

# JESSE MILLS

*CAPABILITIES DECK*



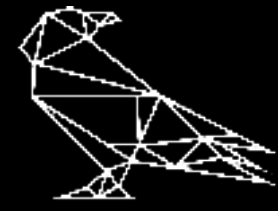


# Core

## CAPABILITIES

CREATING SOCIAL  
CONTENT,  
EXPERIENCES &  
CONVERSATION THAT  
CONVERTS.





# CLIENTS

DELEÓN<sup>®</sup>  
TEQUILA

STK<sup>®</sup>  
STEAKHOUSE

  
CÎROC.

EC<sup>®</sup>  
FITNESS

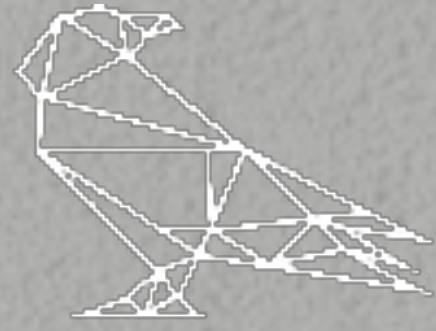
Rolling  
Loud<sup>™</sup>

Southern Company

Bar  
Vegan

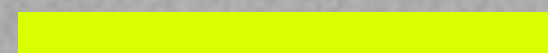
  
redbird





*CASE STUDIES*

**BRANDS I'VE HELPED  
MAKE BETTER...**



CLIENTS

DELEÓN<sup>®</sup>  
TEQUILA

Core

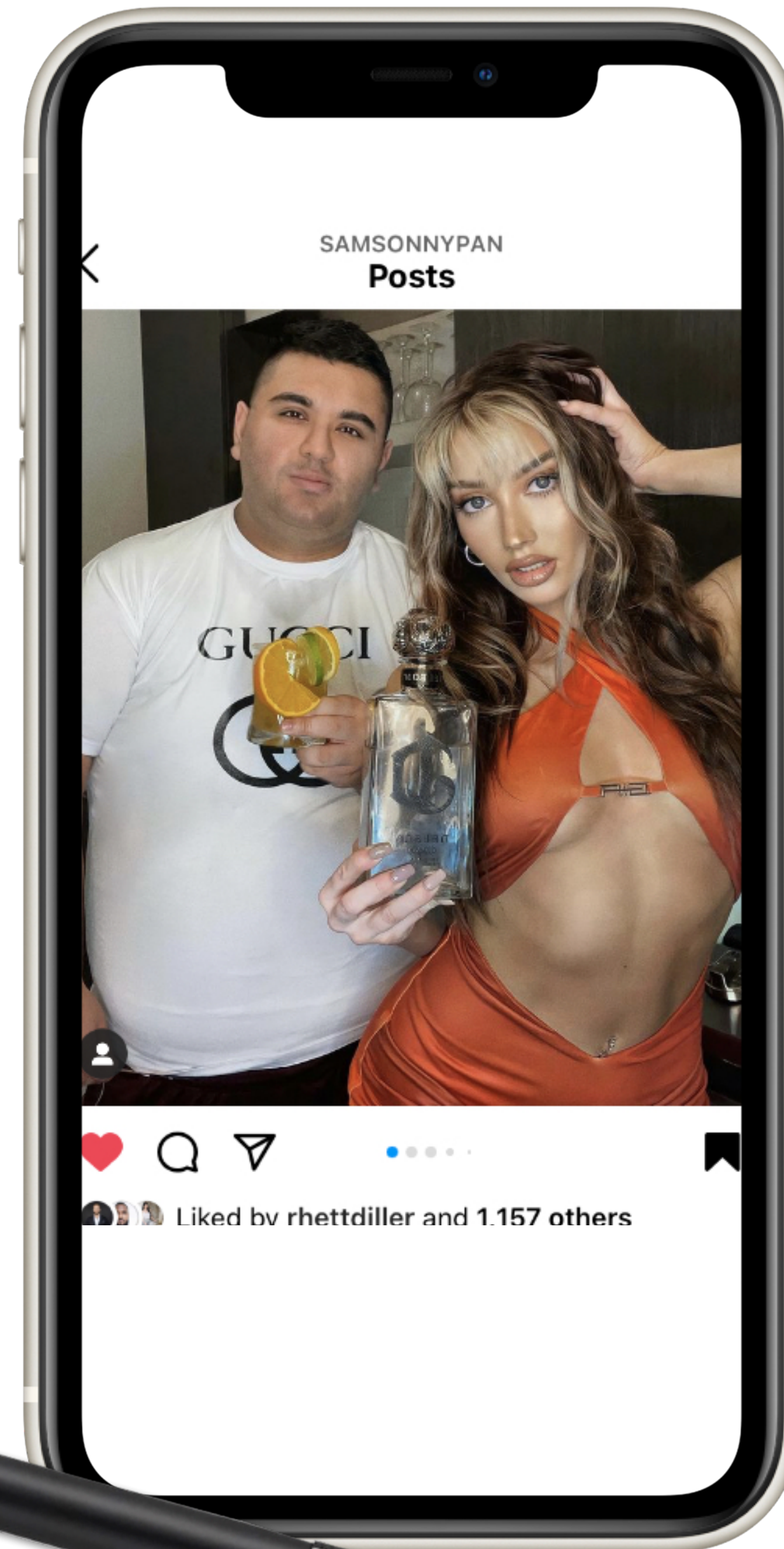
SERVICES

INFLUENCER MANAGEMENT  
+ CONTENT STRATEGY  
+ EXPERIENTIAL

DELEON

SEASONAL  
INFLUENCER  
SELECTION +  
CONTENT  
STRATEGY AND  
REPORTING  
AROUND  
BRAND MOTIFS  
LIKE NATIONAL  
MARGARITA  
DAY UTILIZING  
DYNAMIC  
VIDEO AND  
REEL  
CONTENT.

2.2 Million  
Aggregate  
Impressions  
Generated



DELEON

EXECUTE  
BRAND LAUNCH  
LAUNCH  
EXPERIENCES  
WITH  
EXCLUSIVE &  
UNIQUE  
AUDIENCES  
THAT TAP INTO  
THE CORE  
BRAND  
DEMOGRAPHIC.



2.2 Million  
Aggregate  
Impressions  
Generated

CLIENTS

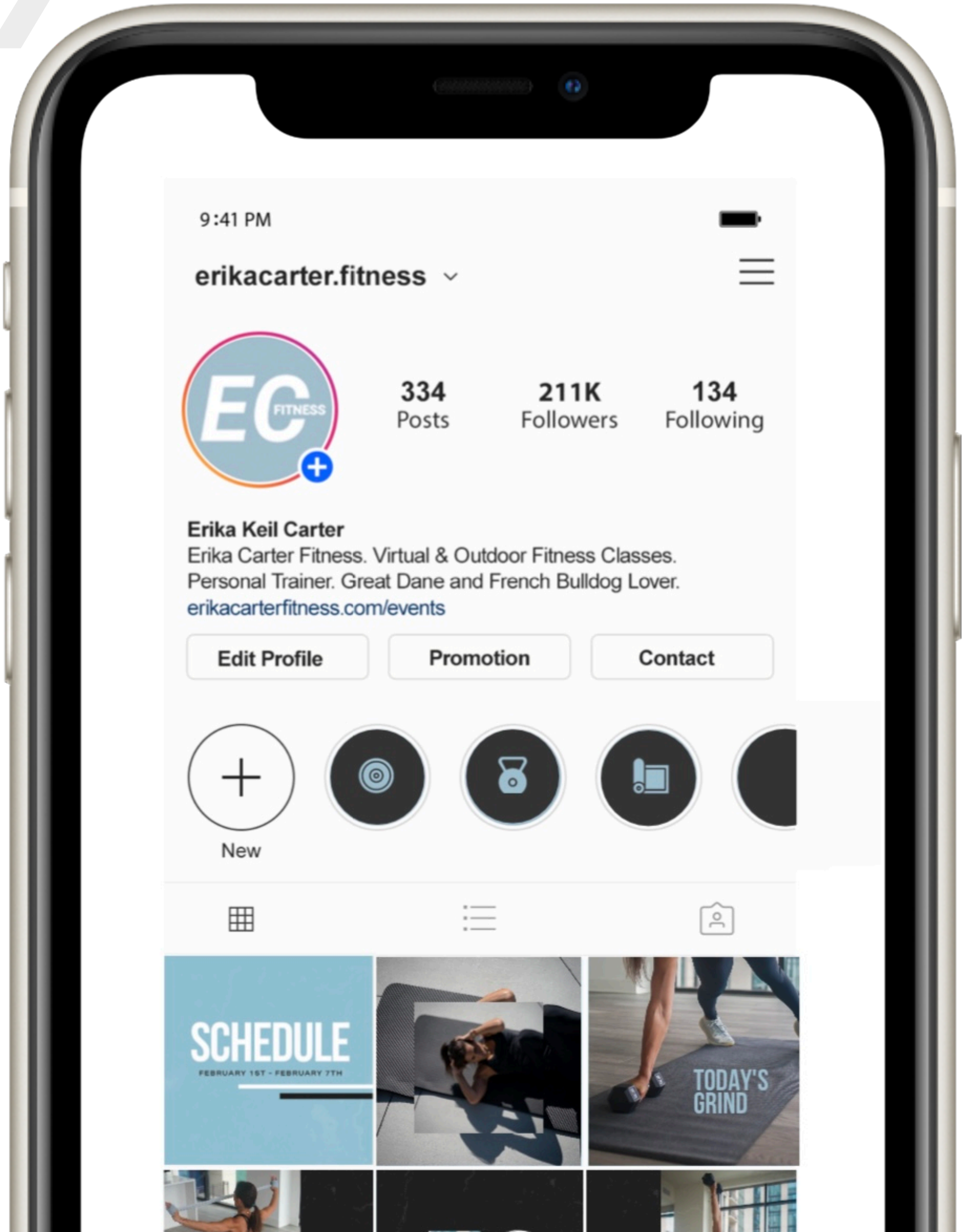
**EC** FITNESS

# Core

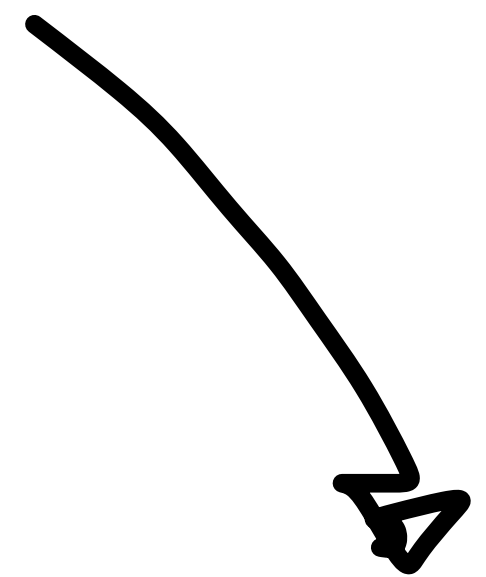
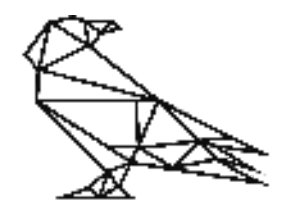
## SERVICES

BRAND IDENTITY + POSITIONING  
STRATEGIC PR  
VISUAL IDENTITY REFRESH  
(SOCIAL FOCUSED)  
BRAND PLAYBOOK





Images that showcase your work, establish thought leadership, tell your story and delivery your identity with soul.



PRIMARY LOGOMARK



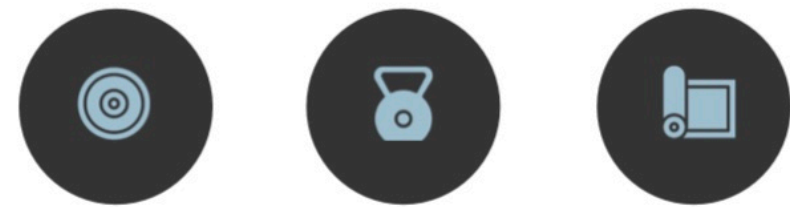
This is the primary layout of the logomark. Use this version by default.

SINGULAR LOGOMARK



This is the primary color layout of the logomark.

ICONOGRAPHY



This is the primary layout of the wordmark. Use this version by default and on its own during appropriate applications.

COLORS



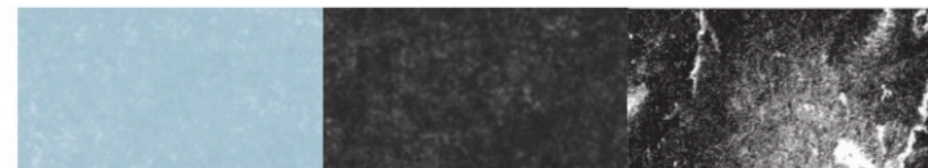
Powder Blue  
C27 / M14 / Y12 / K0  
R159 / G192 / B209  
#BFCDD1

White  
C0 / M0 / Y0 / K0  
R255 / G255 / B255  
#FFFFFF

Slate  
C26 / M29 / Y28 / K40  
R72 / G72 / B72  
#484848

Timberwolf  
C26 / M23 / Y22 / K26  
R54 / G54 / B54  
#303030

TEXTURES



TYPOGRAPHY

**AA** BEBAS NEUE - BOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789!@#%&\*

Aa Montserrat - Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&\*

**Aa** Aktiv Grotesk - Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&\*

Aa Necto Mono  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&\*

BOLD

MNOPQRSTUVWXYZ

MNOPQRSTUVWXYZ

!@#%&\*

t - Regular

HIJKLMNOPQRSTUVWXYZ

ijklmnopqrstuvwxyz

!@#%&\*

esk - Bold

HIJKLMNOPQRSTUVWXYZ

ijklmnopqrstuvwxyz

!@#%&\*

o

JKLMNOPQRSTUVWXYZ

ijklmnopqrstuvwxyz

!@#%&\*

CLIENTS

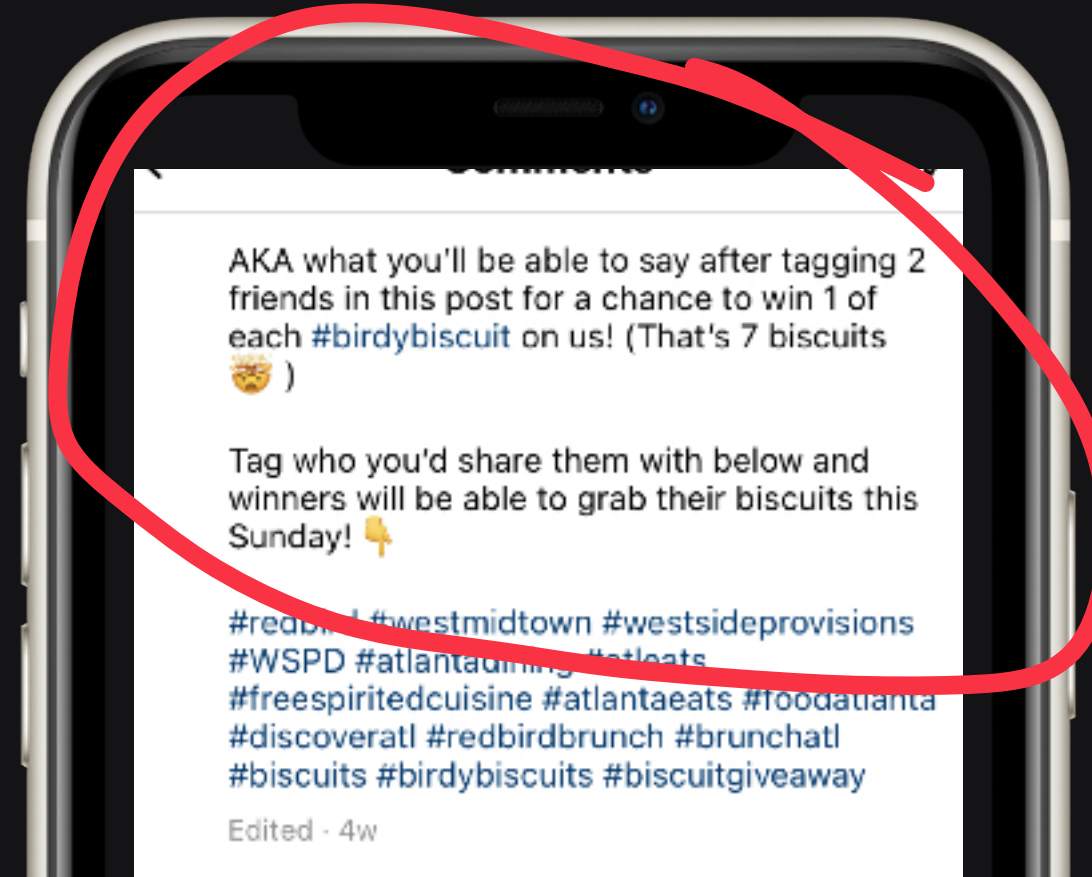
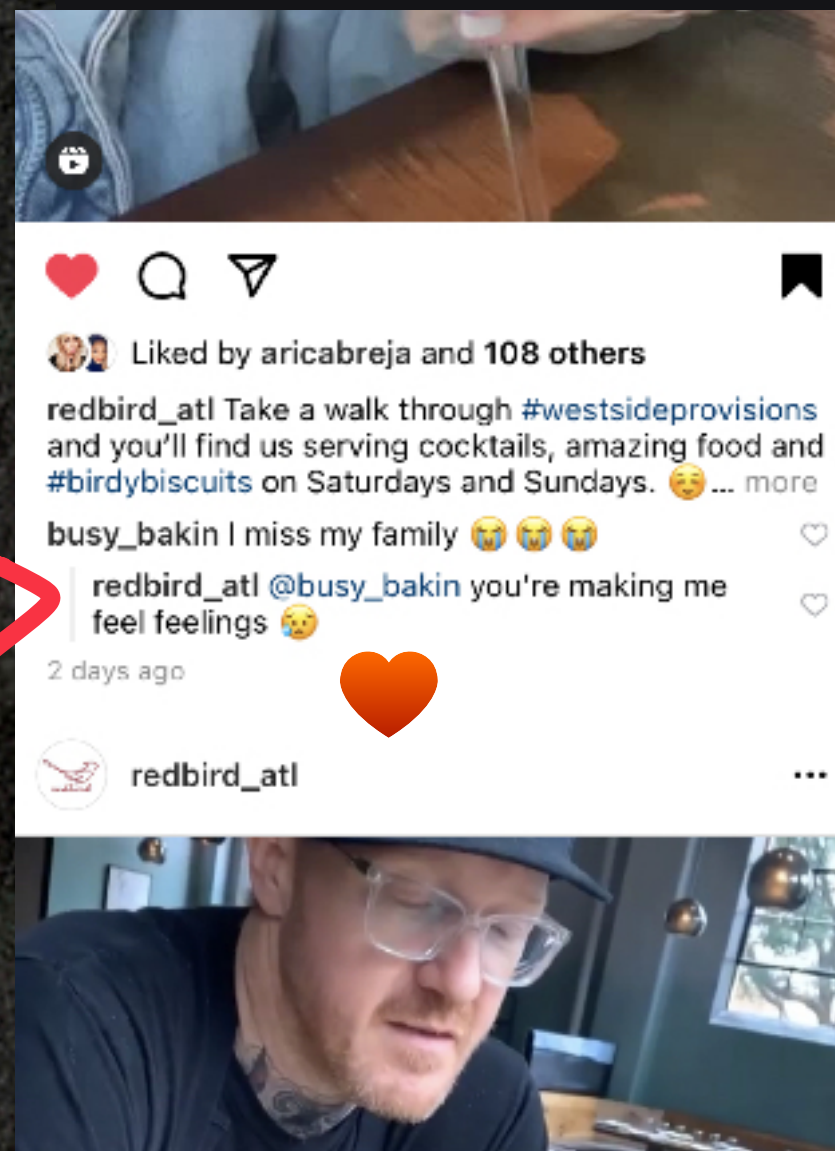
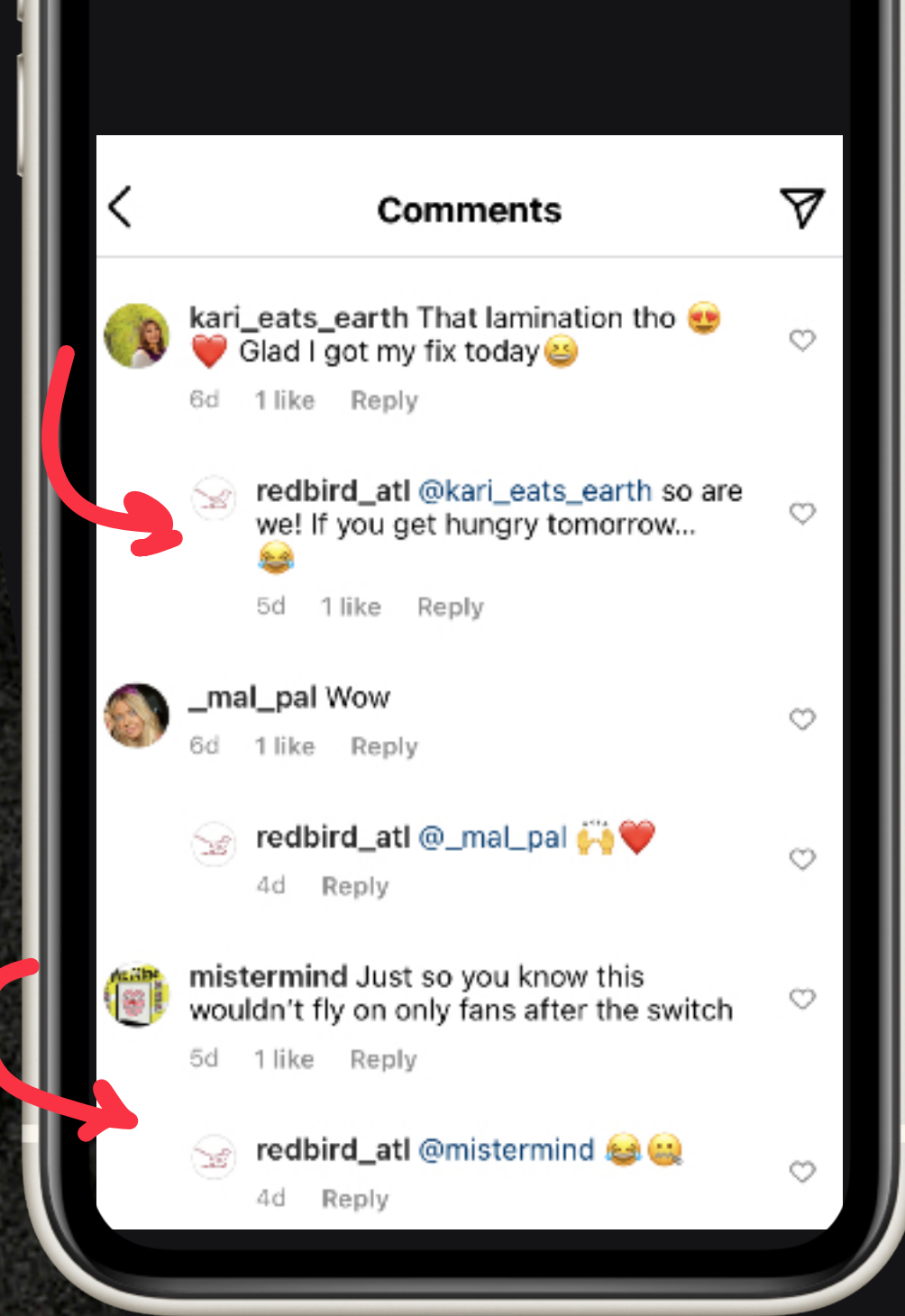


# Core

## SERVICES

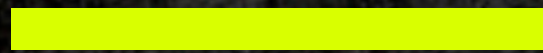
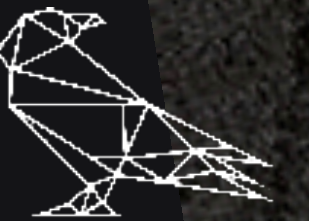
COMMUNITY MANAGEMENT  
CAPTION COPYWRITING  
CALENDAR  
+ CONTENT STRATEGY

BUILDING COMMUNITY



COMMUNITY MANAGEMENT KEYS TO SUCCESS

- USE OF LEVITY AND HUMOUR
- PERSONALIZED RESPONSES
- SPARKING PARTICIPATORY CULTURE I.E. GIVEAWAYS
- SPEAKING IN BRAND VOICE SOULFULLY
- DRIVING CONVOS BACK TO THE CTA
- PIVOTING FEEDBACK TO CUSTOMER SERVICE



CLIENTS



# Core

## SERVICES

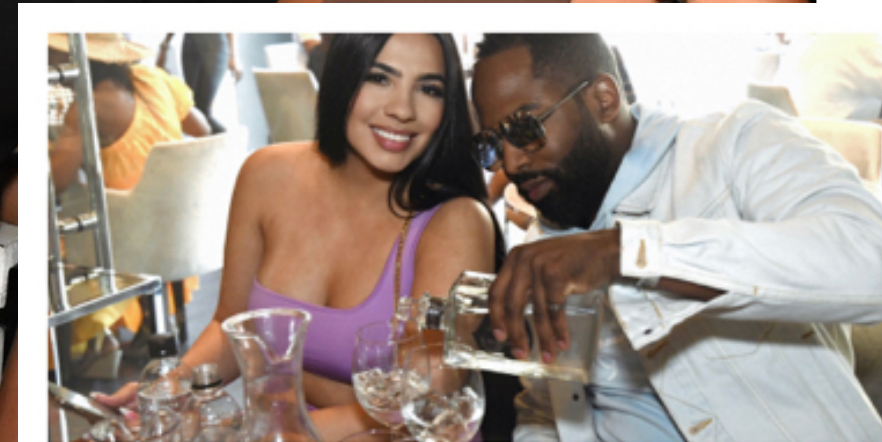
- INFLUENCER MANAGEMENT
- + CONTENT STRATEGY
- + EXPERIENTIAL



C I R O C

EXECUTE  
BRAND LAUNCH  
LAUNCH  
EXPERIENCES  
WITH  
EXCLUSIVE &  
UNIQUE  
AUDIENCES  
THAT TAP INTO  
THE CORE  
BRAND  
DEMOGRAPHIC  
FROM POOLS,  
TO DINNERS TO  
BRUNCHES.

2.7 Million  
Aggregate  
Impressions  
Generated



Pic Stitch

THANK YOU FOR REVIEWING  
THE DECK-I LOOK FORWARD  
TO HELPING YOU BUILD!  
FOR ANY QUESTIONS YOU  
CAN REACH ME AT

JM@YOURBRANDVISTA.COM  
OR 443.538.4255