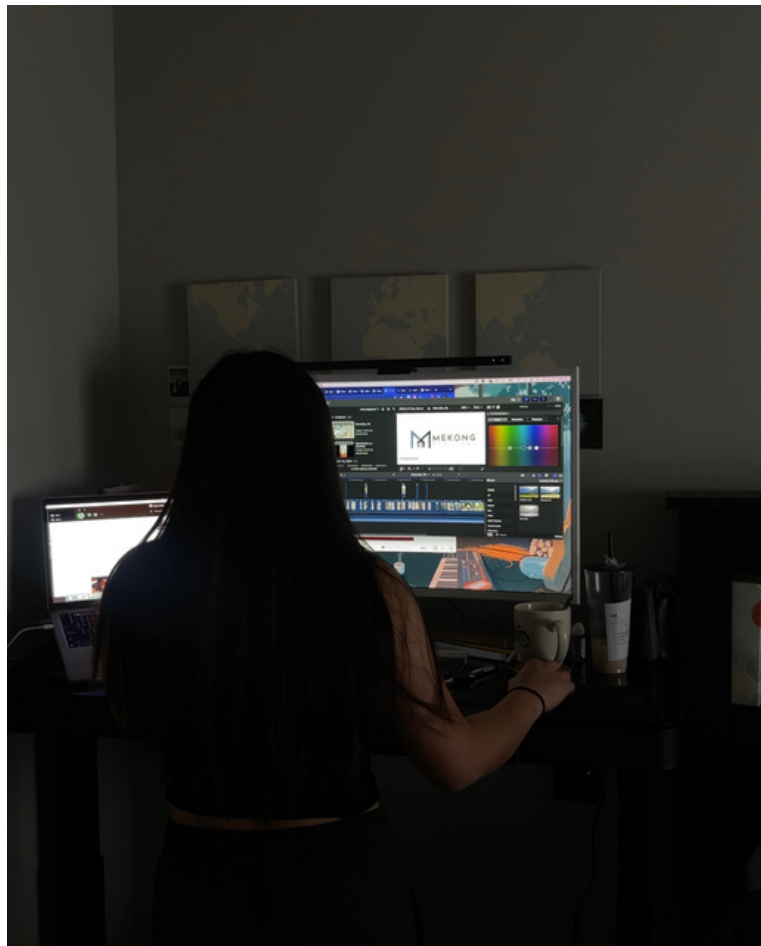
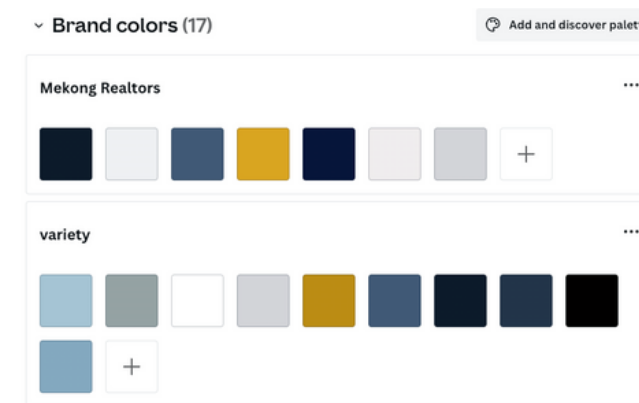


# Project Mekong



The Mekong Realtors is a real estate team under Proper Real Estate that provides realty services mostly for Cambodian clientele.

As a marketing intern for a new real estate team, I learned so much in the process with the guidance from my marketing director, Marina Hong. I concentrate on developing content and media for social media accounts; I brainstorm ideas, film, edit, design, and release engaging content.



# Branding

I work closely with Marina Hong and she taught me on how to brand the Mekong Realtors, from choosing color schemes to designing logos to creating templates.



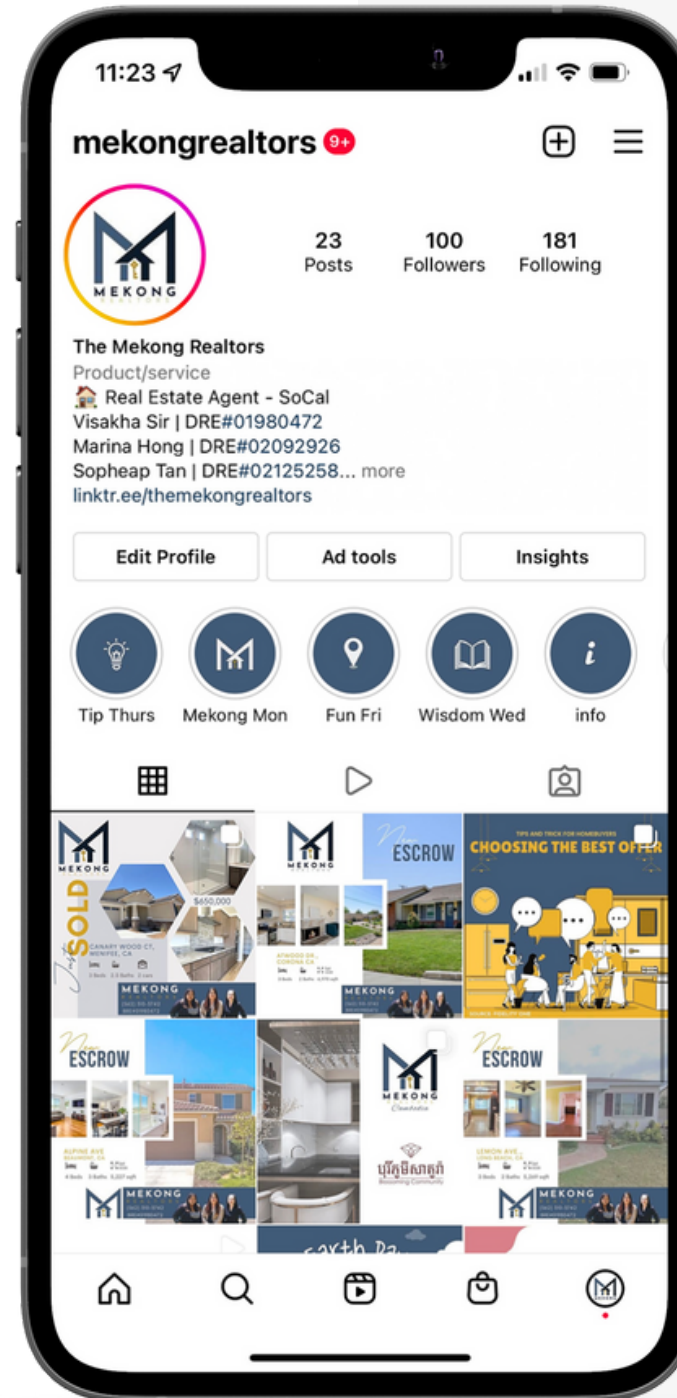
# Design

I drafted many logos as you look at the images to the right. We decided to go with the last one; simple, classy and original.



# Social Media Management

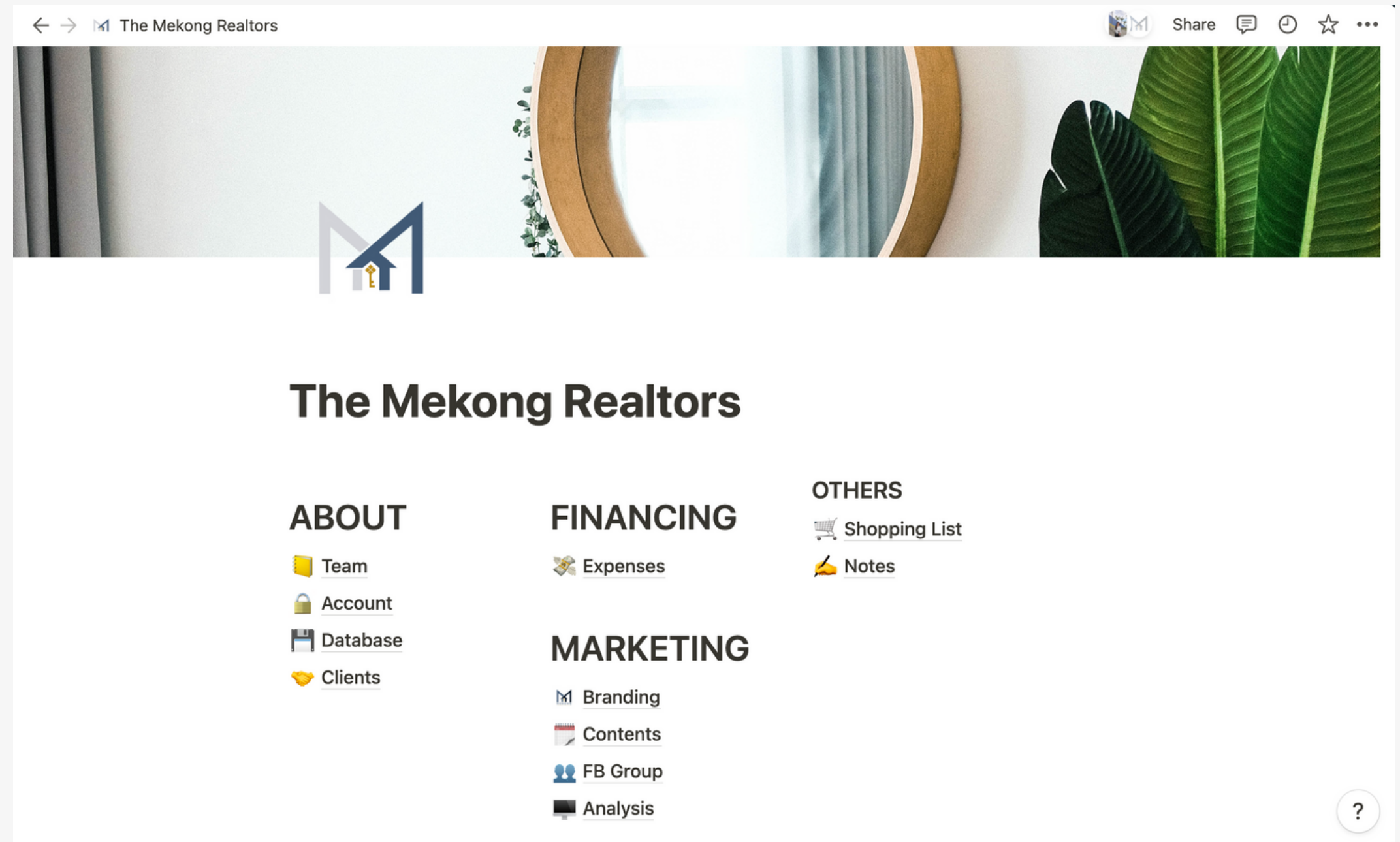
I work my best to consistently update our page and post stories on a weekly basis. We re-started our account and gained 100 followers on Instagram during my time as an intern.





# Organization

I've been using Notion as my planner during the start of the pandemic. I introduced my boss to Notion and we now use it for content planning, data storage and more.



# Organization

## Contents


- LINGO
- CITY HIGHLIGHTS
- HOME MAINTENANCE
- INTERIOR DESIGN
- MERCHANDISE
- POSTS LAYOUT

Calendar view + Add view Filter Sort Q ↗ ... **New** ▾

### Content Calendar ...

March 2022 < Today >

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28 Mekong Mon	Mar 1	2 Wisdom Wed	3 Tip Thurs	4 Fun Friday	5
6	7 Mekong Mon	8	9 Wisdom Wed	10 Tip Thurs	11 Fun Friday	12 Daylight S...
13	14 Mekong Mon	15	16 Wisdom Wed	17 St. Patrick'... Tip Thurs	18 Fun Friday	19



## LINGO

Default view

### First time home buyer vocabulary - listing status

<input checked="" type="checkbox"/> Complete	<input checked="" type="checkbox"/> Term	Definition	Source	+ ...
<input checked="" type="checkbox"/>	Active	This means that a property is currently on the market and available for sale. It may have received offers, but none have yet been accepted, which means that the opportunity is wide open for you to make a proposal.	Realtor.com	
<input checked="" type="checkbox"/>	Active under contract	This means that even though there's an accepted offer on the home, the seller is looking for backup offers in case the primary buyer falls through. While any seller can entertain backup offers as a precautionary measure as long as this is made clear in the contract.		
<input checked="" type="checkbox"/>	Hold	A valid listing contract exists, and no offer has been accepted. The Listing Broker is in possession of a seller written instruction to submit the listing as "Hold" This instruction may be due to various reasons such as multiple quality offers already received, repairs, illness, guests, etc.	<a href="https://kb.crmls.org/knowledgebase/listing-status-definitions/">https://kb.crmls.org/knowledgebase/listing-status-definitions/</a>	



## POSTS LAYOUT

# #realty #realestateagent #realestate #themekongrealtors #properrealestate



## Skill summary as intern:

- Edited more than 60 videos and more than 150 contents in total
- Filmed through iPhone, DSLR, and Drone
- Analysis (Identifying key indicators/metrics and track)
- Ad promotion and copyright
- Softwares: Notion, Adobe Illustrator, Final Cut, Combin, Procreate, Canva
- Branding: identity, guideline, design, awareness
- Event planning and coordination