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# **DIGITAL PORTFOLIO**

JANUARY 2021

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**KIMBERLY MOORE**

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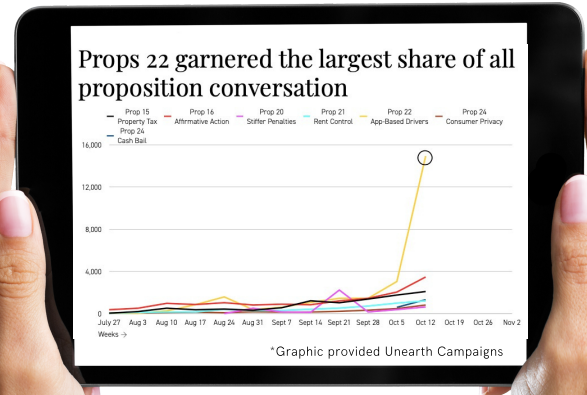
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# YES ON 22



**YES: 58.7%**  
9,787,296 TOTAL RAW VOTES

**NO: 41.3%**  
6,899,850 TOTAL RAW VOTES



**Developed, scheduled, & organized  
700+ posts incl. still/motion graphics &  
videos bringing rideshare driver voices  
to the campaign's forefront earning**

**19 MILLION**  
ENGAGEMENTS &

**691 MILLION**  
VIDEO VIEWS

**RECRUITED, EDUCATED, &  
MOBILIZED SUPPORTERS**

Diligent community building & outreach incl. Zoom "pep rallies" & weekly training resulted in cost-efficient organic growth with 1,300+ posts by over 100 individuals, organizations & influencers earning

**8 MILLION+**  
**#YESONPROP22**  
**IMPRESSIONS**



# BRAD SHOW LIVE

## Customized

### **brand management & content development**

earned all-new  
**live digital series**  
Brad Show Live:

## **Innovative strategies**

including *watch parties, fan groups, share games, and personalized engagement* earned average videos...

**10,000+**  
Views in 24hrs

**3,600+**  
Likes, Comments  
& Shares



## **Our coordinated digital campaign**

and targeted community outreach reached underrepresented immigrant communities resulting in **exponential growth in prospective clients** for top NYC immigration law firm Spar Bernstein

**40%**  
Revenue Growth

# BRAD SHOW LIVE



Early success on Facebook led to a **major brand expansion.**

*Under our strategic guidance,* the new Brad Show Live channel earned:

**14,000+**  
Subscribers

**Exclusive content & curated playlists**

ensured viewer interaction and engagement, and resulted in:

**200%**  
Increase in  
Avg. Watch Time



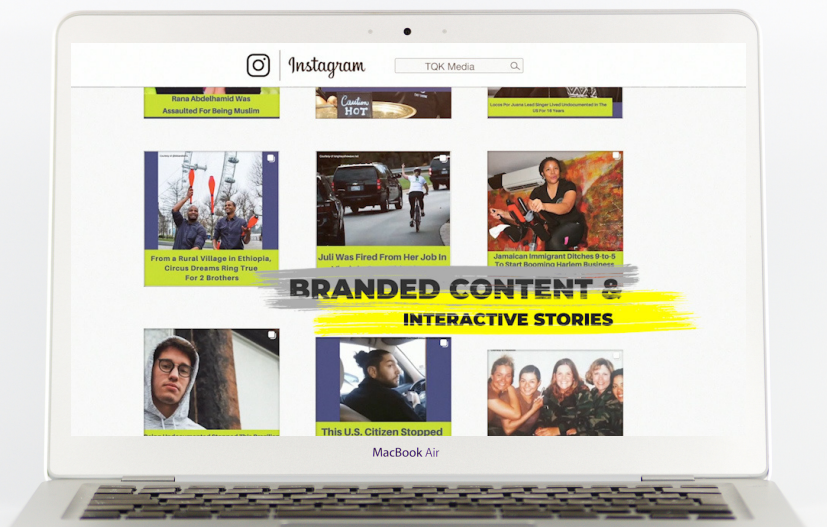
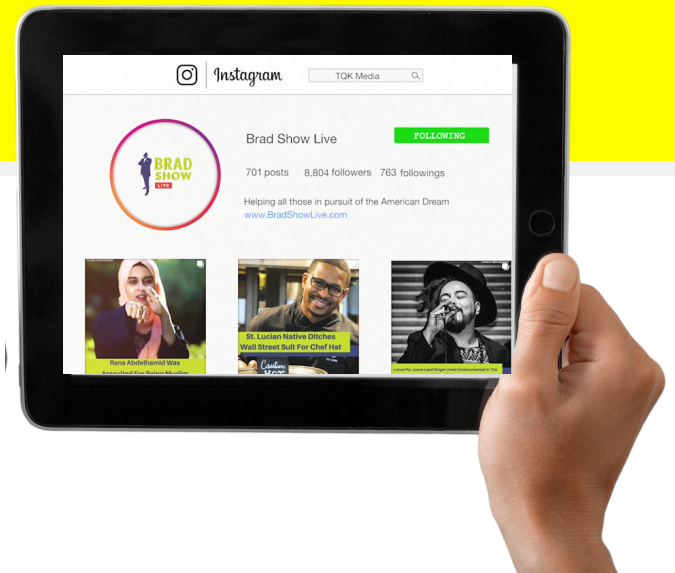
# BRAD SHOW LIVE

## Feed

**Our unique brand of digital storytelling** offered a curated grid of Brad Show Live's most compelling interviews. Recurring series like our *"Amazing Immigrant"* feature during Immigrating Heritage Month ensured content would be **relevant and timely.**

## IG Stories

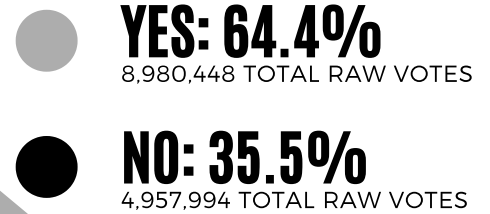
**Our interactive Instagram Stories** engaged the audience like never before providing *additional resources* for prospective clients, and *entertaining episode recaps.*



## IGTV

IGTV's longer format offered the audience a *curated archive* of Brad Show Live's **most viewed segments.**

# YES ON 56



## INNOVATIVE STRATEGY

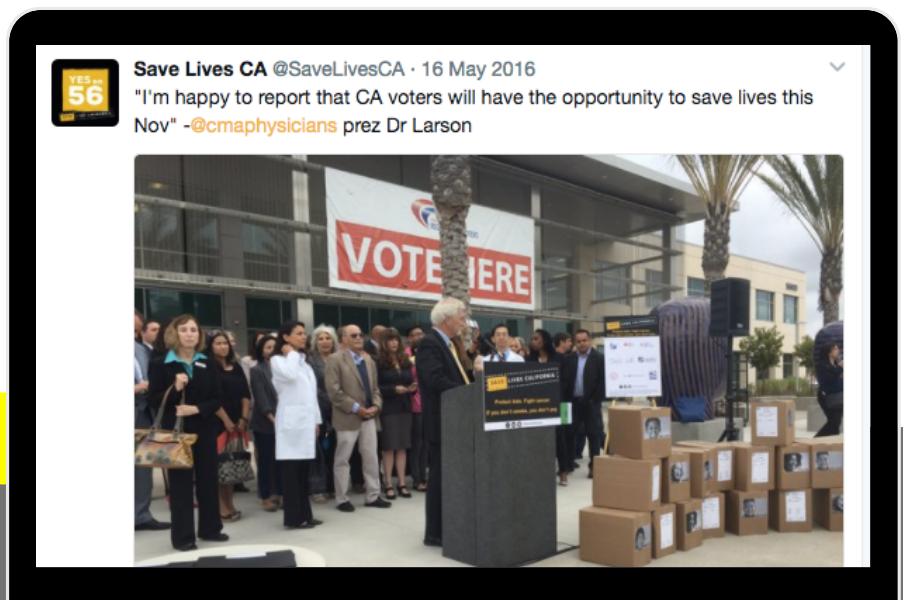
Our out-of-the-box ideas helped shape the Yes on 56: Save Lives CA digital strategy from inception to implementation, including brand development, community management, and digital content creation and scheduling.

## BOLD TACTICS

Our groundbreaking Live Stream of the San Diego press conference announcing the end of signature gathering marked *the first press conference Live Streamed by a statewide ballot initiative* --

allowing reporters' unprecedented access, generating statewide press coverage, and earning...

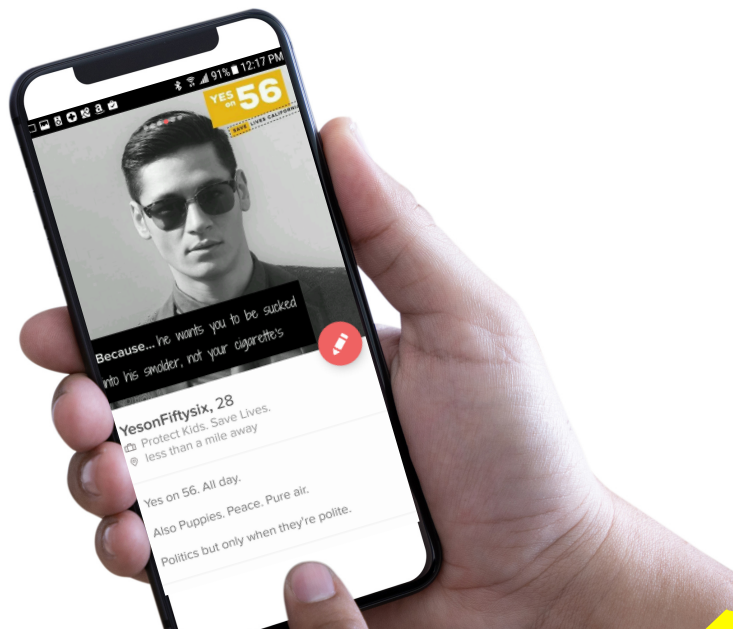
**40K+ VIEWS**



# YES ON 56

## BUILDING A BRAND

Our multi-platform digital strategy offered a compelling look at the toll of e-cigarettes, engaged our target demographic across Facebook, Twitter, Instagram, and Tinder, and earned an *AAPC Pollie Award for Best Use Of Social Media*.



## MOBILIZING A COMMUNITY

We thoughtfully engaged with the community in comments/threads, created **eye-catching infographics** shared hundreds of times, and parodied ourselves on non-traditional platforms like *Tinder to reach new audiences*, **another statewide ballot initiative first.**



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