6, 2024

EVENTS

By getting involved within our community, like participating at this Hispanic Heritage Month Event, we were able to grow awareness and credibility.