

LUBA KAPLANSKAYA

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TINX

Marketing Proposal



PREPARED FOR

Tinx

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INTRODUCING:

LUBA KAPLANSKAYA

GROWTH MARKETING MANAGER FOR TINX



As a Marketer with a passion for social media and digital marketing, I'm thrilled to use my skills to help companies and individuals build awareness, deepen customer relationships, and make their brands memorable. I have three years of experience using my Marketing and Project Management skill sets in the professional world, and I am excited about opportunities to do great work for brands that make the world better,

Some of the accomplishments I'm most proud of include:

- Managing social media for an Emmy Award-winning voice actress.
- Leveraging digital marketing tactics to promote a virtual met gala, securing over 300 attendees, and helping to raise over \$100,000 for women facing poverty during Covid.
- Leading a social media marketing campaign for Zipcar on UC Santa Cruz's campus, helping to increase revenue by 5%.
- Founding a nonprofit that distributes feminine hygiene products to people experiencing homelessness in LA Skid Row, with over 2,000 kits distributed in our first year.

General Technical Skills: Asana, Slack, Google Suite, Microsoft Office Suite, Keynote, Pages, Zoom, IOS, Salesforce

Social Media Skills: Google Analytics, Google Ads, Facebook Ads, Instagram & Instagram Ads, TikTok, Facebook, LinkedIn, Snapchat

Design Skills: Adobe Creative Suite, Canva

Language Skills: English (native), Russian (native), Spanish (limited working proficiency)

Other fun hobbies/interests: podcasts. RMWs, pottery, soccer, Burning Man, and reading.

GROWTH MARKETING MANAGER: ROLE & RESPONSIBILITIES

Description: Luba will serve as the Growth Marketing Manager for Tinx. The primary focus of this role is to grow followers for Tinx's social media platforms (Instagram and TikTok) and monthly listeners on her podcast. This role also involves working to create brand deals and sponsorships/assist the current person in charge of brand deals/sponsorships. This role will be a combination of strategy, idea pitching, fan engagement, content creation and execution, communication for brand deals, and more. There will also be an assistant aspect where Luba will serve as a general assistant to everyone on the Tinx team, including but not limited to Tinx herself, Saba, Seth, Jesse, and Lauren. Luba is to fill in any roles should anyone get sick or go on vacation and function as support.

Responsibilities:

- Create new digital campaigns leveraging analytics, insights, and best practices. For example merch campaigns, rich mom walks, new Tinx newsletter, brand collaborations, etc. Support and assist Tinx's team with anything needed (errands, lunch, driving around, editing videos, writing copy).
- Comment and interact with fans on TikTok and Instagram in Tinx's voice should she be too busy to do so herself. Identify viral, digital word-of-mouth marketing opportunities with the goal of driving traffic, fan acquisition, and creating brand awareness.
- Create, run, and own Tinx's newsletter with the goal of distributing content to fans in a more direct form while acquiring emails for future merch drop announcements and more.
- Post podcast episodes on youtube.
- Book Tinx to be a guest on other podcasts.
- Run paid advertising campaigns and experiments to acquire new followers.
- Book guests for the podcast and assist in screening incoming emails/voicemails to choose the best ones to go on air.
- Organize and run "Rich Mom Walks" in cities all over the United States, engaging Tinx fans as brand ambassadors and organizers and gaining new followers.
- Support relationships with brands for brand deals and sponsorships.
- Discover new sites, outlets, and influencer accounts to promote Tinx and maintain relationships with key sites and partners.

WHERE TINX IS NOW: MOST POPULAR POSTS



Tinx is currently at 469k followers on Instagram and 1.5M on TikTok. This role's main focus would be growing Tinx's followers on her platforms and obtaining more monthly listeners on the podcast.

Tinx's videos/TikTok content can be divided into a few categories: vlogs, humorous/original content, trending audio, restaurant/food reviews, and miscellaneous.

The most viral videos tend to be dating advice snippets, rich mom starter packs (cities of LA editions), and trending audio sounds with witty captions.

IDEAS FOR GROWTH

Tinx seems to post 1-2 TikToks a day. She is most active on Instagram stories, especially during AMAs. I would like to structure a consistent posting schedule that is methodically organized so there is a constant influx of content:

- 1 snippet of the best moment from the podcast (3 videos per week, 1 from each episode)
- 1-3 of the best caller advice moments (once a week from the live episode)
- 1 food review video of a particular product per week
- 1 "what I ate" video per week
- 1 vlog of an event or fun day per week
- 2 videos per week of viral sounds with witty/relatable captions



IDEAS FOR GROWTH CONT.

A newsletter for Tinx would be very useful because it would put out more of Tinx's writing content. I have written many blogs and am happy to provide ideas for topics, edit, and assist in writing. This newsletter would also announce merch drops. We could also include surveys of what people want to see. 💎

It's also just good in general to have emails of fans for future uses, if needed, such as a book launch, new merch releases, announcing new podcast episodes, etc.

My favorite newsletter is "5 bullet Friday by Tim Ferriss." Tim Ferriss is a best-selling author and podcaster.

Every week, on Fridays, he sends emails that include information that I think Tinx should do. I will help come up with examples. It would look like this:

- 1 book Tinx is enjoying reading.
- 1 podcast episode Tinx is enjoying listening to.
- 1 restaurant Tinx is enjoying.
- 1 show or movie Tinx is enjoying.
- 1 product Tinx is enjoying.
- 1 picture of Ceviche being cute.
- Mantra of the week.



MERCH EXPANSION



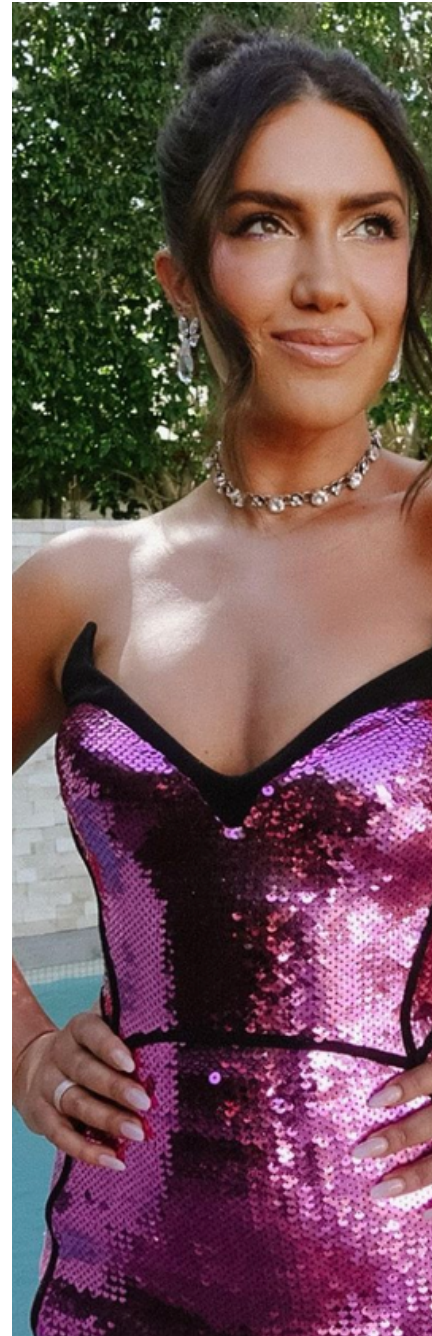
Merch is not only an excellent stream of income but also a great way for people to advertise our brand for us by wearing the merch.

- Tinx is all about comfort, so a sweatshirt and sweatpants combo (ideal for flights) would be on-brand. These sweatpants can have deep pockets that zip up for keeping travel documents/electronics. A great hoodie would be similar to the Lulu Lemon Scuba Hoodie.
- Tinx needs to make a spoon for shoveling salad! It can be cute and pink with rhinestones.
- Stickers: with Tinx quotes
- More merch collaborations with nonprofits, similar to the Pride Trevor Project collaboration.

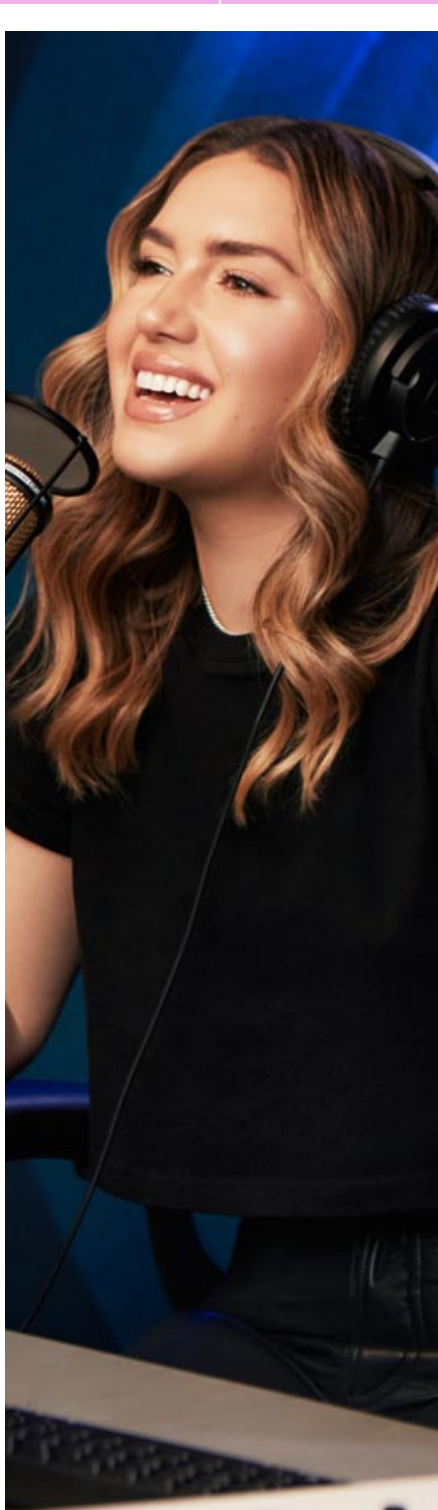
BRAND COLLABORATIONS

Here is a list of potential brand collaborations that I brainstormed and would love to work on creating. These would be brands that Tinx knows well and loves. It would be great if some of the collabs donated a portion of the proceeds to nonprofits (planned parenthood, Every Town, etc).

- Healthnut: Limited Edition Tinx Salad
- Erewhon: Tinx Smoothie of the month
- Madhappy: Tinx sweatpants/hoodie
- Ella's Flats: Tinx Flavor (spicy)
- Tabasco: Tinx spicier green tabasco
- Chipotle: Tinx hot sauce
- Bala Bangles: Tinx edition
- SLM ESWB: Tinx edition
- Revolve: Tinx dress
- Reformation: Tinx dress
- Diet coke: glass bottle collab (pink)
- Salt & Straw: Tinx flavor
- Hoka: Tinx Rich Mom walking shoe
- Bigg Chill: Tinx flavor & topping



IT'S ME, TINX PODCAST



A strategy to bring in more listeners and subscribers is to tap into audiences that don't know who Tinx is or wouldn't necessarily listen to her. This audience would come from being fans of guests. Tinx is well-connected in the celebrity/influencer world and many people love to go on podcasts to talk about themselves. I would also book Tinx to be a speaker on other podcasts (Pop Culture Happy Hour, Morning Toast, Vial Files, Almost Adulthood, Stuff You Should Know, Life with Marianna, BFFs, Call Her Daddy, etc).

Ideas for guests:

- Gweneth Paltrow (Goop)
- Marianna Hewitt (Summer Fridays)
- Francesca Aiello (Frankies Bikinis)
- Seth Jacobs (How Talent Management Works)
- Girl Boss Town (Robyn)
- Jaime Wynn (President of Jimmy Choo)
- Drew Barrymore

This list will continuously expand as Tinx grows her network and meets new people at events.

RICH MOM WALKS

The SF Rich Mom Walk was clearly a huge hit. People keep asking for a walk in their city. This is a great way to make Tinx personable, and relatable to her fans, and she seemed to have a great time meeting everybody. I would want there to be a security guard for safety walking alongside Tinx. But a security guard who is kind and approachable. I am happy to take the responsibility of organizing these walks and creating flyers to distribute on social media. Perhaps the attendees of these walks can be entered in a giveaway of a Tinx RMW sweater of that city. Some or every RMW could be in support of a nonprofit that Tinx believes in. (Matched donations from every walker). Another idea I love is if we did a "trash walk." Where everyone was given gloves, trash tongs, and a trash bag to walk around Los Angeles and pick up trash along the way!



WHEN CAN I START?



Final thoughts & elevator pitch:

I am an extremely observant and passionate fan of Tinx. Her relatability to my interests and goals leaves me feeling entertained and soothed. I regularly apply Tinx's principles to my everyday life. Although I'm just starting out in my career, I have been working in social media and marketing since my freshman year at UC Santa Cruz in 2015. I know that my relentless work ethic and over-the-top ambition will be of great use to growing followers for Tinx and assisting in continuing the creation of powerful messages that thousands of people from all walks of life appreciate and enjoy.

My mantra for this week is:

"I'm all about taking chances. You have to ask yourself if you're not taking any chances, are you actually even living? Every time you walk out of your door and you're out in the world, you take a chance on not coming back. That is the danger and the dynamic of being alive." -CeeLo Green

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