

hello.

Portfolio



SCOTT NELL | TEAM

BUY OR SELL, TRUST SCOTT NELL

content .

1. RESUME /03
2. RESEARCH ONE SHEET /04
3. SUMMER INTERNSHIP DESIGN /09
4. HASHTAG LIST /10
5. PODCAST MARKETING PLAN SLIDESHOW /11

Monica T. Rodriguez

EDUCATION

California State University, Northridge (CSUN) August 2019
B.A. in *Journalism*, with an emphasis in *Public Relations*

A.A. in *Broadcast Journalism* College of the Canyons June 2017 | A.A. in *Animation Production* College of the Canyons June 2016 | A.A. in *Art* College of the Canyons June 2015

EXPERIENCE

Digital Marketing Intern, Jan. 2019-Present
Keller Williams Scott Nell Team (SNT) Encino, CA

- Researching and analyzing digital platforms and innovations
- Preparing reports and assisting with an overall digital strategy for the SNT
- Generate ideas for SNT website, social media, current trends, and popular social media platforms
- Assist with creating a digital marketing campaign for SNT podcast
- Support the day-to-day operations of the SNT as needed

Student Director of Public Relations, June 2018-Present
Public Relations Student Society of America (PRSSA), CSUN Chapter Northridge, CA

- Maintaining and updating the CSUN PRSSA website
- Oversight of chapter news on the national website
- Communicate between our social media and blog post
- Design advertising and brochures to promote CSUN PRSSA throughout the campus

Student Public Relations Consultant, Aug.- Dec. 2018
CSUN Agency 398 Class Northridge, CA

- Assist in preparation for press events, including assisting on site as needed for organization "A Place Called Home"
- Maintain press contact database and create press lists
- Conducting market and media landscape research to inform client deliverables, social strategies, and media outreach
- Able to work under deadline pressure and within a team environment and collaborate with others to accomplish goals
- Excellent writing, editing, and proofreading skills and proficiency with Associated Press writing style

Public Relations Internship, May-Aug. 2018
California Association of Human Relations Organizations (CAHRO) Northridge, CA

- Developed template for CAHRO online magazine, articles, and images
- Designed CAHRO's newsletter templates emailing distribution list, organize and promote members to CAHRO's online magazine
- Copyedited for CAHRO publication

CONTACT

- Portfolio Website: monicatr.com
- rodriguez.t.monica.17@gmail.com
- 818.671.7648

SOCIAL MEDIA



MEMBERSHIP

- National Millennial Community** Nov. 2018-Present
Member
- Public Relations Student Society of America CSUN** Sept. 2017-Present
Board Member
- Society of Professional Journalists CSUN Student Chapter** Sept. 2017-Dec. 2018
President/ Board Member
- ASIFA-Hollywood The International Animated Film Society** Nov. 2017-Present
President/ Board Member
- Women In Animation** Nov. 2016-Present
Member/Volunteer
- Girl Scouts (Gold Award Recipient)** Oct. 2001-Sept. 2013
Member

SKILLS

- Adobe CC:** Photoshop, InDesign, Illustrator, Premiere Pro, After Effects, Adobe Acrobat
- Microsoft Office Suite:** Word, Excel, PowerPoint, Outlook
- Google Platforms:** Docs, Sheets, Slides, Drive, Gmail
- Social Media Outlets:** Facebook, Instagram, Twitter, LinkedIn
- Other:** Digital Photography, Copy Editing, Keynote, Wix, WordPress, Cision
- Computer:** Mac and PC
- Certifications:** Hootsuite, MailChimp
- Academic Record:** 3.5

fix SNT website .

I looked for problems checking the Scott Nell Team website and created a one-sheet report for Scott to look over.

Fix Portfolio : No Links to:	Website:
<ul style="list-style-type: none"> • Hayvenhurst (SOLD OFF-MARKET) take out the photo and information of house. • Temple Hills: No link • Maleza: No link • Paradise: No link • Milbank (SOLD OFF-MARKET) take out the photo and information of house. • Pacheco: No link • Park Colombo: No link • Winford: No link • Encino: No link • Zuniga: No link • Valley View: No link • Vena: No link • Valley Vista: No link • Turnstone: No link • Topanga: No link • Roscoe: No link • Avenida Del Sol: No link • Buccaneer: No link • Charisma: No link • Medley: No link • Via Cellini: No link • Valleyheart: No link • Tarzana Gem: No link • Tuscan Villa: video walkthrough from vimeo • Laramie: video walkthrough from YouTube 	<ul style="list-style-type: none"> • Testimonials: 4 to 5 short testimonial quotes include pictures of the client. • About: Need Scott Nell Team Photo • Update photo of team • Buyers: Condense text information • Buyer's Roadmap: pictures links not found. • Condense text information • Financing Roadmap: pictures links not found. • Condense text information • Sellers: Needs photo cover • Condense text information • Seller's Roadmap • Condense text information • 1031 Exchange: Need photo cover • Financing Rates: Need photo • Families in Transition: Need photo cover • Probate & Trust: Need photo cover • Divorce: Need photo cover • 50+ Adults: Need photo cover • Mercy Childcare: have black text • Create a blog section: • Seller's Roadmap • Sellers • Financing Roadmap • Buyer's Roadmap • Buyers

Wix.com .

I created a one-sheet showing different price points of wix.com. Looking at Scott's present-day websites does not have an entertainment industry visual presentation.

Combo For Personal Use \$11/ month:	Unlimited Entrepreneurs & Freelancers \$14/month:
<ul style="list-style-type: none"> • 2GB Bandwidth • 3GB Storage • Connect Your Domain • 30 Video Minutes • Remove Wix Ads • Free Domain for 1 Year 	<ul style="list-style-type: none"> • Unlimited Bandwidth • 10GB Storage • Connect Your Domain • 1 Video Hour • Remove Wix Ads • Free Domain for 1 Year • \$300 Ad Vouchers • Site Booster App - \$60 Value • Form Builder App-\$48 Value • Events Calendar - \$48 Value • Professional Logo - \$50 Value • Social Media Logo files

Pro Complete Online Branding \$19/month:	VIP First Priority Support \$29/month:
<ul style="list-style-type: none"> • Unlimited Bandwidth • 20GB Storage • Connect Your Domain • 2 Video Hours • Remove Wix Ads • Free Domain for 1 Year • \$300 Ad Vouchers • Site Booster App - \$60 Value • Form Builder App - \$48 Value • Events Calendar - \$48 Value • Professional Logo - \$50 Value • Social Media Logo files 	<ul style="list-style-type: none"> • Unlimited Bandwidth • 20GB Storage • Connect Your Domain • 2 Video Hours • Remove Wix Ads • Free Domain for 1 Year • \$300 Ad Vouchers • Site Booster App - \$60 Value • Form Builder App- \$48 Value • Events Calendar - \$48 Value • Professional Logo - \$50 Value • Social Media Logo files • Priority Response • VIP Support

Squarespace .

I created a one-sheet showing different price points of Squarespace. Looking at Scott's present-day websites does not have an entertainment industry visual presentation.

\$12 Per month billed annually or \$16 month to month.	\$18 Per month billed annually or \$26 month to month.
<ul style="list-style-type: none"> • Unlimited Bandwidth and Storage • Mobile-Optimized Website • Website Metrics • Free Custom Domain* with annual purchase • SSL Security Included • 24/7 Customer Support • Limited to 2 Contributors 	<ul style="list-style-type: none"> • Unlimited Bandwidth and Storage • Mobile-Optimized Website • Advanced Website Metrics • Free Custom Domain* with annual purchase • SSL Security Included • 24/7 Customer Support • Unlimited Contributors • Professional email from Google* • \$100 Google Ads Credit • Promotional Pop-Ups • Fully Integrated E-Commerce • Sell Unlimited Products & Accept Donations • 3% Transaction Fee • Mobile Information Bar • Complete Customization Through CSS and JavaScript • Premium Blocs and Integrations • Announcement Bar

Pursuing Results .

I created a one sheet showing different price points of Pursuing Results Podcast marketing company.

Launch \$4,999	Monthly service \$1,999
<ul style="list-style-type: none"> • We work with you to: • Create your podcast brand identity • Design your podcast artwork • Build your custom podcast blog • Brand & optimize your social media • Export your email database(s) • Reconnect with your contacts • Optimize your branded YouTube channel • Launch your podcast in 45-60 days 	<ul style="list-style-type: none"> • Each and every week, we will: • Professionally edit your interview • Write a high-quality, keyword-rich article • Create an optimized YouTube video • Create a shareable Highlight Clip & Mini Article • Syndicate to iTunes & Stitcher • Promote new episodes on your social media • Promote new episodes to your email list

Systems	Host A Legendary Podcast in Just 4 Hours A Month
<ul style="list-style-type: none"> • Production System • Promotional Graphics • Show Notes • Quote Graphics • Highlight Clips • Promotional Email • Summary of the Production System • Promotion System • Guest Promotion System 	<ul style="list-style-type: none"> • Broadcast or Record Your Episodes • We Grab the File • Approve Your Email • Capitalize On Your Show

Website

Link Systems:

<http://pursuingresults.com/weekly-podcast-systems/>

Link Services:

<http://pursuingresults.com/plan/>

I created a one sheet showing different price points of Vyral Marketing Podcast marketing company.

30-Day Onboarding \$1,995/ONE-TIME	Monthly Implementation \$550/Month
<ul style="list-style-type: none"> • 30 Day Risk-Free Trial • (4) Weekly Strategy Calls • Professional Video Blog/Website • New Subscriber Form • 1 Year Video Topic Planning • HD Webcam, Microphone & Light • Email Export & Reconnect • In-Depth Keyword Research • "Why Hire Me?" Step by Step process how to shoot a short video • Social Media / Newsletter Branding • Video Animation Package • Facebook Ad Set-Up/Remarketing • We'll Build You A Sponsor List 	<ul style="list-style-type: none"> • Monthly HD Webcam Interview • Weekly Feedback & Accountability • (2) Professionally Edited Videos • (2) Custom Written Blog Articles • (2) Video Email Promotions/Broadcasts • (2) Warm Lead Reports • YouTube Search Optimization • Marketing Reports • Social Media Updates / iTunes Podcast • Track Who's Engaging • Essential Facebook Advertising • Sponsorship & Advertising Support • Monthly Video Postcard

30-Day Onboarding \$1,995/ONE-TIME

Link:

https://www.getvyral.com/30-day-onboarding?__hstc=199273713.1e6ce5cfccd5408fbc36edfb9373b14.1550779017998.1550779017998.1550779017998.1&__hssc=199273713.1.1550779017998&__hsfp=2001812004

Monthly Implementation \$550/Month

Link:

https://www.getvyral.com/monthly-implementation?__hstc=199273713.1e6ce5cfccd5408fbc36edfb9373b14.1550779266642.1550779266642.1550779266642.1&__hssc=199273713.1.1550779266642&__hsfp=2001812004

I created a final draft for Scott Nell Team Digital Marketing internship application of Summer 2019.

Digital Marketing intern - Summer 2019

Company: Scott Nell of the Scott Nell Team at Keller Williams
Location: Encino-Sherman Oaks
Business: Digital Marketing
Date posted: Mar. 06, 2019

Job Summary:

This internship is unpaid but can be used for class credit. Students must be available to work in this position 12 hours a week and be available at least 2 days a week and times are flexible for our Keller Williams Encino-Sherman Oaks office.

We are...

Scott Nell of Scott Nell Team at Keller Williams Real Estate Agency.

What We Are Looking For...

- Assist the Scott Nell Team brand by creating content for our digital market.
- Help with auditing social media and brainstorm ways to implement best practices.
- Aid with administrative tasks related to real estate, and office related tasks.

Job Requirements:

- Working knowledge of social media platforms including Facebook, Twitter, Instagram, LinkedIn, YouTube, and Pinterest.
- Proficiency in Microsoft Office tools and Google Docs, especially Excel/Sheets.
- Basic knowledge of Adobe Photoshop and Premiere Pro is a plus.
- Must have excellent organizational skills and high attention to detail.
- Demonstrated skills in Graphic Design, Photography, Camera/Video Editing, and microphone.

Required Education:

- Coursework completed in Marketing, Communications or Public Relations.
- Must be a student currently enrolled at an accredited college or university.

Contact Us:

Jessie Fallman, Executive Assistant and Sales Partner at jessie@scottnellteam.com
 CC Scott Nell at scott@scottnellteam.com

Hashtag List .

I created a Hashtag list for Scott Nell Team social media outlets.

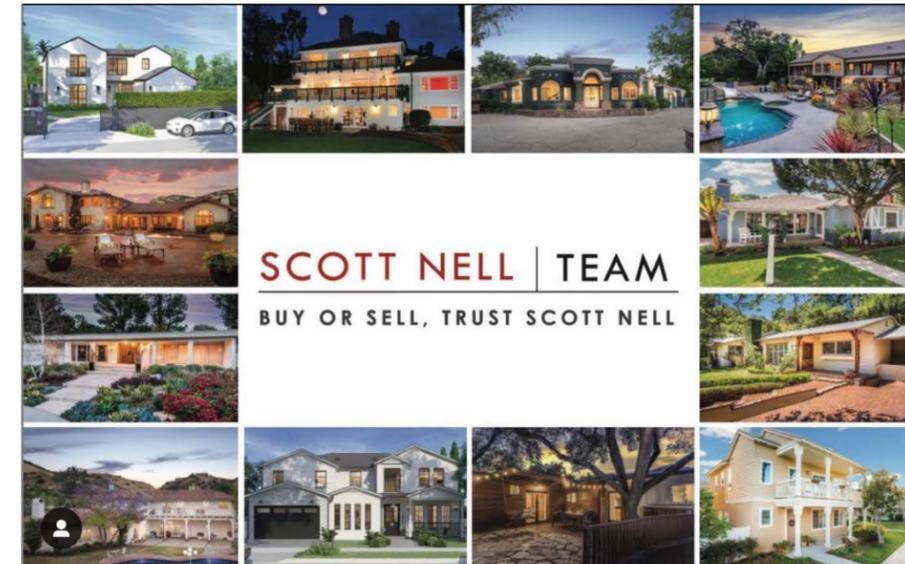
	A	B	C	D
1	Lux. Listings	Single Family Residence (SFR)	Condo Town Home	New Construction
2	#realestatelife	#realestatelife	#realestatelife	#realestatelife
3	#realtors	#realtors	#realtors	#realtors
4	#realestate	#realestate	#realestate	#realestate
5	#realestateagent	#realestateagent	#realestateagent	#realestateagent
6	#getlistings	#getlistings	#getlistings	#getlistings
7	#smartagents	#homesales	#housesales	#smartagents
8	#homesales	#housesales	#listings	#homesales
9	#housesales	#listings	#homeforsale	#housesales
10	#listings	#homeforsale	#mortgage	#listings
11	#homeforsale	#mortgage	#justsold	#homeforsale
12	#realestatemarketing	#justsold	#realtorslife	#realestatemarketing
13	#expires	#realtorslife	#condo	#standout
14	#standout	#openhouse	#openhouse	#justsold
15	#justsold	#smartrealtor	#smartrealtor	#realtorslife
16	#realtorslife	#sell	#sell	#openhouse
17	#luxuryliving	#agents	#agents	#smartrealtor
18	#openhouse	#househunting	#househunting	#sell
19	#smartrealtor	#homesearch	#homesearch	#agents
20	#sell	#broker	#broker	#househunting
21	#agents	#realestateexperts	#realestateexperts	#homesearch
22	#househunting	#realestatenews	#realestatenews	#dreamhome
23	#homesearch	#house	#house	#realestateexperts
24	#broker	#renovation	#renovation	#realestatenews
25	#dreamhome	#fixerupper	#fixerupper	#house

	A	B	C	D
1	Lux. Listings	Single Family Residence (SFR)	Condo Town Home	New Construction
26	#milliondollarlisting	#propertysales	#propertysales	#renovation
27	#realestateexperts	#realestateinvestor	#realestateinvestor	#propertysales
28	#realestatenews	#sold	#condolife	#realestateinvestor
29	#decor	#selling	#sold	#realestatebroker
30	#interior	#ilovemyjobs	#selling	#sold
31	#house	#homedesign	#ilovemyjobs	#selling
32	#dreamhouse	#modernhouses	#homedesign	#beautifulhomes
33	#luxuryproperty	#casa	#casa	#ilovemyjobs
34	#realestateinvestor	#bigresidence	#architecture	#homedesign
35	#realestatebroker	#architecture	#design	#modernhouses
36	#sold	#design	#building	#casa
37	#selling	#building	#townhomes	#bigresidence
38	#beautifulhomes	#justlisted	#justlisted	#architecture
39	#mansions	#homesweethome	#homesweethome	#design
40	#ilovemyjobs	#curbappeal	#homemodification	#building
41	#homedesign	#homemodification	#realestateporn	#justlisted
42	#modernhouses	#realestateporn	#realestatesales	#homesweethome
43	#casa	#realestatesales	#realestateexperts	#landscape
44	#bigresidence	#realestateexperts	#realestateforsale	#curbappeal
45	#architecture	#realestateforsale	#realestatetips	#realestateporn
46	#design	#realestatetips	#realestatelaws	#realestatesales
47	#bigmansion	#realestatelaws	#realestatecoach	#realestateexperts
48	#building	#realestatecoach	#realestateteam	#realestateforsale
49	#justlisted	#realestateteam	#realestatephotography	#realestatetips

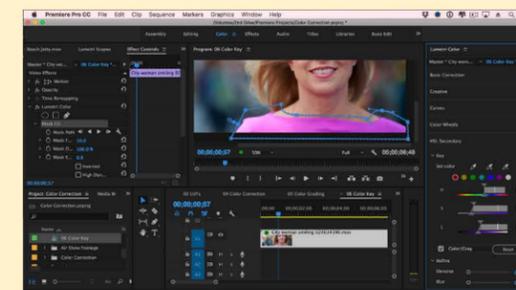
Podcast Marketing Plan Slideshow .

I created a Podcast marketing strategic plan for Scott Nell Team using Google slideshow.

Podcast Plan for Scott Nell Team



Production System



- By using Adobe Premiere Pro you can edit video and audio files. Including trimming the beginning and end points, removing awkward pauses, stumbles or profanity, adding any midroll ads and custom intro and outro for the episode.
- You can get a Freelance Video Editor
- Depending upon the region you are located in and the level of experience of the video editor, professional video editing rates range between \$75 to \$150/hr.

Promotional Graphics

- Create a custom Promo Graphic for each episode, featuring the guest speaker photo and episode title.

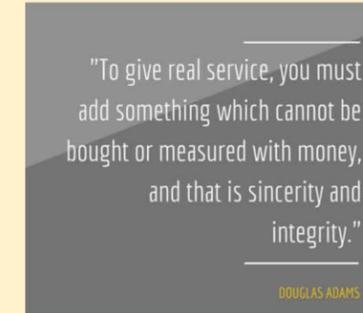


3

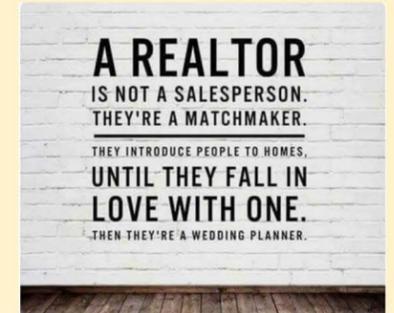
Samples of Quote Graphics



"Coming Soon"



"Coming Soon"



"Coming Soon"

- Next, we take the Key Quote (or quotes) from each episode and turn them into Quote Graphics for social media sites like Facebook, LinkedIn, Instagram and Twitter.

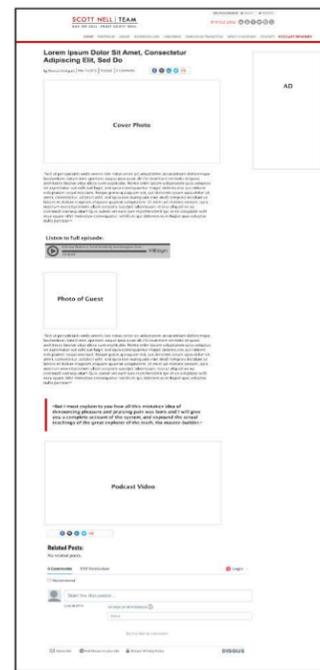
5

Sample of Page Layout:

- Title
- Cover page showing image and title of podcast topic. Or have the video interview of the podcast.
- Summary of Podcast and including a small biography of guest speaker
- Maybe a Quote from Scott
- Add podcast player
- Social Media Platforms and mailing icon.
- Have a comment section add to the bottom of the page.

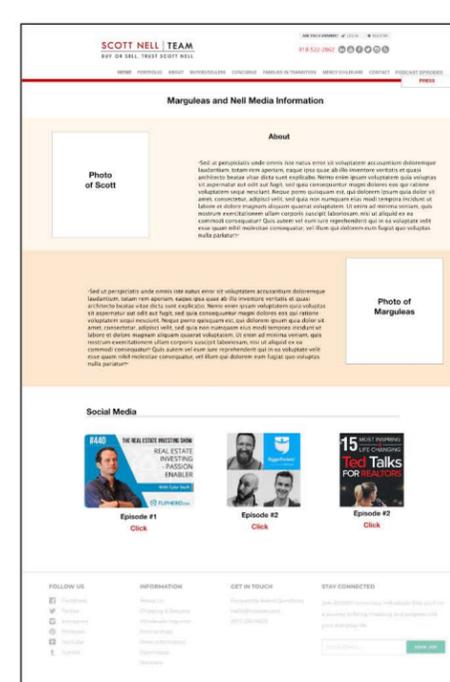


Sample 1



Sample 2

4

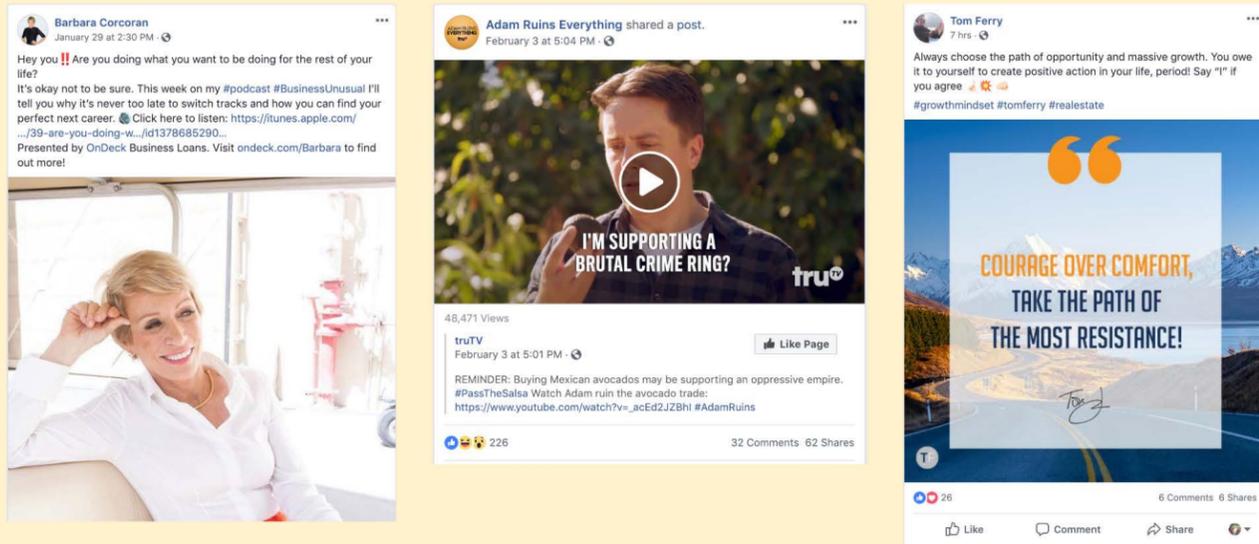


Guest Promotion System

- We provide them the Promotional Graphic (with their picture) with links they can copy/paste right into Facebook, LinkedIn or Twitter.
- Have buffer clip of video and then show the best 1-2 minutes of each episode for easy sharing and download video from the press page.
- Make sure that each post on the social media platforms has a link to the main website of the episode/press page.
- Writing a short blog post/article for the Highlight Clip/Cover podcast picture, and link to the full episode.

6

Social Media Clips



7

Podcast Format:

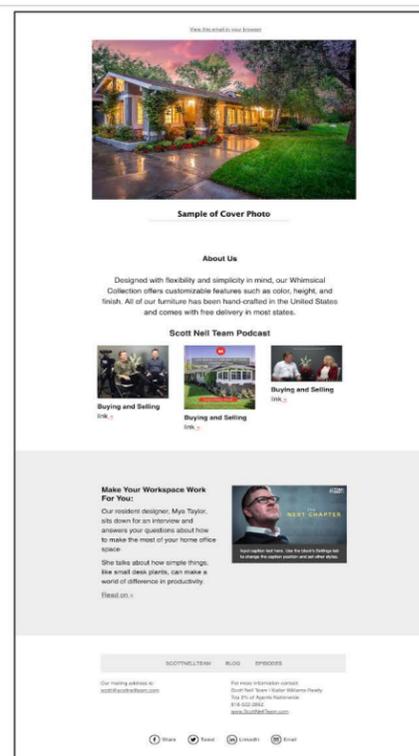
- Brief 30-second bumper talking about what's covered in the episode...
- Intro Music
- News of the week (of Real Estate)
- First Topic of Episode (5 -10 Minutes?)
- Second Topic of Episode (5-10 Minutes?)
- Suggest the audience of more information they could look into.
- Review what you talked about in the podcast (3 minutes?)
- Outro/ending. Include social media and website.

1. **Determine Podcast Topic/Name Brand**
2. **Generate Contract Between Host and Co Host**
3. **Buy Your Podcasting Gear!**
4. **Record a Couple Episodes of Your Podcast**
 - Once we recorded the first episode we can determine the length of the film.
 - Edited film and make a release schedule.
 - Podcast will be recorded once a week.
5. **Get Your Podcast Graphic Design Art:**
 - A graphic design of the podcast cover and Graphic Quotes.
6. **Set Up Your Social Media Accounts**
7. **Set Up Your URL/Hosting/RSS Feed/Sumit Podcast** <https://www.libsyn.com/about/>
 - Pay for libsyn and you can submit your RSS Feed to the iTunes Podcast and Graphics Cover.
8. **Launch Your Podcast/Go Live**

9

Promotional & Newsletter Email

- We can send emails to promote Podcast along with videos, links to blogs, articles, and website.
- Have a 1 to 2 clip podcast video.
- Summary about the video.
- Create a graphic cover of Podcast.



8

Logo Samples



Podcast Samples



10