

MY CAREER IN SOCIALS

THE RECIPE TO GROWING BRANDS

STORYTELLING VS AESTHETIC

WHAT'S IN & WHAT'S OUT

AND WHAT'S NEXT FOR YOU



My Career In Socials

OVERVIEW

WHO AM I AND WHY AM I HERE?

A Fashion Graduate from UAL

Odd Muse's Social Media Executive

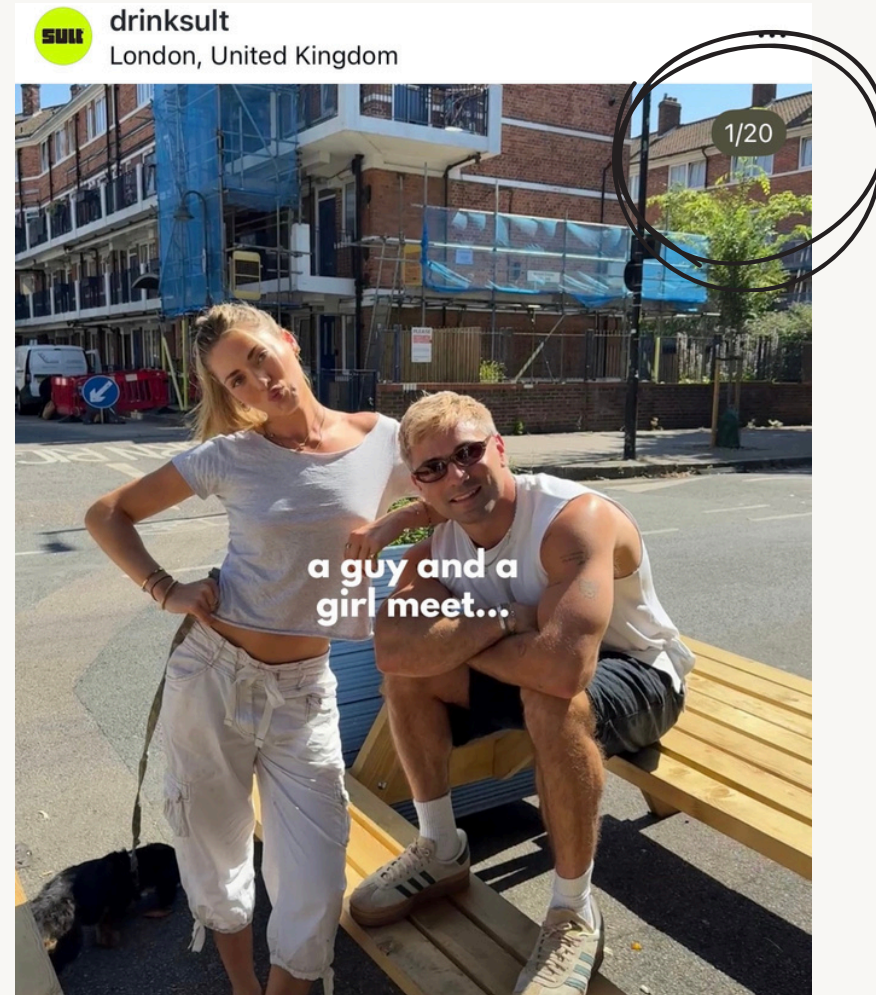
SULT's First Hire



The Recipe To Growing Brands

OVERVIEW



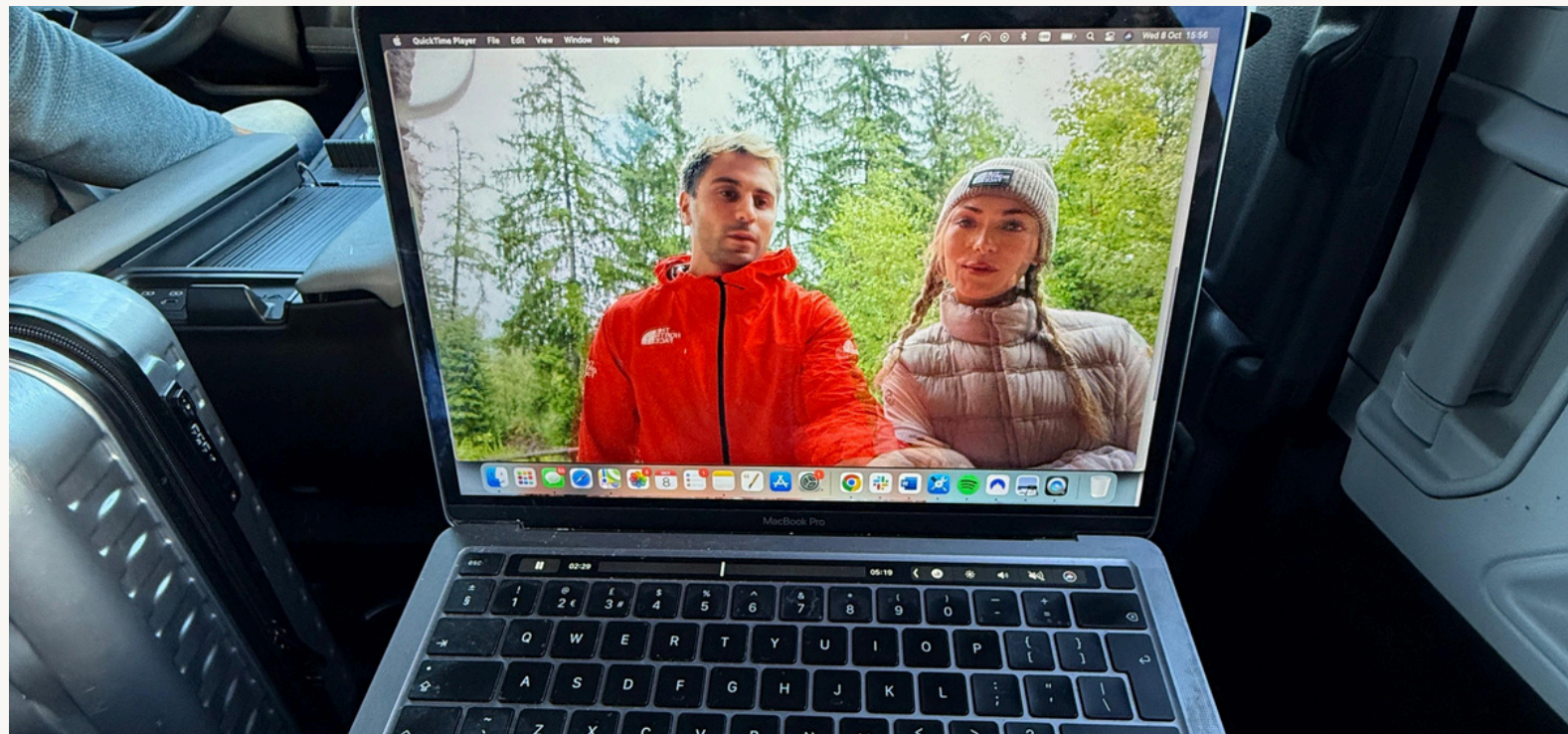


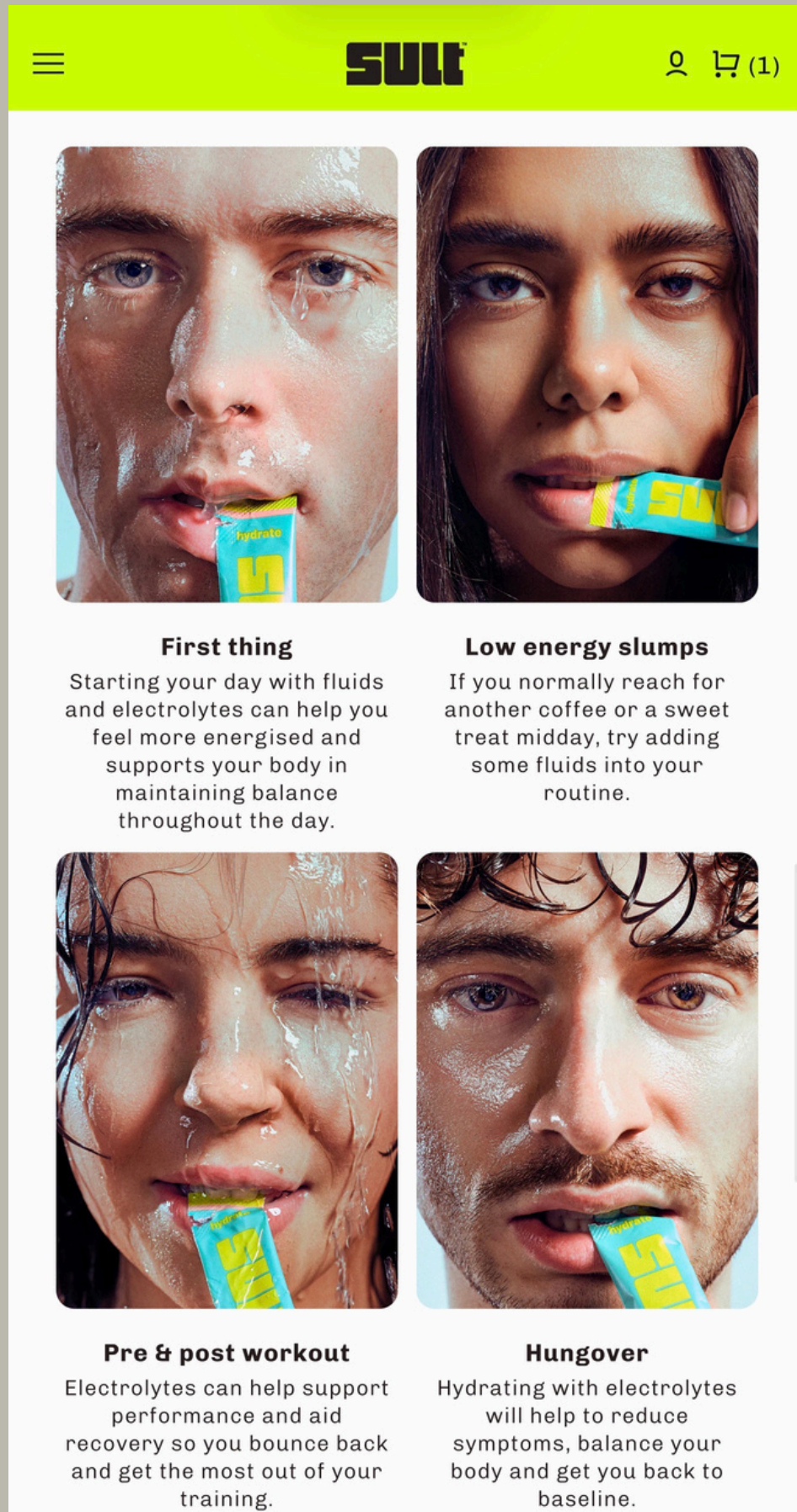
SOCIAL MEDIA IS EXHAUSTING

Trends Are No Longer Trendy to Follow

Personality Is Everything

If you don't like it? Why Would They?





The screenshot shows a mobile app interface for 'SULT'. At the top is a bright green navigation bar with a hamburger menu icon on the left, the 'SULT' logo in the center, and a user profile icon and a shopping cart icon with '(1)' on the right. Below the navigation bar are four panels, each featuring a close-up image of a person drinking from a blue and yellow electrolyte packet. The panels are arranged in a 2x2 grid. Each panel has a bold title and a short paragraph of text.

First thing
Starting your day with fluids and electrolytes can help you feel more energised and supports your body in maintaining balance throughout the day.

Low energy slumps
If you normally reach for another coffee or a sweet treat midday, try adding some fluids into your routine.

Pre & post workout
Electrolytes can help support performance and aid recovery so you bounce back and get the most out of your training.

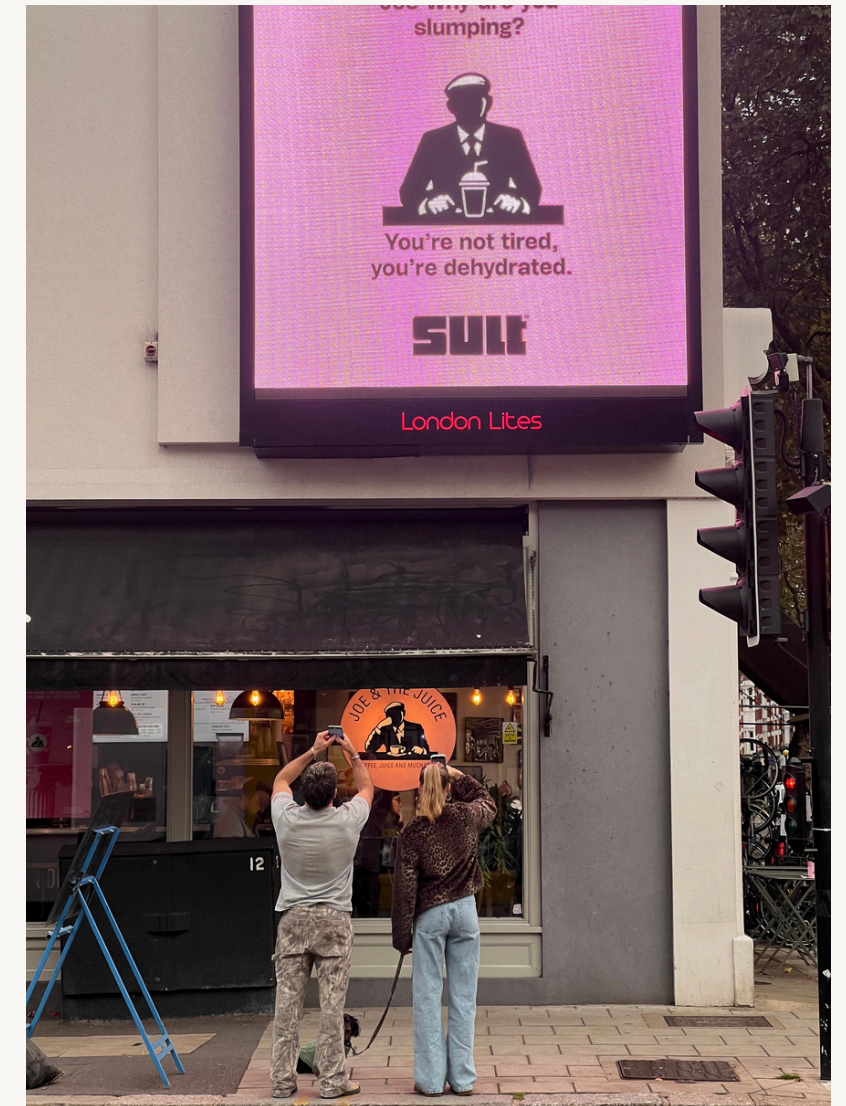
Hungover
Hydrating with electrolytes will help to reduce symptoms, balance your body and get you back to baseline.

Storytelling vs Aesthetic

OVERVIEW

DON'T KILL QUALITY, JUST ADD MEANING

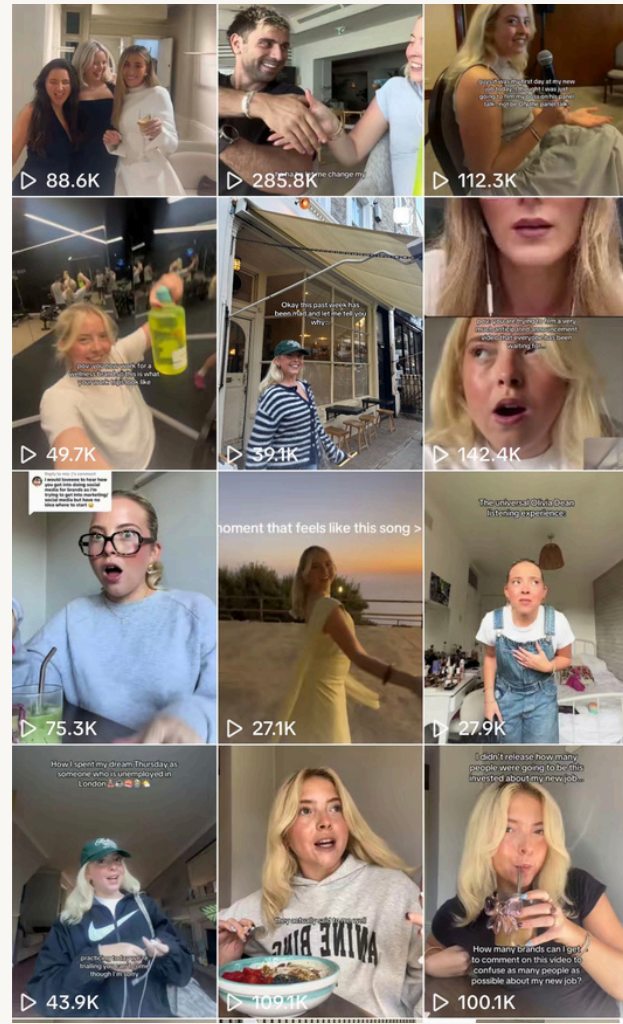
People Are Nosey, Tell Your Story
Investment = Engagement = Support
I Don't Care About Your Feed



What's In & What's Out

OVERVIEW





WARNING: THIS WILL CHANGE & YOU MIGHT NOT AGREE

Long Form Resurgence
People, People, People!!!!
What Determines Virality Now?



