



Social Media Management

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CREATE WITH ME

Art Direction | Content Creation | Copywriting & Editing | People Manager | Project & Campaign Leader

Social Media Content Development

At Creative Sanctuaries, Melissa Solley had the opportunity to serve as the Art Director and Social Media Manager. She collaborated closely with clients to curate and create content that resonated. Her portfolio offers a glimpse into some of the projects she had the privilege of being a part of. Before this chapter, Melissa contributed her skills at the Department of Motor Vehicles for over seven years, focusing on Driver Licensing Forms & Publications. There, she had a hand in shaping online content, assisting with print publications, managing various projects, and aiding in the development of both internal and external training materials.

Outside these roles, Melissa has been exploring and learning. She's spent about seven years nurturing her own media brands, sharing content on platforms like YouTube, Instagram, and 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

Click below to
view content Melissa
created for EverMerge
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

Vacation Rental vs Real Estate Photography



Always keep in mind...



Tip 1:

The Ultimate Goal

Knowing how the property will be used will impact your storytelling.



Tip 2:

Styling

Keep props ready so you can create the right vibe.



Tip 3:

Amenities

Feature add-ons and local hot spots to sell the experience.



Read the full Field Note for examples and details!

Vacation Rental Photography vs Real Estate Photography

by Natalia Robert



LINK IN BIO

Join The Grove Movement with a [Community](#) or [Premium](#)

The Grove

CANVA INSTAGRAM CONTENT EXAMPLES

MASTERCLASS PREVIEW
with Natalia Robert



Ultimate Guide to Shooting Interiors

Shooting

Be a Featured Photographer!

»»» Fall submissions are open! «««



WE ARE GROVE STRONG


“

Testimonial

OMG!

Your **Ultimate Guide to Shooting Interiors** is amazing! It is easy to follow, detailed but not overwhelming, and so well executed.

Michele D.




FREE GUIDE

Discovery Call Guide

for Interior Photographers

Get Natalia's Must Ask Questions FREE!




THE GROVE

LINK IN BIO



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

MasterClass: Ultimate Interiors PREVIEW



[HTTPS://WWW.YOUTUBE.COM/SHORTS/QO18LX80S3A](https://www.youtube.com/shorts/QO18LX80S3A)

SUBSCRIBE

Other Client Content

Fall is ready for you!

Stay between now & November 30th!



Your Home
Amidst the
*Majestic
Redwoods*

BOOK NOW

Myers Flat, California



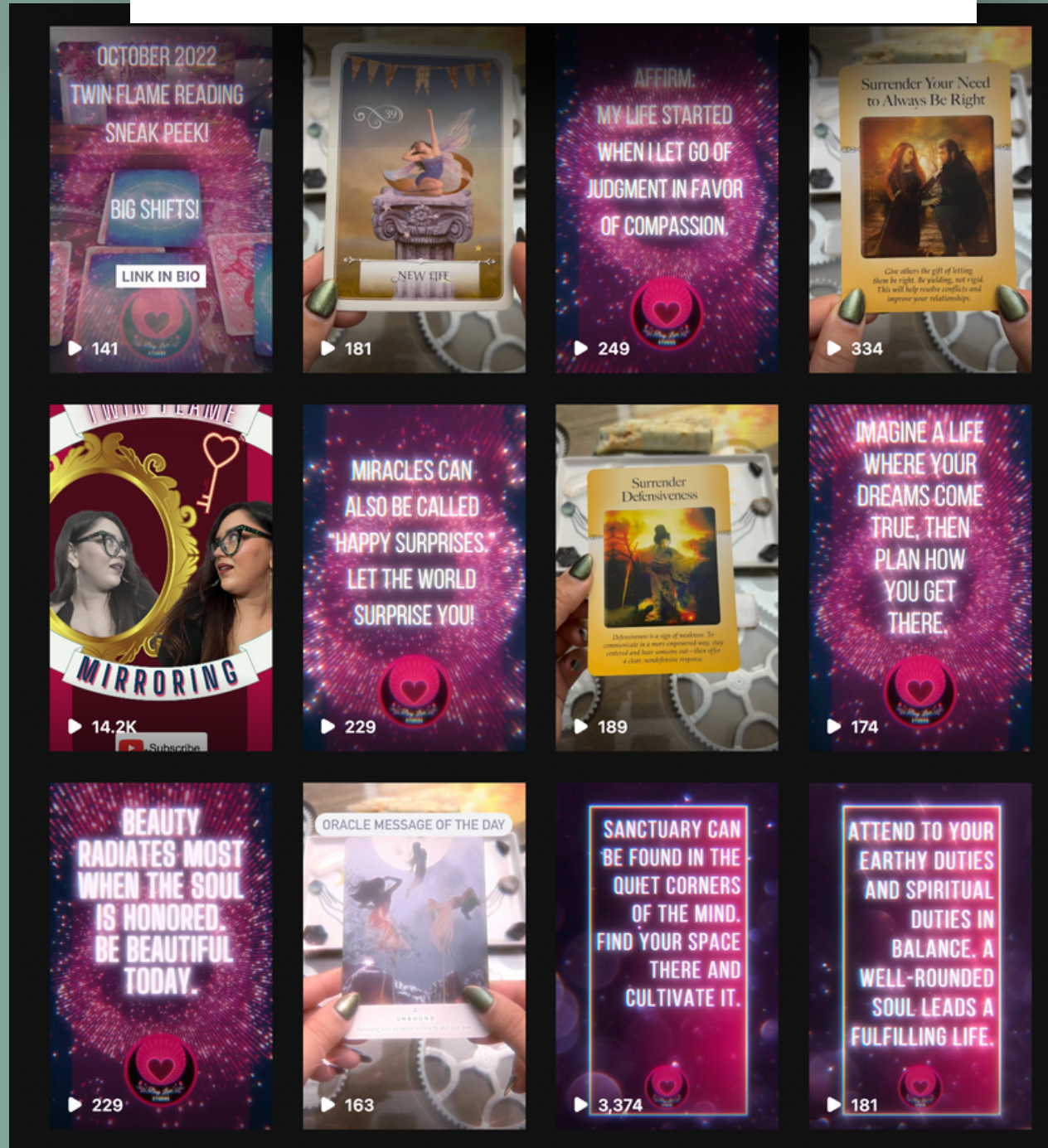
Giant Redwoods RV &
Cabin Destination

Other Client Content



El Chihuahua Mexican
Salt Lake City, UT

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



Divine Love

Abundance

Purpose

DEEP LOVE STUDIOS

Mission

Manifestation

Service

Deep Love Studios (LinkTree)



Deep Love Studios

@DeepLoveStudios
817 subscribers

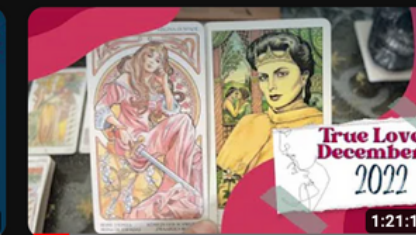
Subscribed

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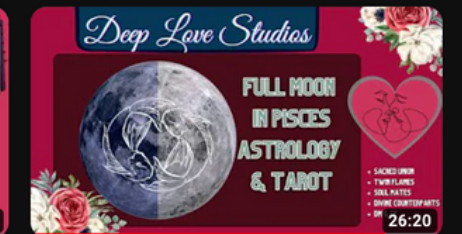
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263 views · 3 months ago



Full Moon in Pisces - September 10-24, 2022 - Astrology & Tarot Reading (Twin Flames) - ...
66 views · 4 months ago

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

Personal Brands

Personal Brands



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



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

Melissa Solley: Copy Portfolio

COPY (WRITING / EDITING)



[@wearegrovestrong](#)

Take the time to master lighting – you'll never regret it! While it may feel daunting at first, we're here to help break it down for you. Here are a few highlights from our Field Notes to help make your interior photos shine (only in the way you want them to)!

Here, we explain the key tricks to keep in mind when trying to even out the lighting for your shoot:

- 1) Close the blinds
- 2) Bounce Light in the Shadows
- 3) Capture the Atmosphere with Ambient Exposure
- 4) Expose the Windows

Did you find these interior lighting tips helpful? If so, we have many more great tips to share with you! Find out more about our field notes (and other amazing educational resources) by clicking on the *link in bio*.

If you've tried out these tips, please tag us in your projects! We love seeing what our community members are creating! #📸

#atthegrove #newfieldnote #photographybiz #interiorphotography #architecturalphotography
#businesswoman #entrepreneurship #photography #entrepreneurmindset #empoweringwomen
#behindthelens #femaleentrepreneur #letstalkaboutit #photographybusiness

Read more for
yourself!


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

Social Media 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!