



Social Media Portfolio

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CREATE WITH ME

Content Creation | Copy Writing/Editing | Art Direction | Project/Campaign Leadership

Social Media Content Development

Created/curated content for clients as part of Creative Sanctuaries. This portfolio includes specific examples of work completed by Melissa Solley as Social Media/ Art Director.

Prior to her work with Creative Sanctuaries, Melissa Solley worked as the primary Driver Licensing Forms & Publications for the Department of Motor Vehicles for 7+ years. This includes online content, print publications, project management, and the development of internal & external training materials.

Melissa is also a content creator, with over 7 years of experience running her own media brands (including YouTube, Instagram, & TikTok).

- Tools/Skills Include:
 - Canva
 - Adobe CC
 - Emphasis on Photoshop, Lightroom, Audition, & Premiere
 - Tailwind
 - Trello
 - Todoist
 - Sendible
 - Slack
 - Google Suite
 - Social listening/engagement
 - Grid design
 - Branding (e.g. tone/style)
 - Buyer Personas
 - Monday CRM
 - + More

Melissa has
also created
copy & content for
her role at
Big Fish Games





The Grove is a company with a focus on networking, education, fostering community, and actively supporting women in the traditionally male dominated photography spaces of interior/architecture.

Melissa provided support for The Grove (e.g. copy writing, content creation [still/video]) on Instagram while acting as Social Media/Art Director for Creative Sanctuaries, a boutique marketing and advertising agency based in Los Angeles, CA.

<https://www.instagram.com/wearegrovestrong/>

Grove Social

Location: Sixty Vines (Plano, TX)

Date: Feb 16th @ 6:30pm

RSVP link in bio



Meet Our Host

RSVP link in bio

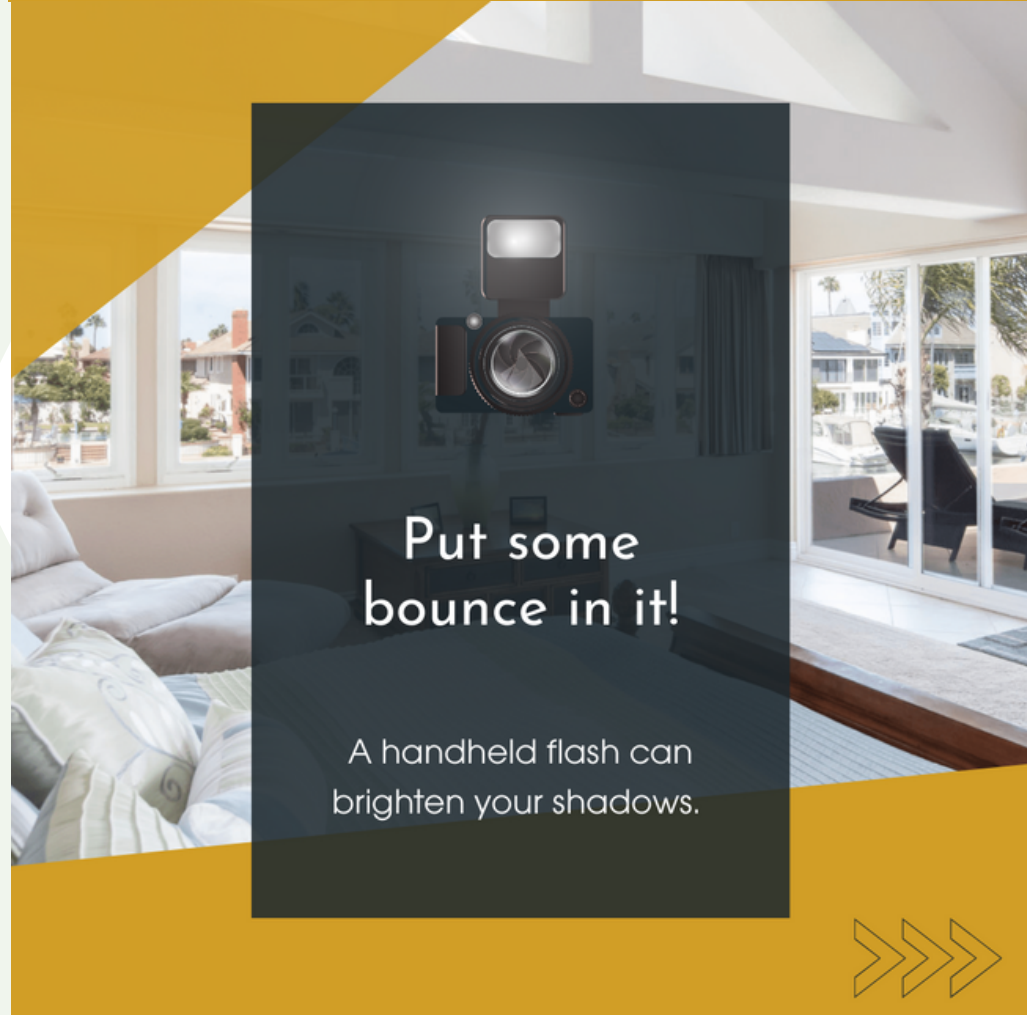


Sarah Linden
Dallas-based
Interior Photographer

CANVA INSTAGRAM CONTENT EXAMPLES

The Grove

CANVA INSTAGRAM CONTENT EXAMPLES

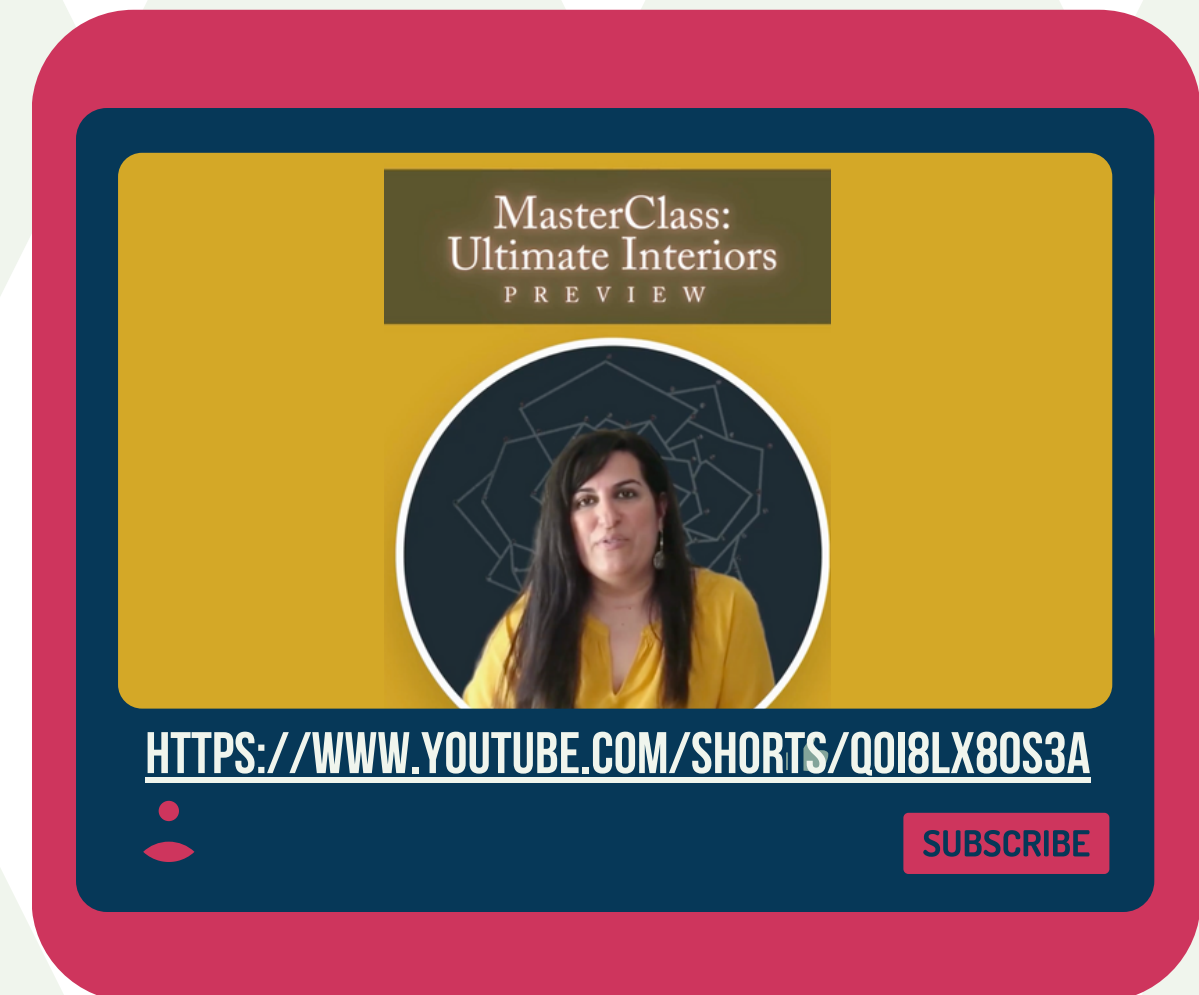


The Grove

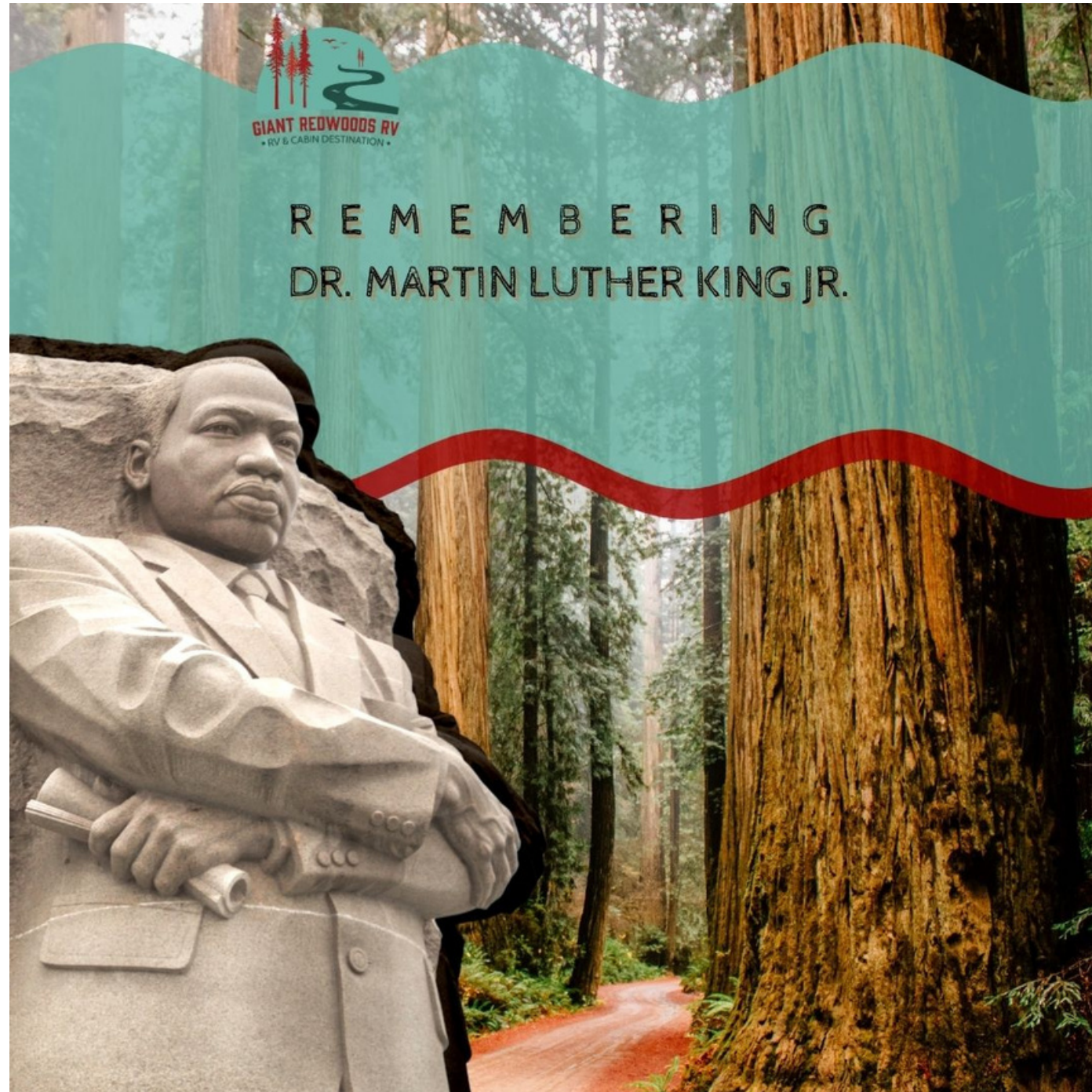
CANVA INSTAGRAM CONTENT EXAMPLES



Click the link below to view a video content sample for The Grove



AS PART OF CREATIVE SANCTUARIES...

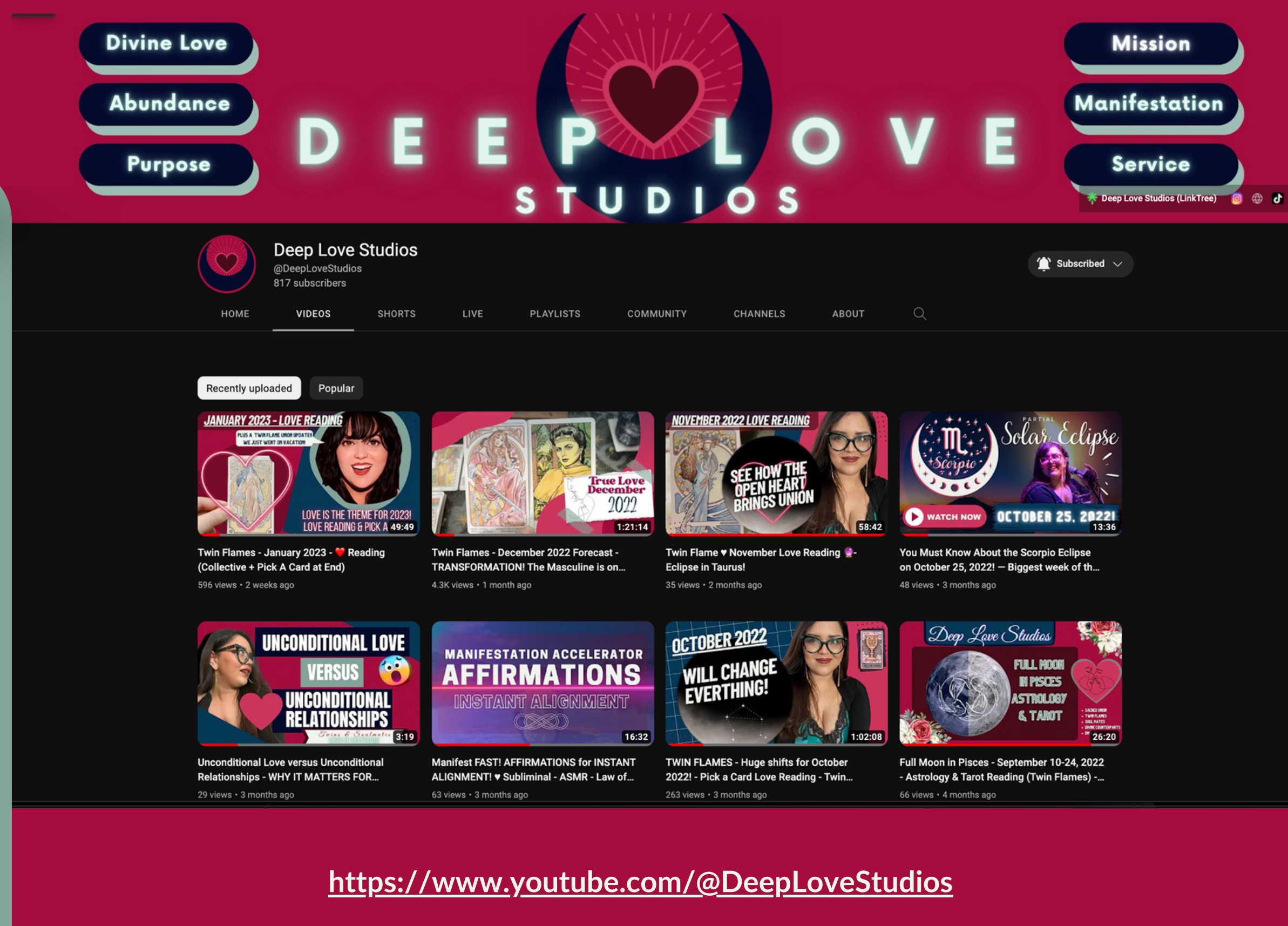
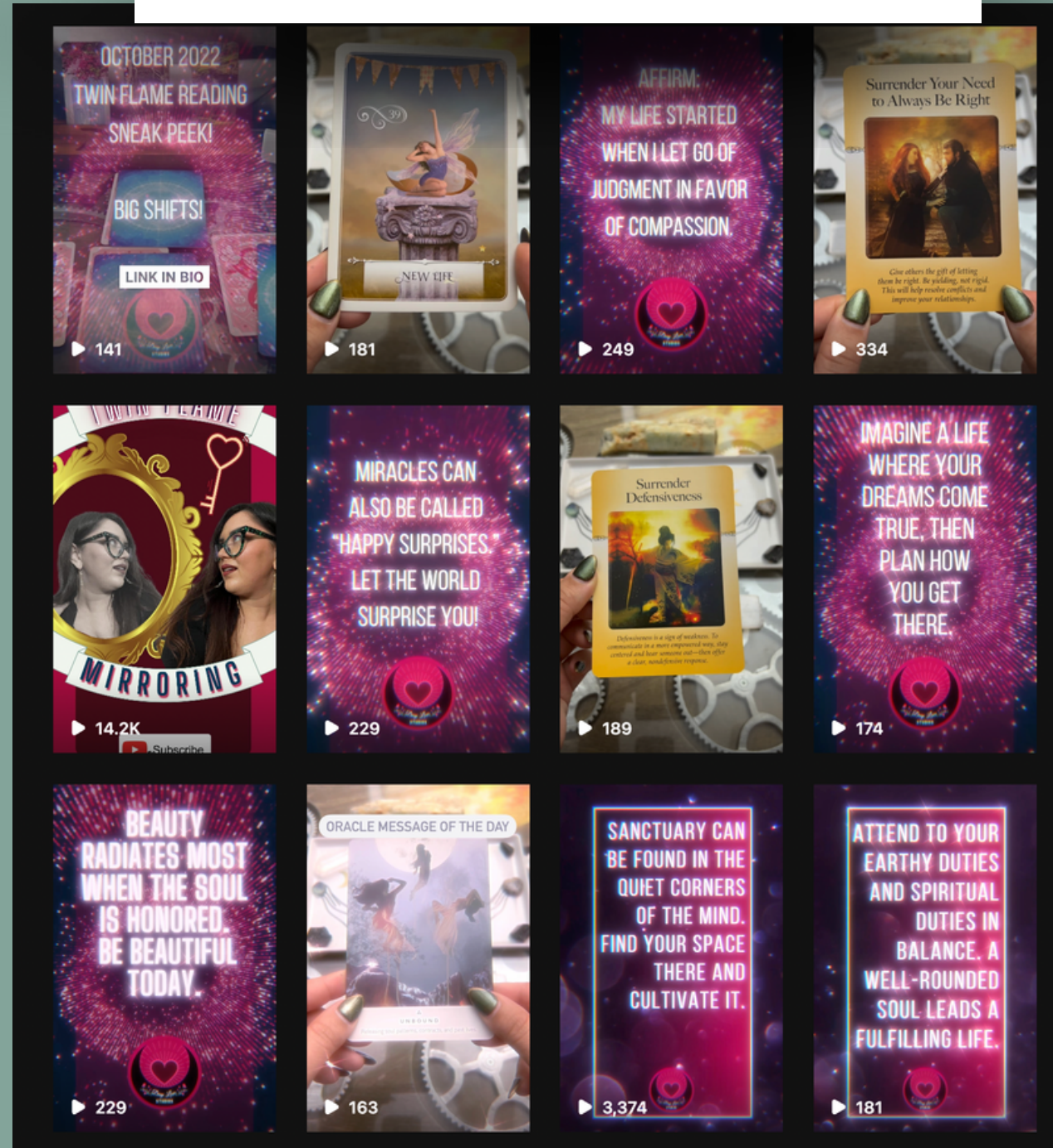


Giant Redwoods RV &
Cabin Destination



PMRE Conference

This is Melissa's personal brand. This includes an IG, YouTube, TikTok, and an Etsy.



<https://www.youtube.com/@DeepLoveStudios>

Personal Brands

Personal Brands



Melissa created the artwork, copy, and SEO tagging for this product listing.



DeepLoveStudios [Follow](#)

87 sales [★★★★★](#)

Miss you - Sentimental Wizard of Oz - Dorothy and Scarecrow - Postcard/Greeting Card - Thinking of You

[Add to basket](#)

Description

[Add to collection](#)

"I think I'll miss you most of all..."

Dorothy and The Scarecrow shared a special bond on their journey through Oz. When she leaves the Emerald City, she shares a piece of her heart with her companion by saying how much she will miss him. This piece captures that love and allows us to share it with those we love deeply. If you're looking for a the perfect card to share how much you love and miss your loved ones this holiday season (or just because), look no further than this postcard. This artwork was created with deep love to commemorate just such an occasion. This makes the perfect Valentine for your love!

This postcard is made from thick high-quality matte paper, so they serve as a great addition to a gift or just a thoughtful written note to a friend. It makes the perfect choice for a Wizard of Oz fan/lover.

- 4/4 full bleed
- 300 GSM
- Paper thickness: 0.13" (0.34 mm)
- Laminated feel
- White matte back with a small QR code or a bar code
- Blank product sourced from the US

Shared Brand



In addition to her singing voice, Melissa provided the logo, brand identity, and social media strategy for WarTux.



Training Video

Check out my training video...



[HTTPS://YOUTU.BE/TUQALDZZE-8](https://youtu.be/tuqaldzze-8)

TOOLS USED:

ADOBE CHARACTER
ADOBE AUDITION
ADOBE PREMIERE
CANVA

VOICE OVER | EDITING | SCRIPTING

Copy Writing

**Click the link below to
view samples of
Melissa's work...**



Read more for
yourself!

<https://docs.google.com/document/d/1lv1dfgqU3pTIG40u2k2o2f3b-sHdRU0gudYTL660lsc/edit?usp=sharing>

Art Direction & Creative License



Advance Screening

Ben Haskett , Melissa Solley (Illustrator) 

★★★★☆ 4.50 20 ratings · 15 reviews

 Edit book details



In between snippets of television shows from another world, an old man explains how someone first intercepted an alien TV signal, and how it changed Earth forever.

34 pages, Kindle Edition

Published April 24, 2021

★★★★★

February 9, 2022

Imaginative

Imaginative sci-fi short story. Descriptive and well-written. I love the drawings at the start of every chapter, help me visualize what the author describes in subsequent paragraphs. How the author manages to get the images inserted there is beyond me.

1 like

 Like  Comment ...

Author 
5 books
33 followers

Follow

Project Management

I'm Melissa and
I'm excited to
work with you!



- Project deliverables
 - Version control
 - Collaborative iteration
 - Brand Awareness
 - Stakeholder feedback
 - Contingencies
 - Process documentation
- and more...

Thank you for
your time!