



MY PORTFOLIO

MELISSA GARCIA

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WRITING

Continuous Client Discovery: Why Agencies Need to be Doing It

ORPICAL | OCTOBER 11, 2024 | CLIENT SERVICE



Client discovery is often seen as a one-time task—a necessary step to win new business. Client needs are always evolving, and agencies that fail to continuously engage in discovery miss the chance to fully support their clients as they grow.

Agencies that fail to continuously align with their clients evolving needs risk becoming obsolete.

The challenge now is: How do you make client discovery an ongoing activity as opposed to just an upfront part of winning the business? By making discovery an ongoing practice, agencies can unlock new avenues for mutual growth and deliver greater value.

In this article, we will explore the importance of continuous client discovery and how adopting an ongoing discovery approach allows agencies to

The Value of Soft Skills in Digital Transformation: Navigating the Relationship Economy

MELISSA GARCIA | AUGUST 9, 2024 | DIGITAL TRANSFORMATION



AI is expected to replace approximately 85 million jobs worldwide by 2025. In the era of digital transformation, where AI and automation are rapidly advancing, the importance of high-quality soft skills has never been greater.

Genuine soft skills are now crucial for new graduates and employees as they navigate this transition period, highlighting the essential role of humanity and relationships in a technology-driven workforce.

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- 1. How is Digital Transformation Influencing The Workforce?
- 2. Soft Skills And Their Competitive Edge Against AI
 - 2.1. Customer and Client Relationships:
 - 2.2. Leadership and Management:
 - 2.3. Building Connections and Expanding Business:

I have led the strategy, development, production, publication, and reporting for long-form articles designed to boost search traffic, optimize SEO, and establish thought leadership, showcasing my expertise in content strategy and development tailored to B2B audiences.

WRITING

Business Process Automation: A Beginner's Guide

ORPICAL NOVEMBER 11, 2024 BUSINESS PROCESS AUTOMATION



When we think about business operations, we often think about the various processes and tasks that run our business. We assume we're the ones managing the tasks—but in reality, the tasks are often managing us. For many businesses, these redundant processes end up absorbing valuable time and resources, ultimately slowing down and stagnating growth rather than supporting it.

The good news? Business process automation (BPA) offers a solution that streamlines large-scale redundancies, empowering your workforce to

How Digital Transformation is Changing Marketing: Lessons from 3 Months in the Field

MELISSA GARCIA SEPTEMBER 20, 2024 DIGITAL TRANSFORMATION, MARKETING



What comes to mind when you hear "digital transformation"? For me, I thought it was simply a means of using technology to make your life easier. Since working at Orpical, my idea of that term has completely changed.

I come from a marketing background; I got my degree in marketing and minored in digital media. Before joining Orpical, I worked at agencies where I worked in digital marketing, specifically content marketing and strategy.

As a content marketer, I was primarily interested in how AI could enhance my work, improve my content, and increase my efficiency. Little did I know that AI's potential extends far beyond just my role and industry—it can revolutionize almost any job.

I was excited to begin my journey at Orpical, eager for the fresh start and

WRITING

 **POV Brand Management**
482 followers
3w • Edited • 

Hailey Bieber nailed the Jobs to be Done theory, and here's how:

rhode skin just launched their 'lip case' - A silicone case for your phone that keeps your lip on hand. 📱💄


Hailey Bieber understood the needs of Rhodes consumers and the problems they faced. She then developed a product specifically designed to solve that problem.



It's groundbreaking because:

- women historically complain about not being able to find their beauty products in their purse
- by adding an extension to her already successful peptide lip treatment, she's creating promo and buzz about her already existing products
- you carry your phone everywhere, therefore, customers will be carrying Rhode's brand name with them everywhere


The results? The phone cases sold out immediately, but you can join the waitlist.


Hailey Bieber is a reminder to sell a solution to your customer's problem, rather than just a product.


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499 followers
2mo • 


  What is thought leadership, and how can you use it in your marketing strategy?


To create successful thought leadership, you need to:

 **Identify Your Niche:** Focus on a specific area where you can showcase expertise and add value.

 **Create Valuable Content:** Develop educational and insightful content that addresses the needs and interests of your target audience across multiple channels (blogs, podcasts, social media platforms, and newsletters are great places to start).

 **Analyze Competitors:** Maintain a pulse on what your competitors are doing. Take a close look at your competitors' thought leadership content. Identify any gaps in their content to see if there are opportunities to provide valuable information where they fall short.

 **Engage with Your Audience:** Actively participate in discussions, respond to comments, and engage with your audience to build a community around your thought leadership.

 **Utilize Social Media:** Leverage social platforms to share your content, connect with industry professionals, and broaden your reach.

The Whitman School of Management needed a strong digital presence to keep up with the next generation of students, as 78% of incoming students consider social media important to their admissions decisions. After employing our services of Full-service Social Media Management and Content Creation, we saw incredible results in only a month:

→ Instagram follower growth has quadrupled compared to the average growth of other business school pages.

→ LinkedIn engagement has increased +221.48%.

→ Live coverage of events and community management have led to increased student engagement across platforms such as Instagram and TikTok.

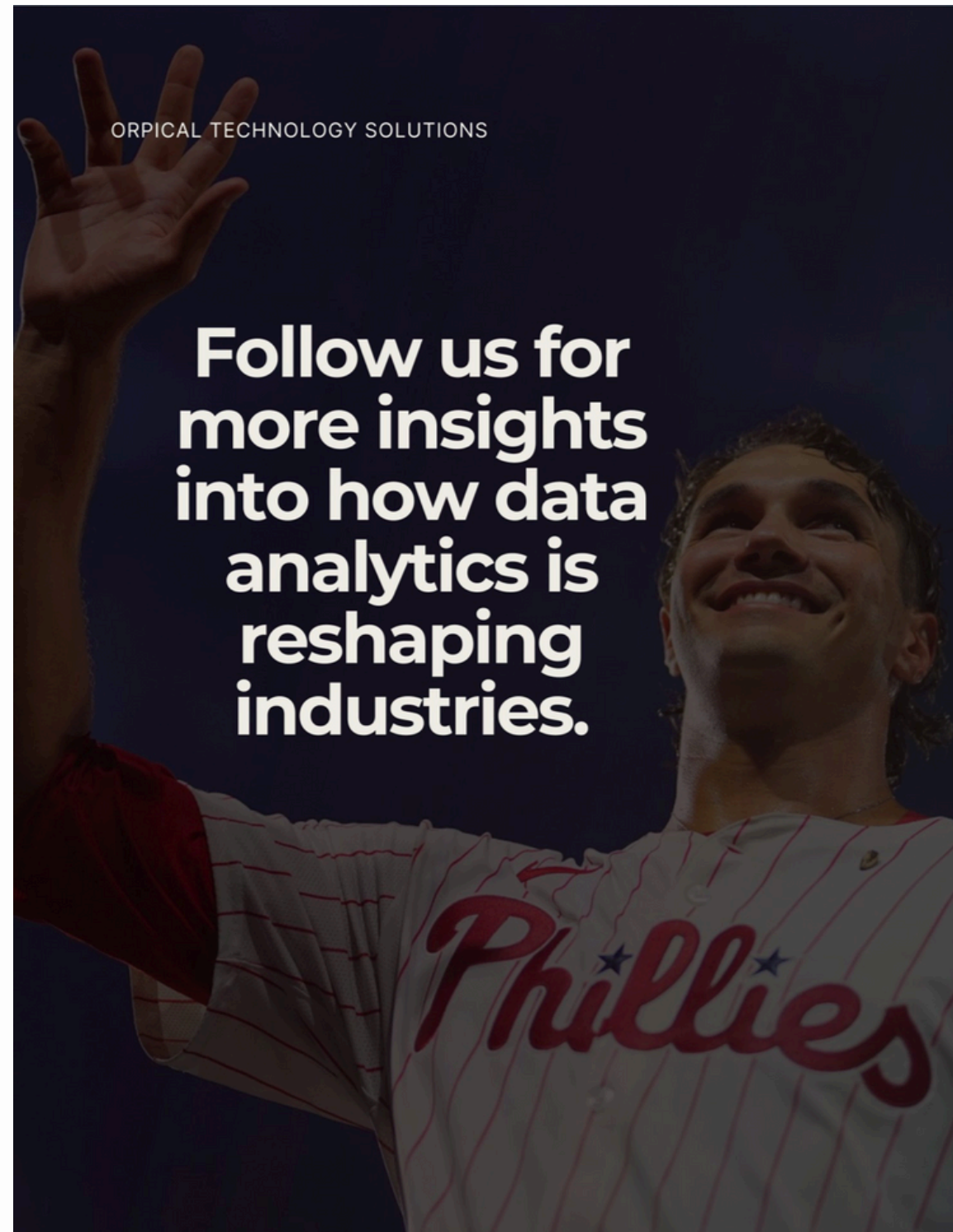
CONTENT DEVELOPMENT



ORPICAL TECHNOLOGY SOLUTIONS

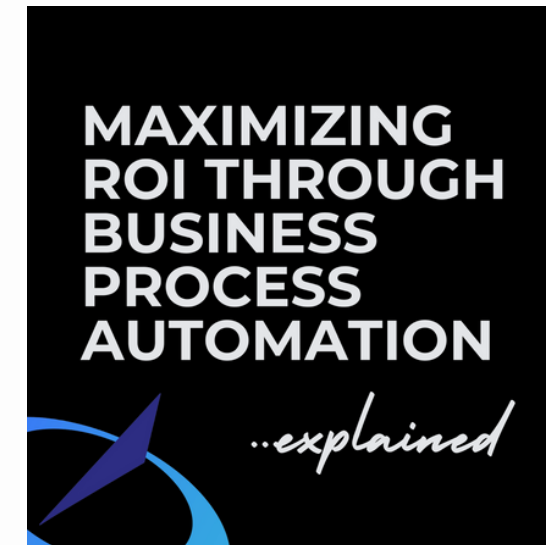
Phillies' Fans Everywhere Are Outraged: How Data is Guiding Their Social Media Response

SHARE SAVE



ORPICAL TECHNOLOGY SOLUTIONS

Follow us for more insights into how data analytics is reshaping industries.



MAXIMIZING ROI THROUGH BUSINESS PROCESS AUTOMATION

...explained

+200%

is the average return on investment (ROI) realized by organizations, with a payback period of less than six months.

but how?

How Business Process Automation

Enhances Operational Efficiency



ORPICAL

Want to Learn How Business Process Automation Can Transform YOUR Operations?

Email us at hello@orpical.com for a free consultation.



CONTENT DEVELOPMENT



Brews & Booze How did Chamberlain Coffee Team Up with 818 Spirits for the Ultimate Fusion Experience?

Espresso martinis are the new go-to drink order for women everywhere - now, with Emma Chamberlain and Kendall Jenner leading the trend. The two celebrities have collaborated to create a convenient kit that combines their two brands, Chamberlain Coffee and 818 Tequila, so their fanbase can enjoy a TikTok-style espresso martini at home. Chamberlain and Jenner are two pop-culture icons with the same target audience - making their partnership a match made in heaven. With this campaign, the two women excel at selling a narrative and a lifestyle - a hallmark of great marketing. Their campaign takes consumers on a cool-girl journey, effortlessly staying on trend with the cowgirl persona.

By combining their strong, powerful brands, they create something meaningful for their target demographic, seamlessly challenging the alcohol industry. Lastly, their social media marketing was so purposeful and on-point. Through teaser campaigns and social media posts on their respective company pages, Chamberlain and Jenner, acting as influencers for their own brands, are generating amazing buzz for their legendary campaign. This amazing brand partnership reminds us of the keys to a great campaign: benefit each other's brands in equal ways, connect to your audience in a charmingly authentic manner, and create a conversation that will last long after your products sell out.

Brews & Booze: How did [Chamberlain Coffee](#) Team Up with [818 Spirits](#) for the Ultimate Fusion Experience?

Espresso martinis are the new go-to drink order for women everywhere - now, with Emma Chamberlain and Kendall Jenner leading the trend. The two celebrities have collaborated to create a convenient kit that combines their two brands, Chamberlain Coffee and 818 Tequila, so their fanbase can enjoy a TikTok-style espresso martini at home. 🍷☕

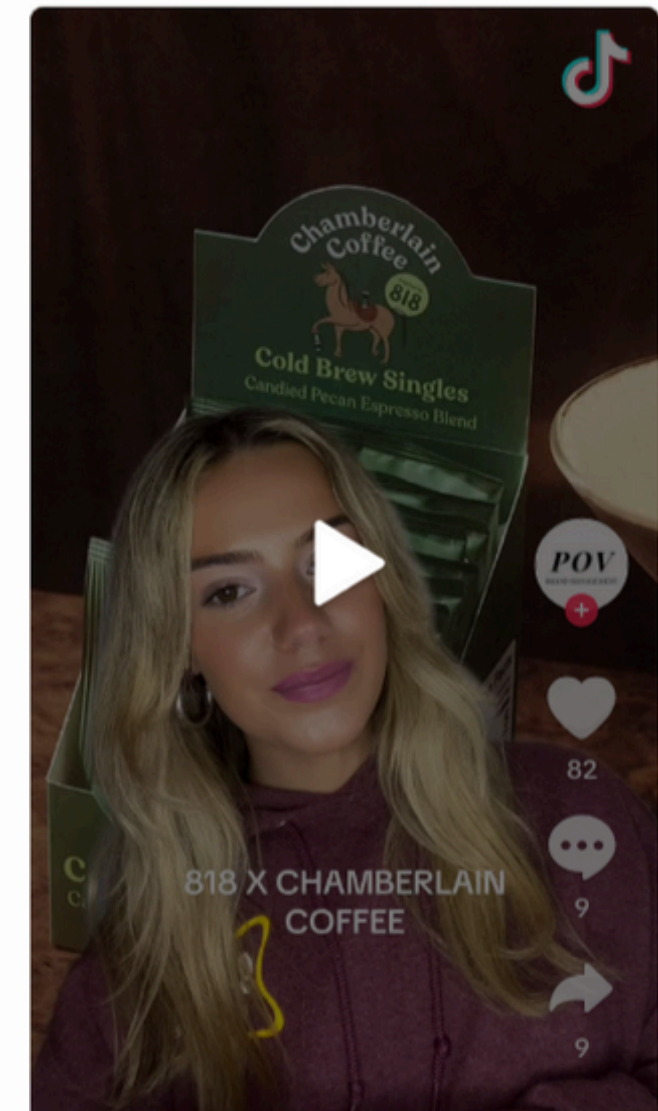
Let's get into why the campaign and branding is every marketer's dream:

→ Strategic Partnership: It's no secret that Chamberlain and Jenner are Gen-Z style icons when it comes to being influencers - these women take the cake. Both have been in the public eye since their teenage years, growing up alongside their audience and evolving into pivotal figures in today's pop culture. Their partnership was a natural fit, and, surprisingly, it didn't happen sooner.

→ Selling a Lifestyle: Chamberlain and Jenner excel at selling not just products, but a narrative and a lifestyle - a hallmark of great marketing. Their campaign takes consumers on a cool-girl journey, effortlessly staying on trend with the cowgirl persona. By combining their strong, powerful brands, they create something meaningful for their target demographic, seamlessly challenging the alcohol industry and making a point to make tequila espresso martinis, a movement that hasn't caught on quite yet.

→ Purposeful social media: Through teaser campaigns and social media posts on their respective company pages, Chamberlain and Jenner, acting as influencers for their brands, are generating amazing buzz for their legendary campaign. They complement each other's brands in distinct ways: Emma assists Kendall in positioning her 818 as the new mixer in the ever-iconic espresso martini recipe, while Kendall helps elevate Chamberlain Coffee as a premium ingredient in any beverage, establishing it as a luxury brand alongside 818, which is highly regarded among elite alcohol brands.

The key to a great campaign? Benefit each other's brands in equal ways, connect to your audience in a charmingly authentic manner, and create a conversation that will last long after your products sell out. ✨



Tok Watch more Watch now

@povbrandmgt

The @818 Tequila X @Chamberlain Coffee collab is taking the world by st ...See more

🎵 pink and white frank ocean - sped up sounds

CONTENT DEVELOPMENT



July 24, 2024

REFY BEAUTY REDEFINES BRAND TRIP CULTURE

It's no secret that the traditional concept of an influencer brand trips are getting increasingly more dim-sighted.

[Continue Reading](#)



August 21, 2024

RHODE TO SUCCESS: HOW HAILEY BIEBER MASTERED THE ART OF MARKETING

Rhode is becoming a household name for beauty lovers everywhere. The brand's success almost seems like it happened overnight—suddenly, Rhode was everywhere.

[Continue Reading](#)



November 20, 2024

CAN A MARKETING REBRAND SAVE STARBUCKS? A 3X CEO THINKS IT CAN

For decades, Starbucks has been the coffee shop of choice for millions. Defining itself as more than just a place to grab coffee, a trip to Starbucks offered a premium experience.

[Continue Reading](#)

My personal website showcases my long-form creative writing, where I explore current marketing trends, industry insights, and hot topics in brand strategy.

NEWSLETTER PRODUCTION

POP CULTURE ROUNDUP
COACHELLA'S MARKETING

Products We're Loving To Help You Incorporate Festival Style Into Your Daily Life
SHOP HERE

TikTok's Newest: Creator Search Insights
TikTok's latest feature, Creator Search Insights, is a game-changer for content creators and marketers. This newest tool offers real-time statistical data on the platform's most popular search topics, allowing creators to tailor their content to what their audience wants to see. By leveraging this search data within the platform, marketers can craft content that resonates with their target audience's wants and needs, leading to increased exposure and engagement. Plus, aligning content with popular search topics not only boosts visibility, but also earns creators recognition in TikTok's Creator Rewards program, giving you more exposure in their algorithm. Tik-Tok really read our minds with this one!

Coach Earle For The Win: Alex Earle x Poppi Collaboration
Poppi's strategic decision to partner with Alex Earle for their Coachearle campaign at Coachella was a bold move that paid off.

Holistic Highlight: Our Team's Wellness Pick This Week
Soaking Up The Spring Sunshine: Spending More Time Outside

POV's Podcast Of The Week: Working Title by Margot Lee
Syracuse alum and epitome of the go-getter, Margot Lee, has returned to the podcast scene, and we couldn't be happier. Margot's podcast shines a refreshingly real and authentic light on navigating life in your 20s. With her unique blend of relatability and inspiration, Margot effortlessly motivates and uplifts us with each episode, leaving us pondering our next moves. She has mastered the art of embracing self-discovery, personal growth, and the journey of growing up, making her a beacon of insight and wisdom in the podcasting world. Margot's episodes are infinitely listenable and always leave us eagerly ready for the next episode.

The perception in marketing is that "more is more". A lot of brands think that the more influencers you acquire to collaborate with on your brand's product, the bigger the effect the product will have and garner more attention. In this case, Poppi took a completely different route, and it really worked. By focusing on just collaborating with Alex Earle and ensuring that over 50% of her Coachella content featured Poppi, they maximized the impact of their collaboration. This focused strategy of focusing on one valuable influencer over several less-influential ones allowed them to generate widespread attention without diluting their message across multiple influencers. Not to mention, they thought of literally every detail. From the green and yellow holographic windows, to the iconic Poppi green sweat sets, and the lemon-lime pool floats. Even Alix's hangover meal of choice, chicken soup, was branded with Poppi's logo, showcasing their dedication to every detail of the campaign and her as a person. By ensuring consistency across every aspect, Poppi created a memorable and impactful presence at Coachella Weekend 1, solidifying Lemon Lime as a standout flavor in their lineup.

As the warmer Spring weather is showing itself more and more each week, our team is prioritizing soaking up the good weather and spending more time outside. Whether it's taking a walk with our best friends during sunset, enjoying outdoor workouts, or simply doing our client work outside, we're finding ways to integrate sunshine into our daily routines. Warmer weather = POV's designated outside work time. Also, why not pretend you're at Coachella on a sunny day outside?

I assumed a pivotal role in developing, writing, and publishing content & copy for the POV Brand Management Newsletter: a bi-weekly publication highlighting the company's perspective on trending brand partnerships, strategic marketing campaigns, and the latest social media platform updates. The Newsletter serves as a medium that positions our company as a thought leader in the agency space.

NEWSLETTER PRODUCTION

I've executed newsletter design and copywriting from strategy, idea generation, development, editing, scheduling, publishing, and reporting.

“Love May Be Blind – But Your Socials Aren’t”

The sixth season of Netflix’s Love Is Blind is taking social media by storm this week.

The show follows 15 men and women over 10 days as they date in enclosed "pods," communicating through a speaker system without seeing each other. The experiment

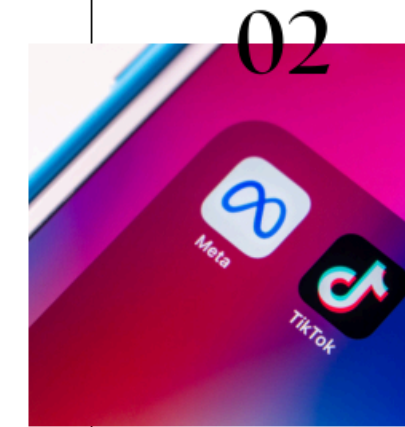
tests the idea that love is blind, exploring whether it's possible to fall in love with someone without ever seeing them. However, in the realm of social media, love isn't

blind! Potential followers and consumers constantly judge feeds to determine if a

brand aligns with their values. An aesthetic and well-crafted feed can go a long way – helping your brand establish a recognizable brand identity and a curated image of how

you wish to be perceived by the customer.

02
**Is The TikTok + Meta Rivalry Getting
Out of Hand?**
Let's Get Into It.



Healthy competition is essential in the world of social media; it drives innovation and evolution. For platforms to secure their position as the best, staying ahead in the ever-changing social media landscape is crucial. TikTok and Instagram have been vying for Gen Z's attention, constantly updating to outdo each other. Their recent updates often seem intertwined and immediate, reflecting this fierce rivalry. Let's explore some examples of how these two apps are competing head-to-head:

Instagram Responds to TikTok by Expanding its Creator Marketplace to New Markets and Testing Smarter Recommendations

- Instagram's creator marketplace is a tool designed to streamline the process for brands to discover and collaborate with creators. Expanding into new markets, Instagram is inviting creators and brands from Canada, Australia, New Zealand, the UK, Japan, India, and Brazil to join its creator marketplace. In response to the recent buzz surrounding the TikTok ban, Instagram is enhancing its influencer marketing strategies, aiming to attract TikTok creators seeking steady and stable partnerships and brand deals.

TikTok Responds to Instagram by Testing AI Search Results after Meta Launches Meta AI Tool

- TikTok is experimenting with an enhanced search results page that incorporates generative AI. This new feature, called "search highlights," displays a snippet of AI-generated results at the top of some search results pages. Clicking on this snippet opens a new page with the complete response. Given that many users utilize TikTok as a search engine, it makes sense for TikTok to dive into generative AI to enhance the user experience and stay competitive with its rivals.

TikTok Tests Long-Form Content Models

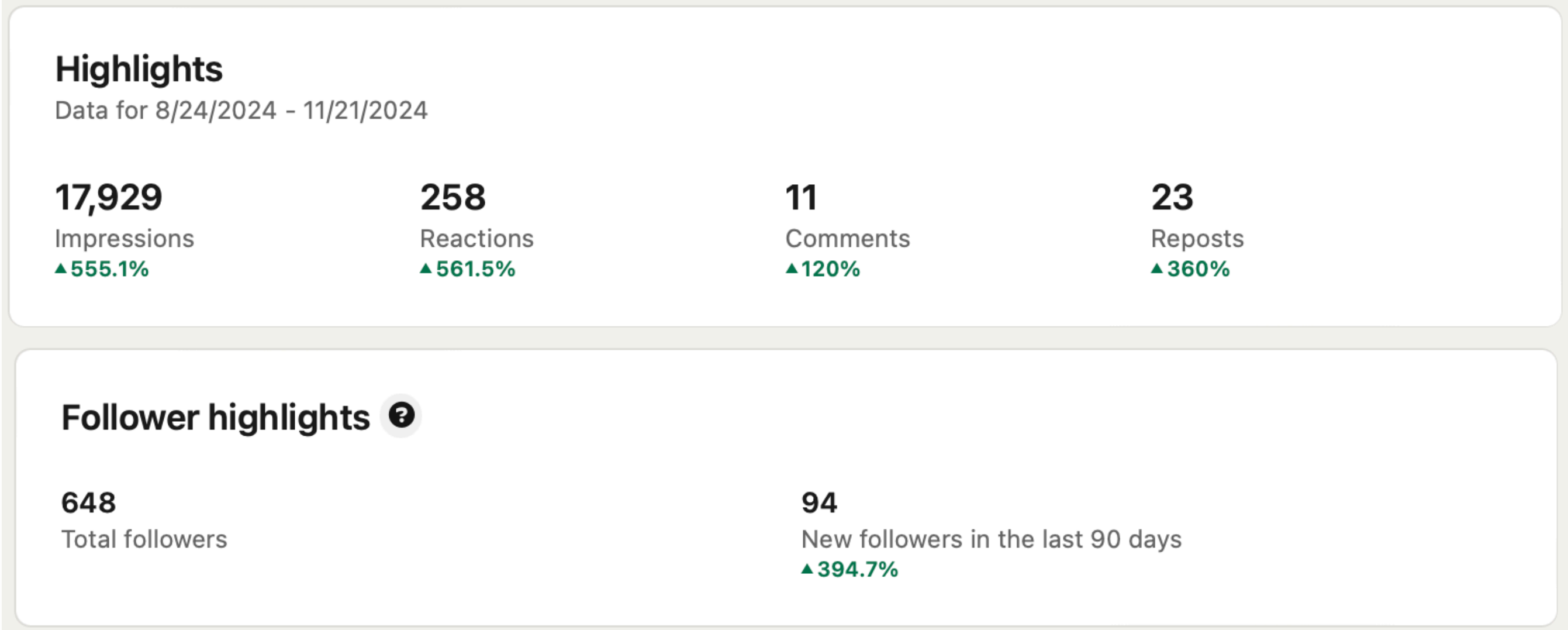
- Instagram made a smart move by enabling in-feed videos up to 60 minutes long. In response, TikTok is now testing the same feature, allowing users to post 60-minute videos. This move positions TikTok not only against Instagram, but also as a direct competitor to YouTube (they're even giving Google a run for its money!). It's an intriguing strategy for TikTok, considering its users typically have short attention spans and quickly scroll through content. TikTok's push to innovate and stay ahead of competitors in this way may seem off-brand for its usual app model, so it will be interesting to see how this long-form content approach plays out.

Social media is evolving daily, with leading platforms continuously rolling out updates. TikTok has made it clear that they are here to stay and will keep innovating, often using Meta as their inspiration. With TikTok as the go-to platform for Gen Z, it will be fascinating to see how Meta fights to regain its top spot.

SOCIAL MEDIA STRATEGY

Study 1

By building a comprehensive social media strategy from the ground up, I increased impressions by **+500%** and follower count by **+395%**.

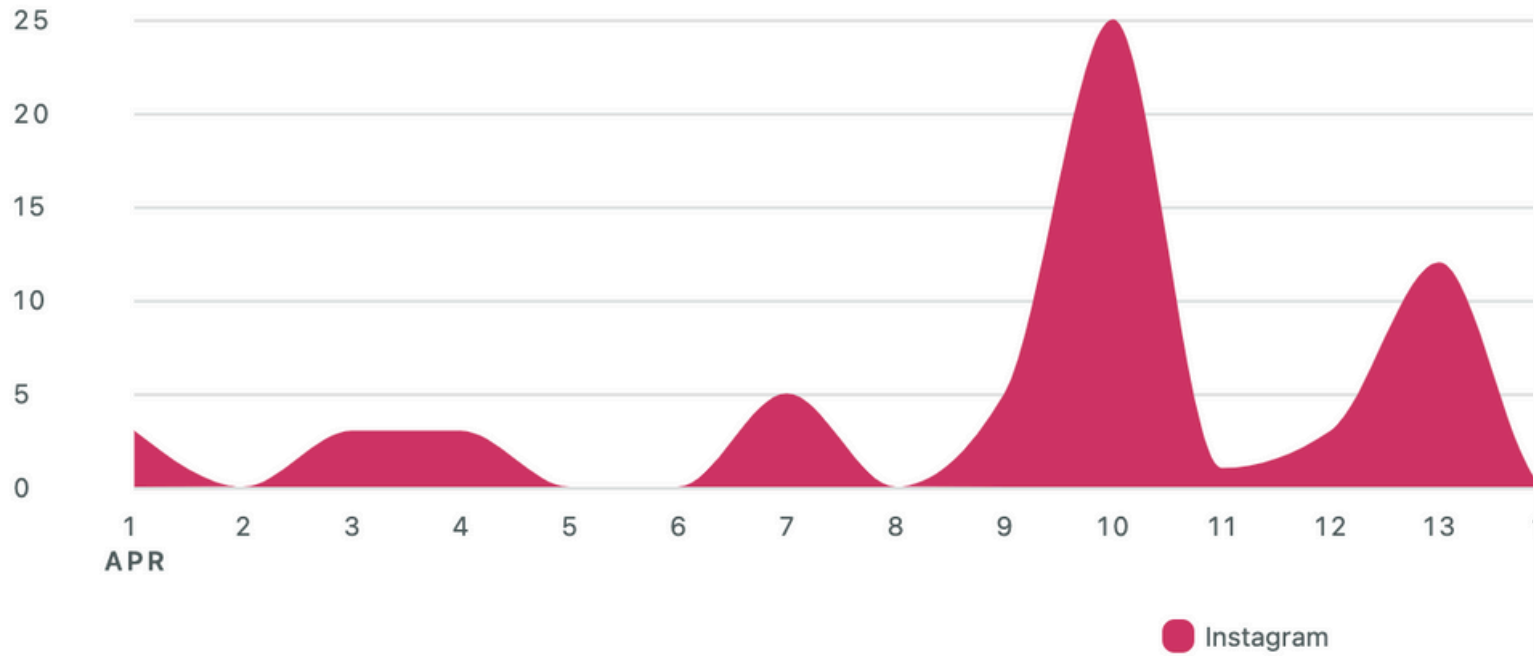


**insights via LinkedIn*

SOCIAL MEDIA STRATEGY

Study2
Community Engagement Campaign that resulted in **+102%** in engagements over 14 days.

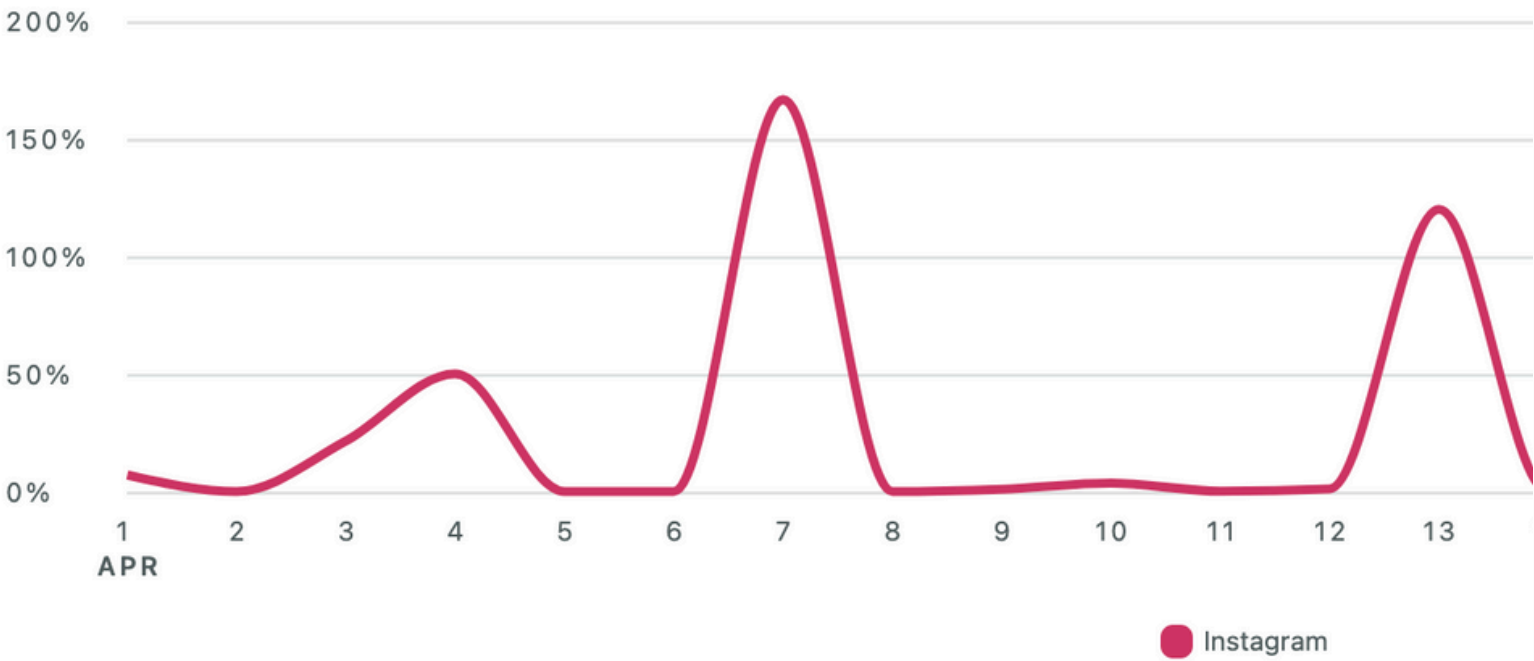
Engagements, by Day



Engagements

71 ↗ 102.9%

Engagement Rate (per Impression), by Day



Engagement Rate (per Impression)

2.3% ↗ 79.3%

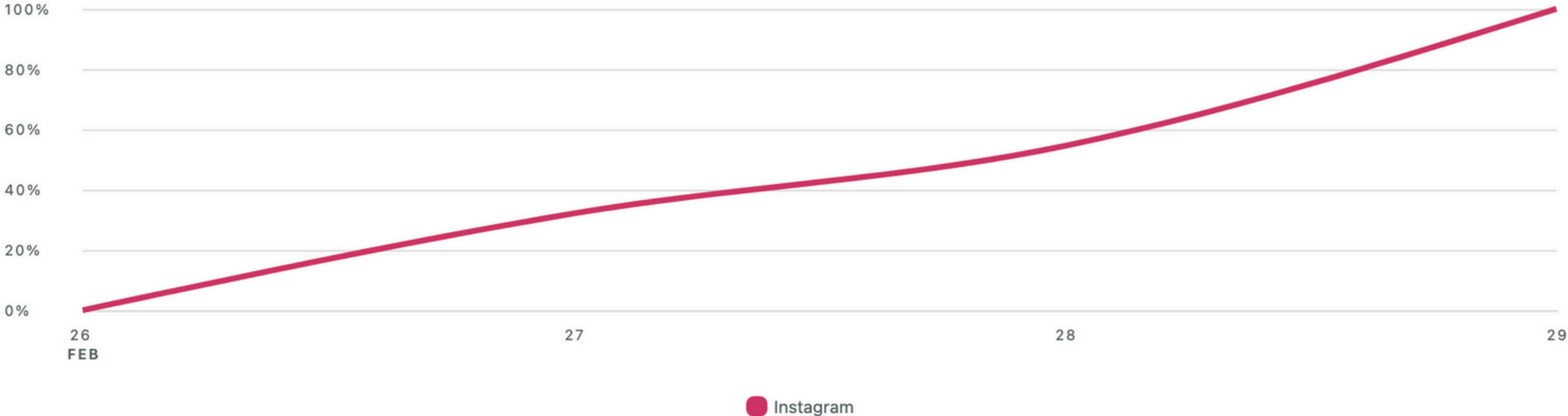
**insights via sprout social*

SOCIAL MEDIA STRATEGY

Engagement Rate

See how engaged people are with your posts during the reporting period.

Engagement Rate (per Impression), by Day



Organic Engagements

339 ↗ 59.2%

Engagement Rate (per Impression)

2.5% ↗ 45.8%

Study 3

Community Engagement Campaign that resulted in **+59.2%** engagements over 14 days.

**insights via sprout social*

CONTACT INFO



Interested in working together or seeing more of my work? I'd love to chat!

Email:

melgarcia2468@gmail.com

LinkedIn:

www.linkedin.com/in/melgarcia662

Website:

melgarcia.com