



the LOBBY

**WE ARCHITECT PREMIUM BRAND EXPERIENCES,
FROM CONTENT TO CONNECTION.**

CREATIVE + MARKETING



IS YOUR BRAND'S ONLINE PRESENCE FAILING TO CONNECT WITH YOUR IDEAL CUSTOMERS?



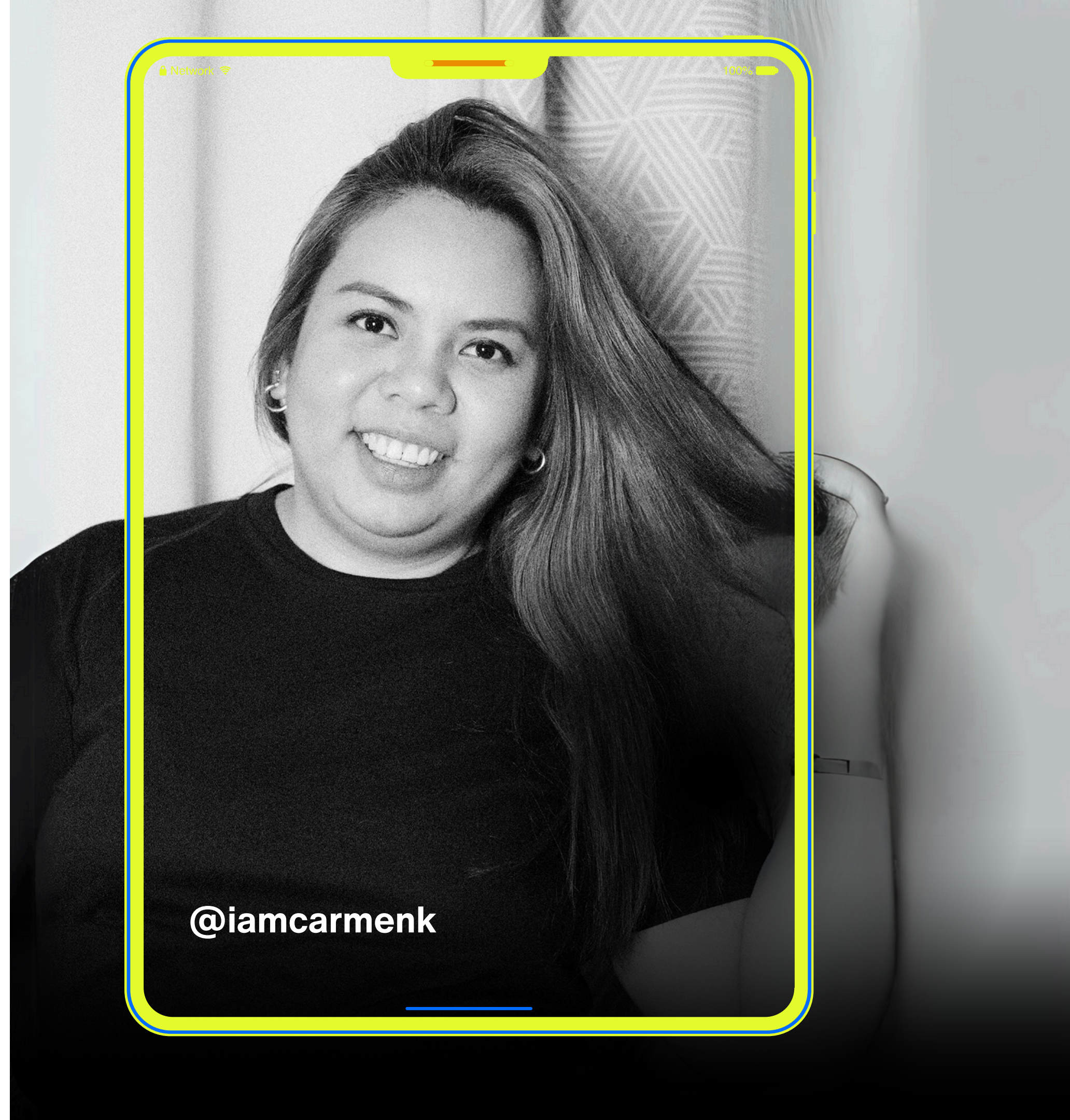
A cohesive visual brand and strategic content are essential for turning followers into paying clients. I help businesses like yours craft a powerful online presence that attracts, engages, and converts.

Hi!
I'm Carmen!

For the past ten years, I've worked with content creators and entrepreneurs who know their brand has untapped potential. That feeling when your content doesn't quite match your capabilities? I specialize in solving that. Unlike a typical marketing assistant, I focus on strategy first, visuals second. My ENTJ mindset and deep understanding of communication help me approach design as a tool for transformation—not just decoration.

What sets me apart?

I notice the details others miss. From the subtle elements that make your service unique to the depth of your ideas, I bring it all together to create brand strategies and content that resonate with your audience and grow your business.



CONTENT POWERHOUSE

- Customized Content Strategy: Develop a tailored content calendar based on the client's brand goals, target audience, and industry trends.
- Fresh Ideas & Concepts: Brainstorm innovative ideas for blogs, social media posts, and campaigns to ensure content remains engaging and relevant.
- Trend Spotting: Monitor industry trends and competitor strategies to identify unique angles and opportunities.
- Streamlined Processes: Set up workflows for content approval and publishing, ensuring consistency and minimizing delays.
- Batch Creation: Prepare content in bulk to stay ahead of deadlines and avoid last-minute rushes.

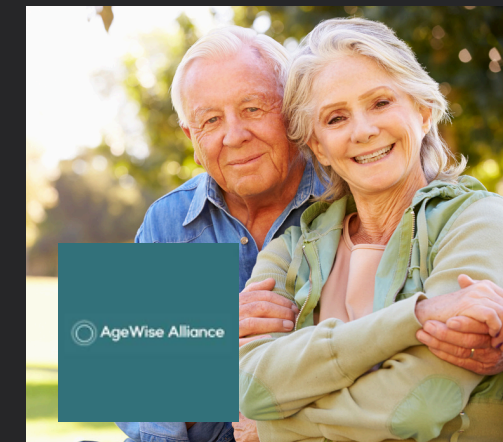
BRAND & WEB DESIGN

- Brand Audit: Review existing brand assets to identify inconsistencies and areas for improvement.
- Unified Visual Style: Ensure all elements, from print to digital, adhere to a consistent visual identity.
- Scalable Assets: Design templates for social media, presentations, and marketing materials to maintain consistency across platforms.
- Responsive Design: Create websites optimized for all devices, ensuring a seamless user experience on mobile, tablet, and desktop.
- Custom Features: Implement features tailored to the client's needs, such as contact forms, booking systems, or e-commerce functionality.

BRAND & CONTENT PARTNERSHIP

- Brand Identity Refresh: Polished visuals and messaging to ensure your brand reflects your mission and connects with your audience.
- Content Strategy Development
- Content Creation & Management: Engaging, on-brand content crafted and scheduled to keep your audience engaged and connected.
- Social Media Management:
- Campaign Planning & Execution:
- Analytics & Performance Insights: Regular reporting to track growth, engagement, and content performance.
- Collaborative Support: Regular check-ins and strategy sessions to ensure alignment and growth.

WORKED WITH
RENOWNED
CONTENT
CREATORS AND
BUSINESS OWNERS
ACROSS THE GLOBE



LISTEN TO THE RAVE...

“Carmen has been a great contribution to my company as she really takes care of our online presence seamlessly. Her processes has been a great relief.”



**ROBEL GUGSA,
COMFORCARE**

“Your work has been terrific and your patience and dedication all the more so, for which I’m very grateful.”



**MARTY
STEVENS-
HEEBNER,
AGEWISE
ALLIANCE**

“I was able to launch and sold out my first subscription box through her help. Zapier integrations really helped my customer’s journey upon purchase.”



**KINDAL BAKI,
KB HOME STAGE
& STYLE**

“Carmen did a great job in ensuring that our clients SEO performance are on-par. She’s been a great addition to our team!”



**DIGITAL FREAK
MARKETING
AGENCY**

DIGITAL

MARKETING

ASSETS



PODCAST COVER

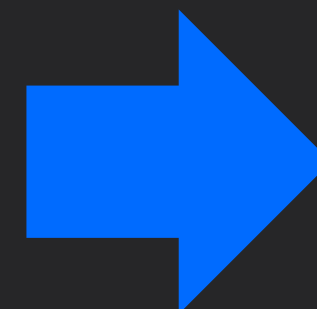
Some of the podcast covers that has been approved for profile use.

Most of the previous clients from 2018 up to present are not just online business owners but also content creators as well.



CLIENT CASE STUDIES

the numbers



CLIENT: ROBEL GUGSA

@thelobbymedia

CEO of ComForCare | Company and Personal Brand and Content Management

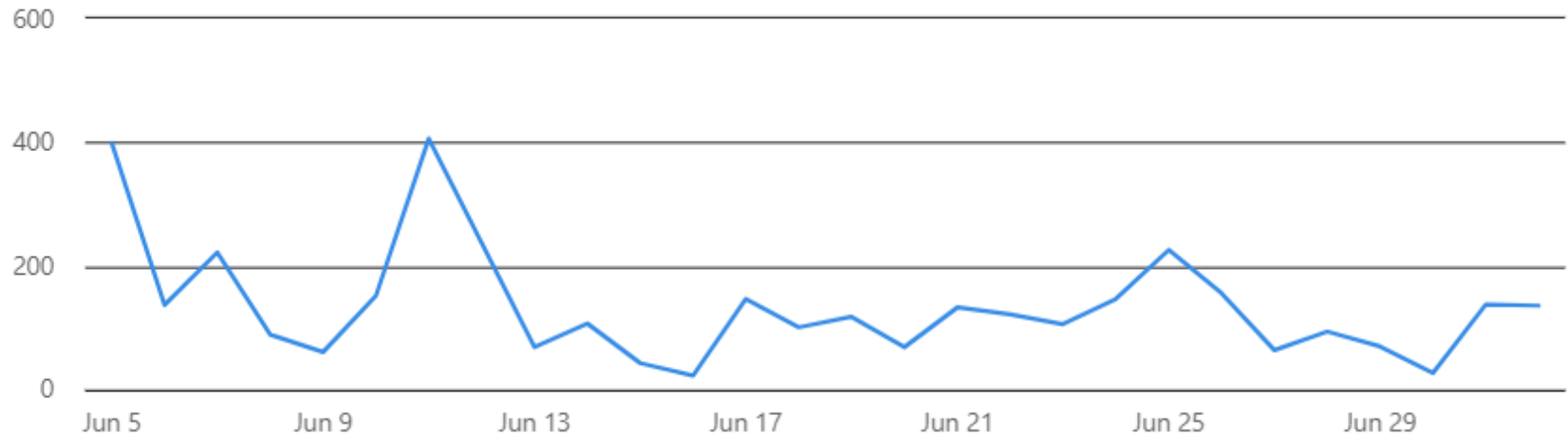
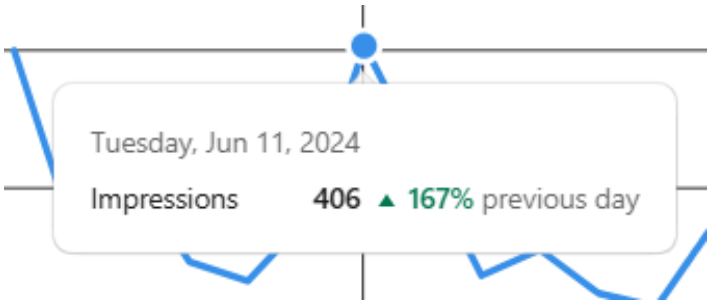
LINKEDIN



He signed up back in June 2024 to boost his LinkedIn profile and show everyone he's a top expert.

Content performance ?

3,799 Impressions
▲ 23.3% Past 28 days



Daily data is recorded in UTC

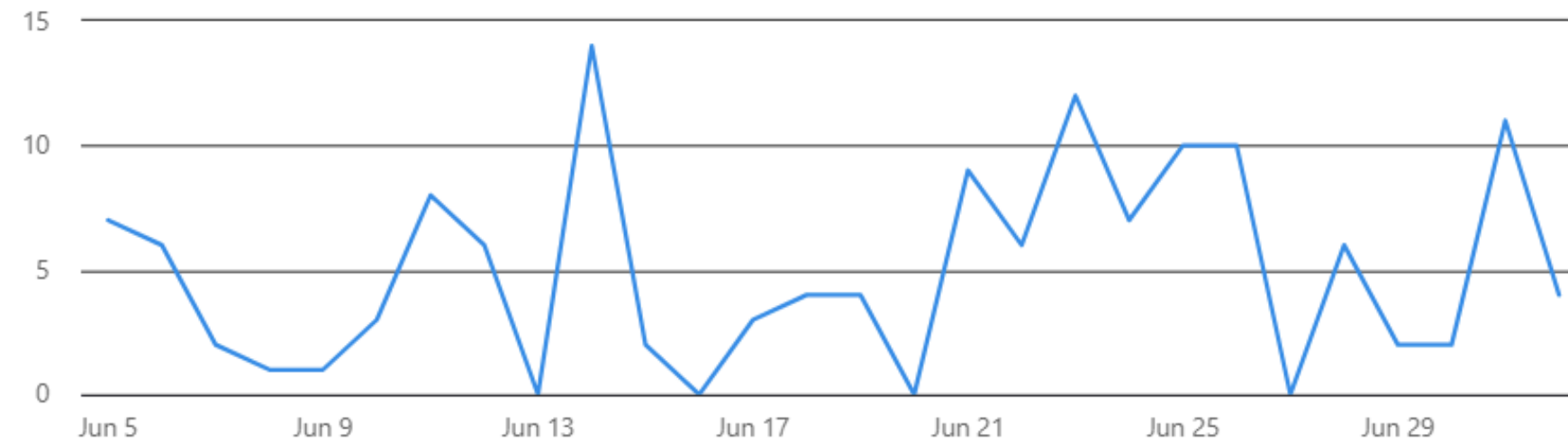
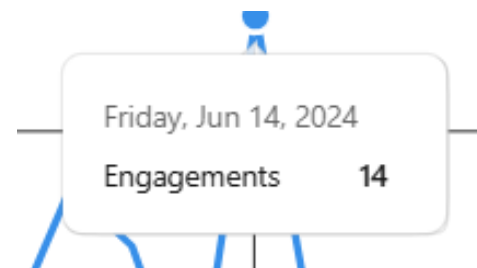
- We had 20% improvement on our content Impressions for the 1st month.
- The highest we had was June 11, 2024 with 406 Impressions or 167% from previous day
- Daily average impression is 130.

Content performance ?

140

Engagements

▲64.8% Past 28 days



Daily data is recorded in UTC

- We had 64.8% improvement on our content Engagements for the 1st month.
- The highest we had was June 14, 2024 with 14 Impressions
- Daily average impression is 130.

Discovery

3,799

Impressions

▲23.3% Past 7 days

1,216

Unique views

▲40.1% Past 7 days

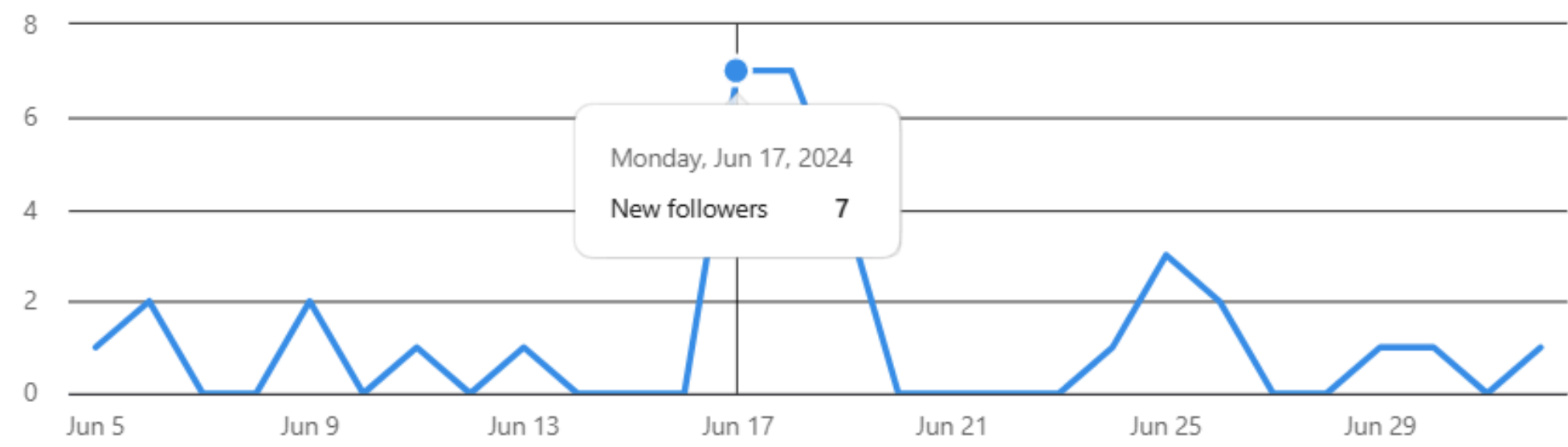
- Our posts/content was seen on LinkedIn feed by 3,799 times which is 23.3% higher
- The LinkedIn page/account was seen by new audience 1,216 times which is 40.1% higher

AUDIENCE AND DEMOGRAPHICS

543 ⓘ
Total followers
▲5.9% Past 28 days

New followers ⓘ

Past 28 days ▾



Daily data is recorded in UTC

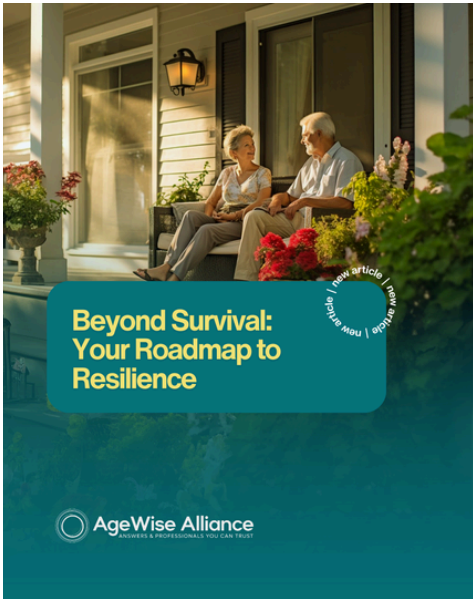
- We have a total of 543 followers at the moment which is 5.9% higher compared last month.
- Our average growth is 1 follower every 2 days.
- Our peak is last June 17th, Wednesday, with 7 new follower gained.

Through establishing his online presence and providing valuable content, we were able to position Robel Gugsu as an expert on his field and was able to be interviewed and take part on networking events.

CLIENT: MARTY STEVENS-HEEBNER

CEO of AgeWise Alliance| Company Brand and Content Management

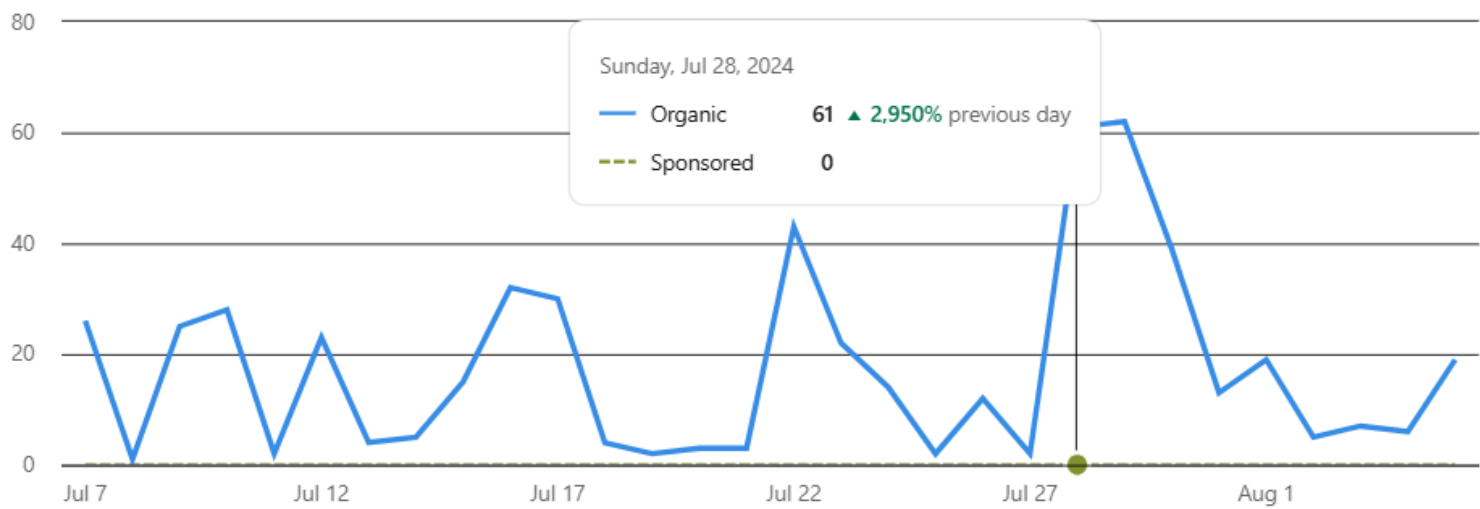
LINKEDIN



IMPRESSIONS

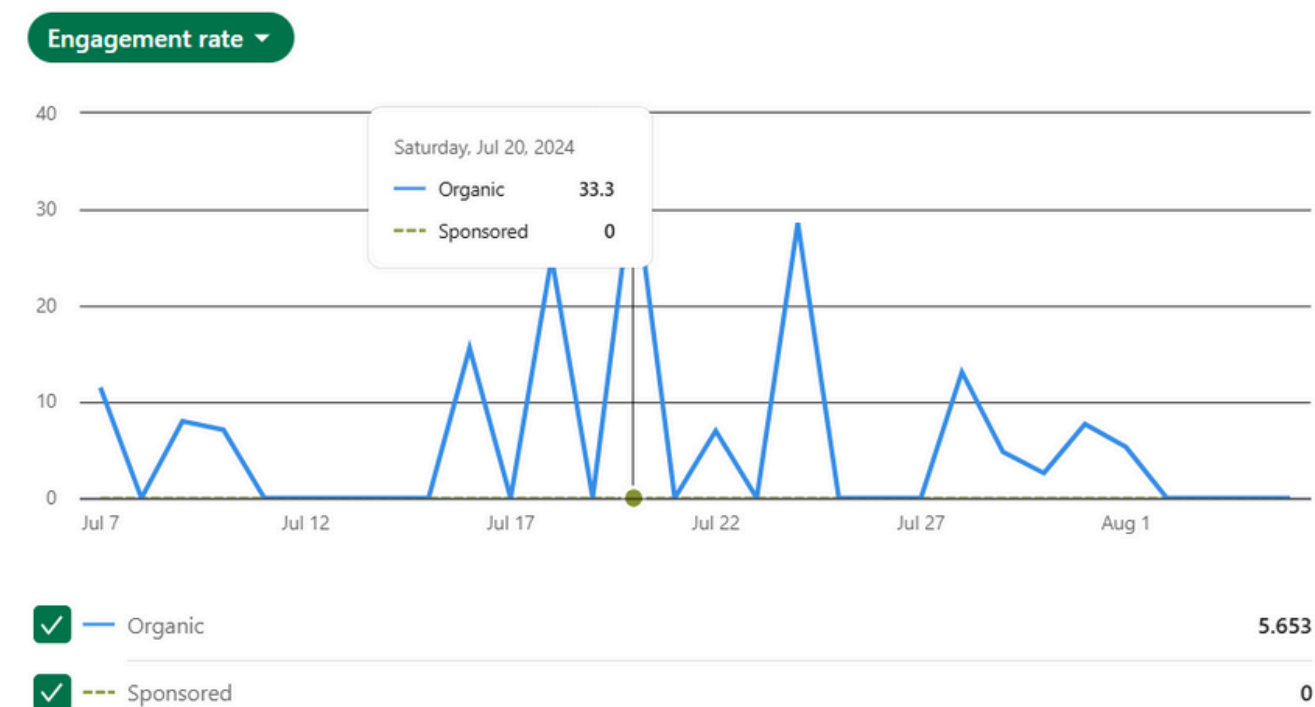
Metrics

Impressions ▾

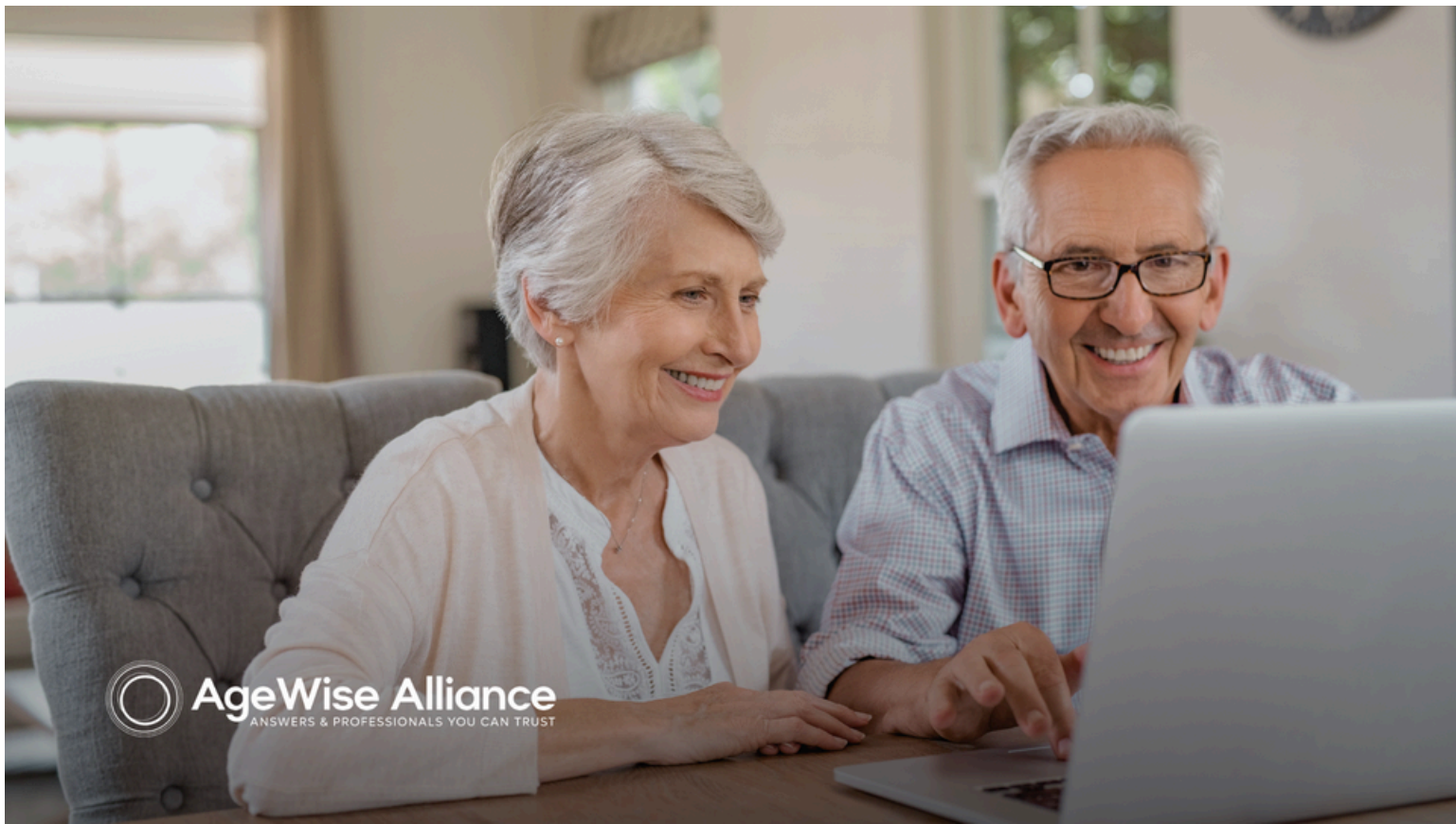


- We had a significant growth on Impressions at 130.77% compared to last month.
- Biggest jump was July 28, 2024, Sunday at 2.95% with 61 Organic impressions and the content is a Quote posts (graphic; static)
- Total of 450 Organic Impressions.

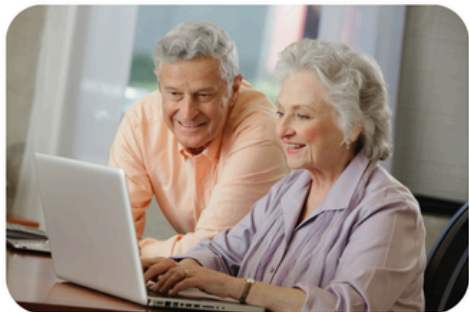
LINKEDIN - ENGAGEMENT



- We had a good start on our Engagement rate with 5,653 organically.
- Biggest jump was July 20th, 2024, Saturday at 33.3 Organic Engagement and the content is a Quote posts (graphic; static)



Outsmart Cybercriminals



Stay Ahead of Online Fraud

Online fraud and phishing attempts are more sophisticated than ever. Stay one step ahead and protect your personal info with these simple, powerful tips!



Scammers are constantly adapting their techniques. Awareness is your best armor against online fraud.

AgeWise Alliance

At AgeWise Alliance, we believe in proactive planning for a safe, secure future. Visit our website to start!

- One Password Isn't Enough. Secure Your Accounts with 2FA.
- Protect yourself! Be Vigilant and Keep Up with the Latest Scam Tactics.
- Spot Fraud Fast! Keep an Eye on Your Finances.
- Oversharing Alert! Limit What You Share on Social Media.

AgeWise Alliance

INSTAGRAM - IMPRESSIONS

Impressions ⓘ

Posts published between 7/7/2024–8/5/2024 vs. 6/7/2024–7/6/2024

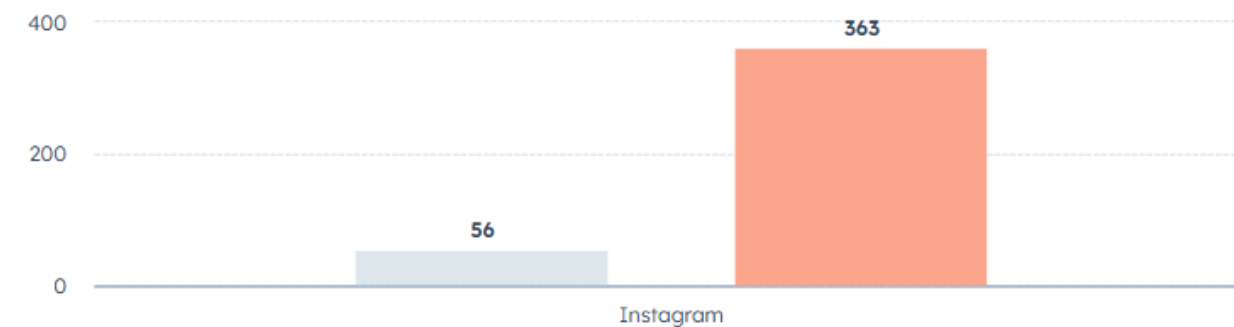
FROM 7/7/2024 TO 8/5/2024

COMPARED TO | PREVIOUS 30 DAYS

FILTERS (2)

● Previous period ● Impressions

363 ▲ 548.21%



- We had a significant increase in Impression of 548.21% from last month with a total of 363.
- We've also increased our reach at 532%

FACEBOOK - IMPRESSIONS

Impressions ⓘ

Posts published between 7/7/2024–8/5/2024 vs. 6/7/2024–7/6/2024

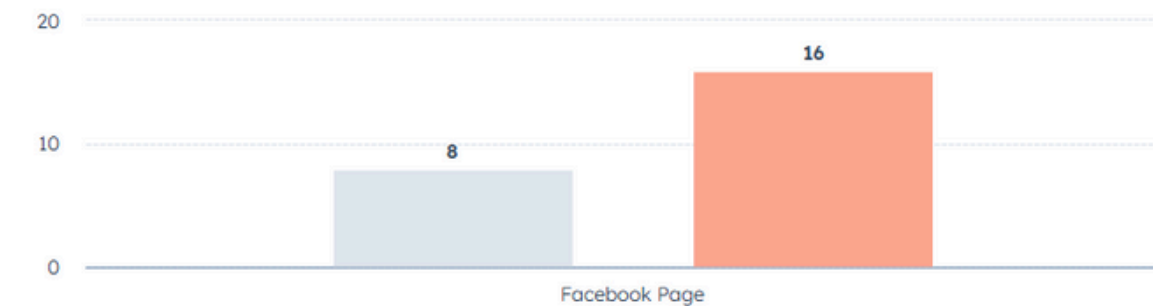
FROM 7/7/2024 TO 8/5/2024

COMPARED TO | PREVIOUS 30 DAYS

FILTERS (2)

● Previous period ● Impressions

16 ▲ 100%



- Since there's a big increase of posting content in Facebook, we were able to have a big increase in our Impression which is 100%.

CLIENT: THE DECORA COMPANY

Social Media Content | Reels and Graphics | Email Marketing Format

PINTEREST

- Period: May 2022 - Aug 2022
- First 3 months upon signing up
- All organic content

OVERALL PERFORMANCE

Impressions ⓘ

36.04k ↑ 9.5%

Engagements ⓘ

798 ↑ 11%

Total audience ⓘ

17.59k ↑ 13%

Engaged audience ⓘ

529 ↑ 2.9%

STANDARD PINS



San Marco Products
205 Pins

1.77k
Impressions



Home Decor
127 Pins

1.69k
Impressions

- San Marco Products Pins Total Impressions of 1.77k
- Home Decor Pins Total Impressions of 1.69k

PRODUCT PINS

@thelobbymedia

Impressions ⓘ	Engagements ⓘ	Total audience ⓘ	Engaged audience ⓘ
36.04k ↑ 9.5%	798 ↑ 11%	17.59k ↑ 13%	529 ↑ 2.9%

ANALYSIS:

- An average growth of 10% on "organic" Impressions, Engagement and Audience reach
- Posting cadence of 4x a week
 - Content : Static Image and Video

INSTAGRAM - INSIGHTS OVERVIEW

You reached +302% more accounts compared to Feb 17 - May 17		
Accounts reached	5,308 +302%	>
Accounts engaged	167 +297%	>
Total followers	1,496 +1.4%	>

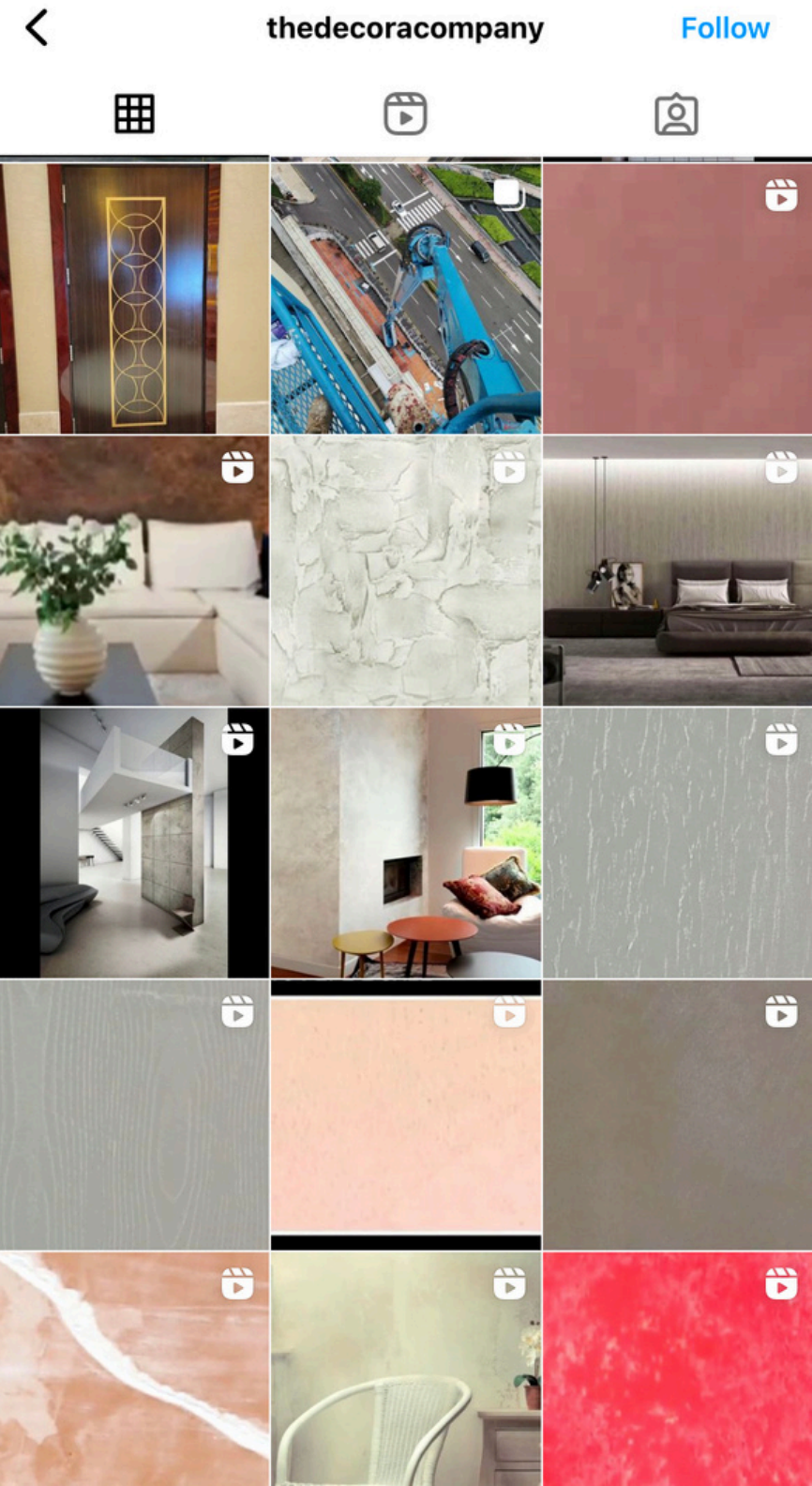
INSTAGRAM - FOLLOWERS GROWTH

1,496 Followers +1.4% vs May 17

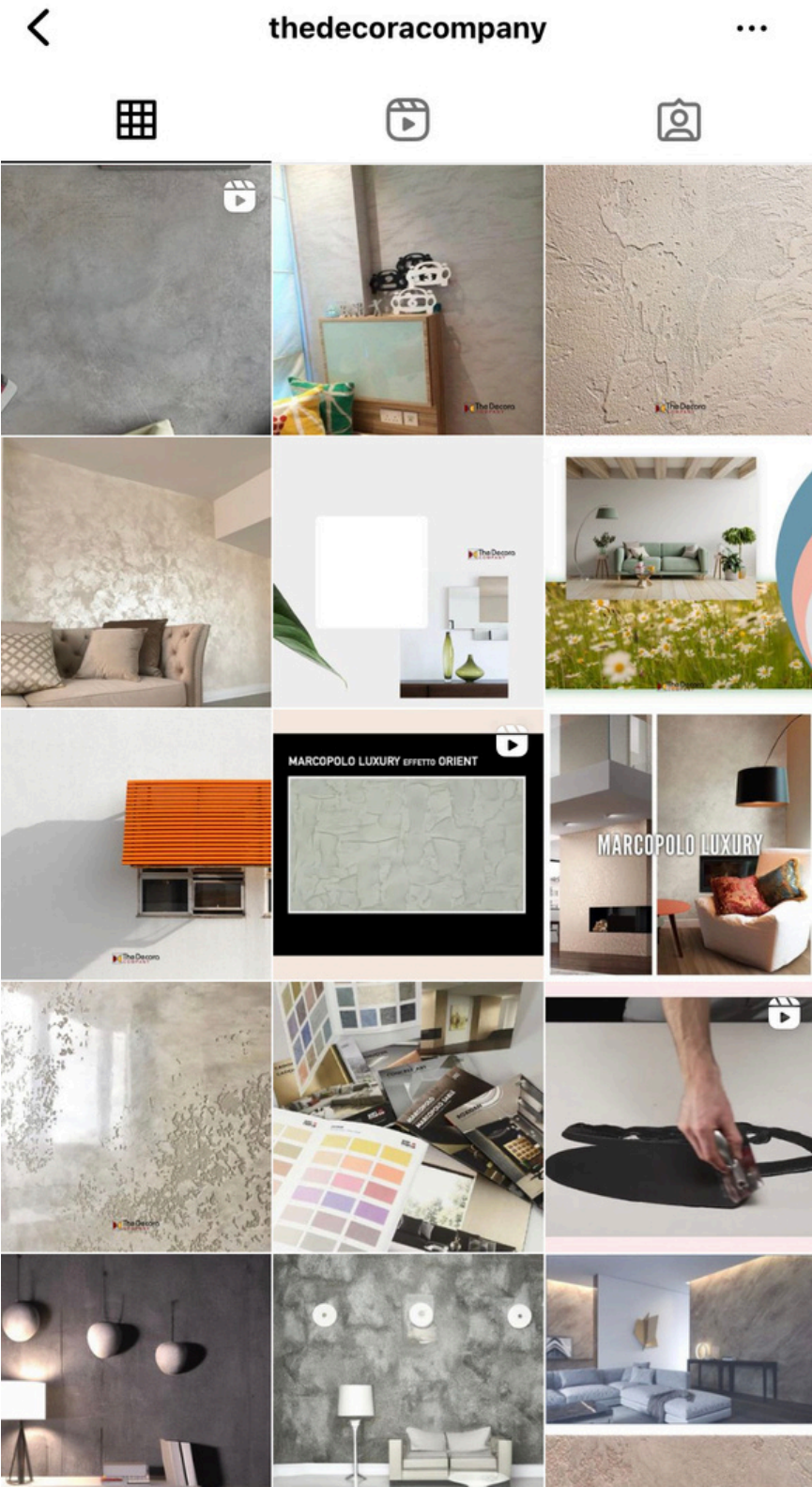
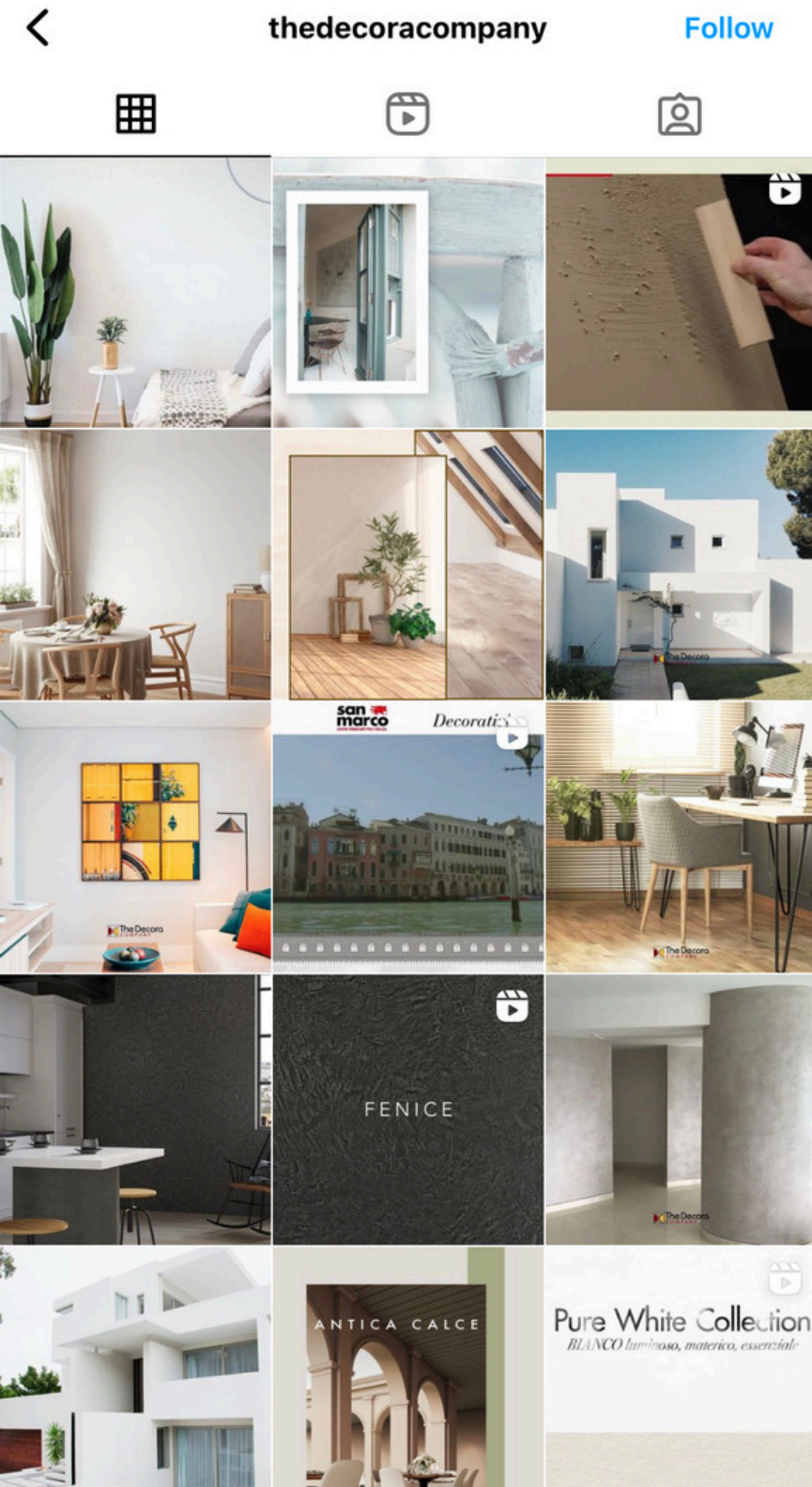
CONTENT CREATION THE DECORA COMPANY

@thelobbymedia

BEFORE



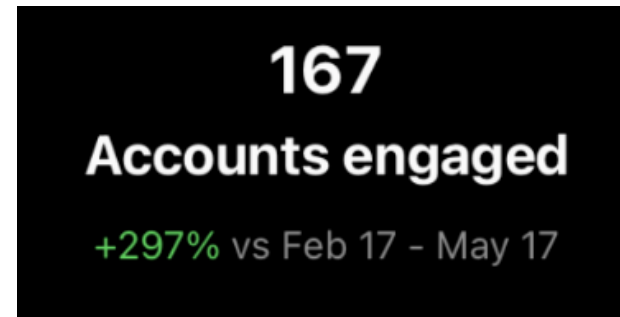
AFTER



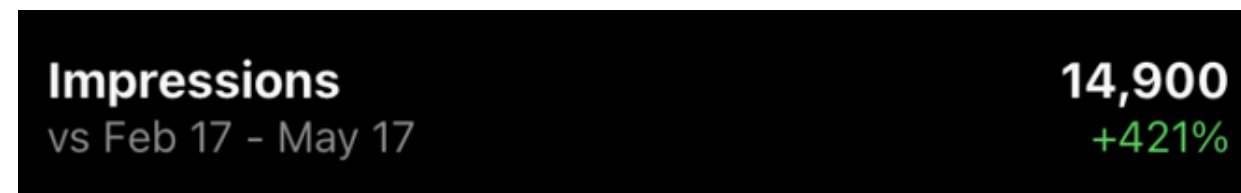
INSTAGRAM

@thelobbymedia

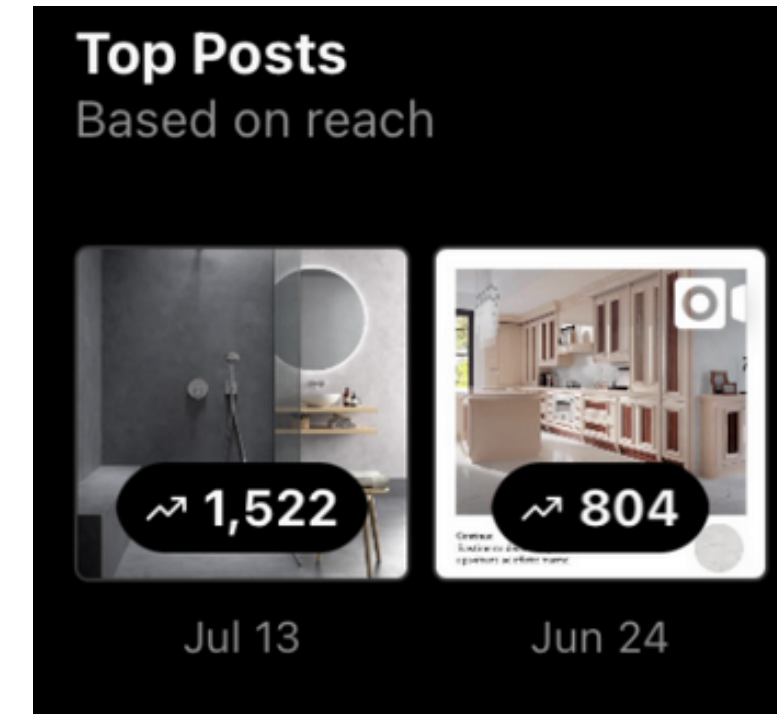
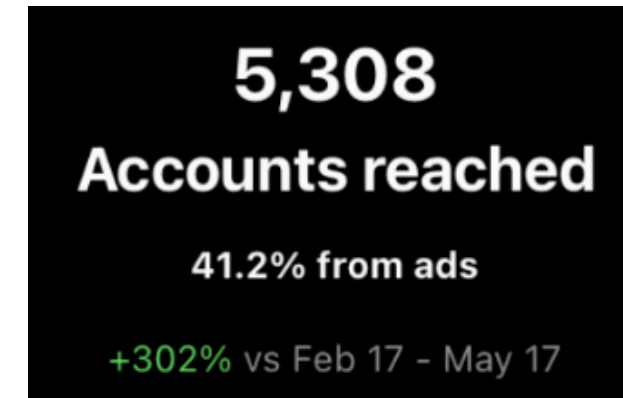
ENGAGEMENT



IMPRESSIONS



REACH



ANALYSIS:

- Content Reach and Impressions has an average growth of 300% for the past 90-days.
- What worked: Posting cadence of 4x a week at late in the afternoon around 4PM - 6PM
- Content posted 3x on weekdays and 2x on weekends using graphics and videos
- Instagram Stories posting cadence of 4x week with minimum of 3 slides.

FACEBOOK REACH

@thelobbymedia

Reach

Facebook Page reach ⓘ

3,607 ↑ 882.8%

Facebook Page visits ⓘ

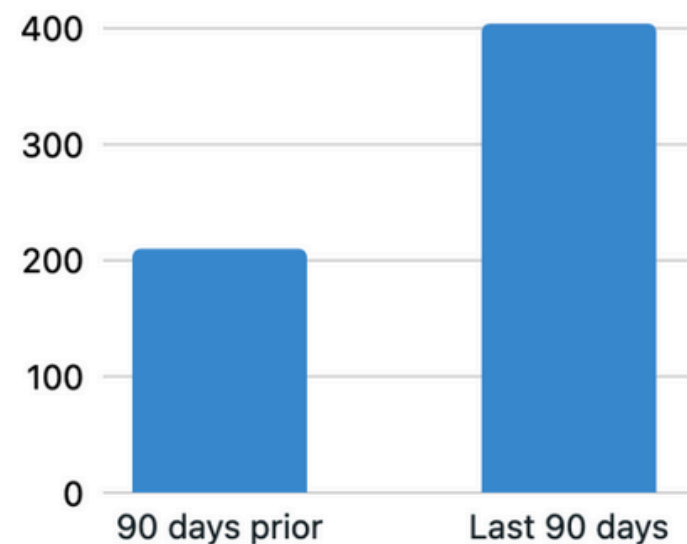
123 ↑ 32.3%

Organic reach

Post reach ⓘ

404 ↑ 92.4%

Total from last 90 days vs 90 days prior



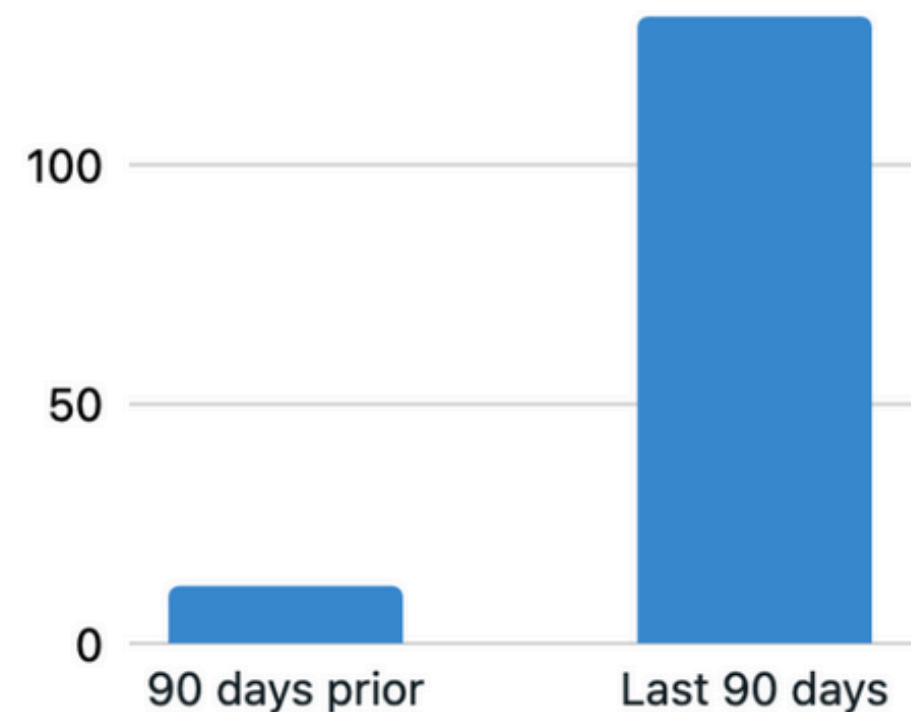
ENGAGEMENT

Organic engagement

Post reactions, comments and shares ⓘ

131 ↑ 991.7%

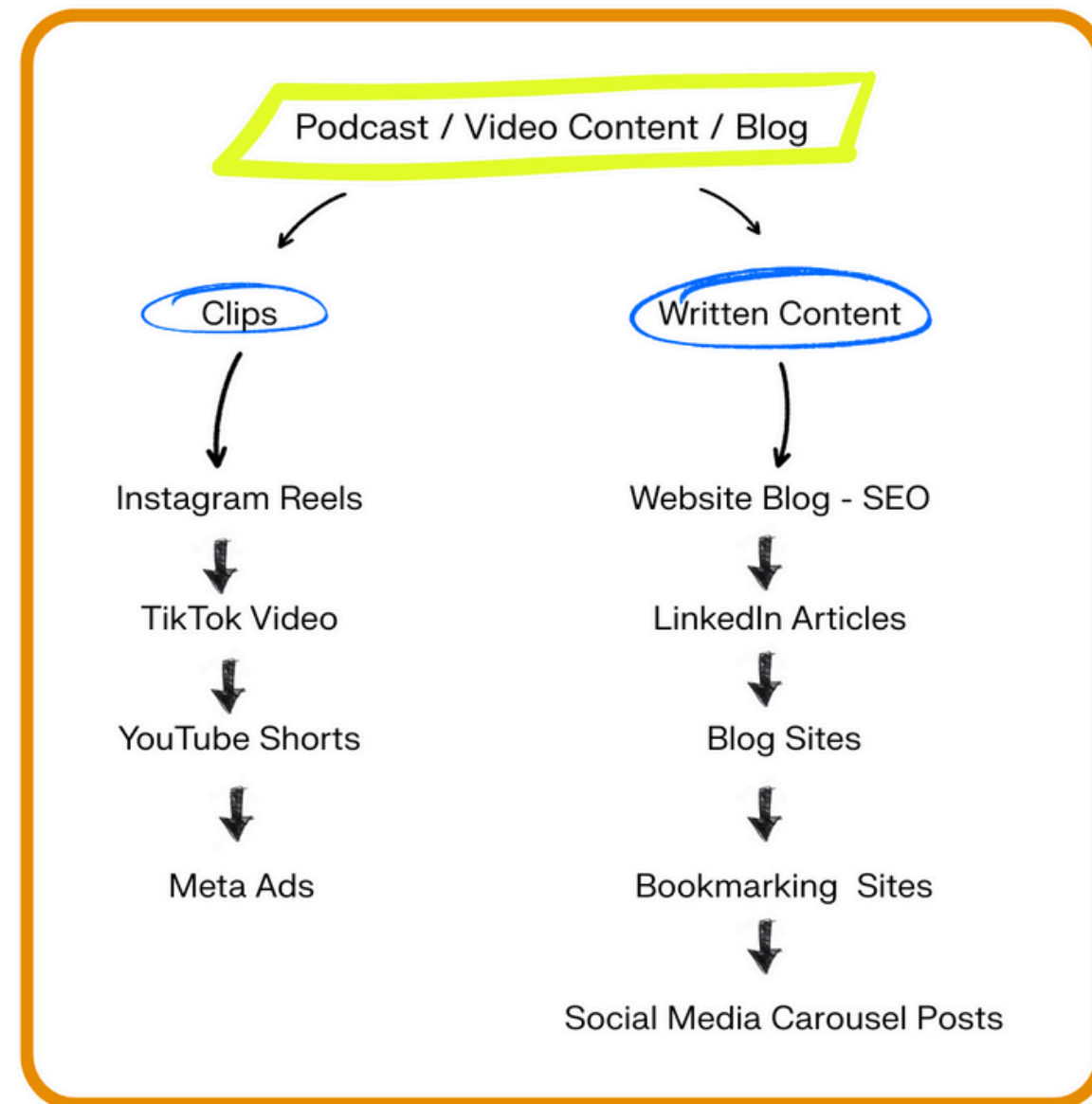
Total from last 90 days vs 90 days prior



ANALYSIS:

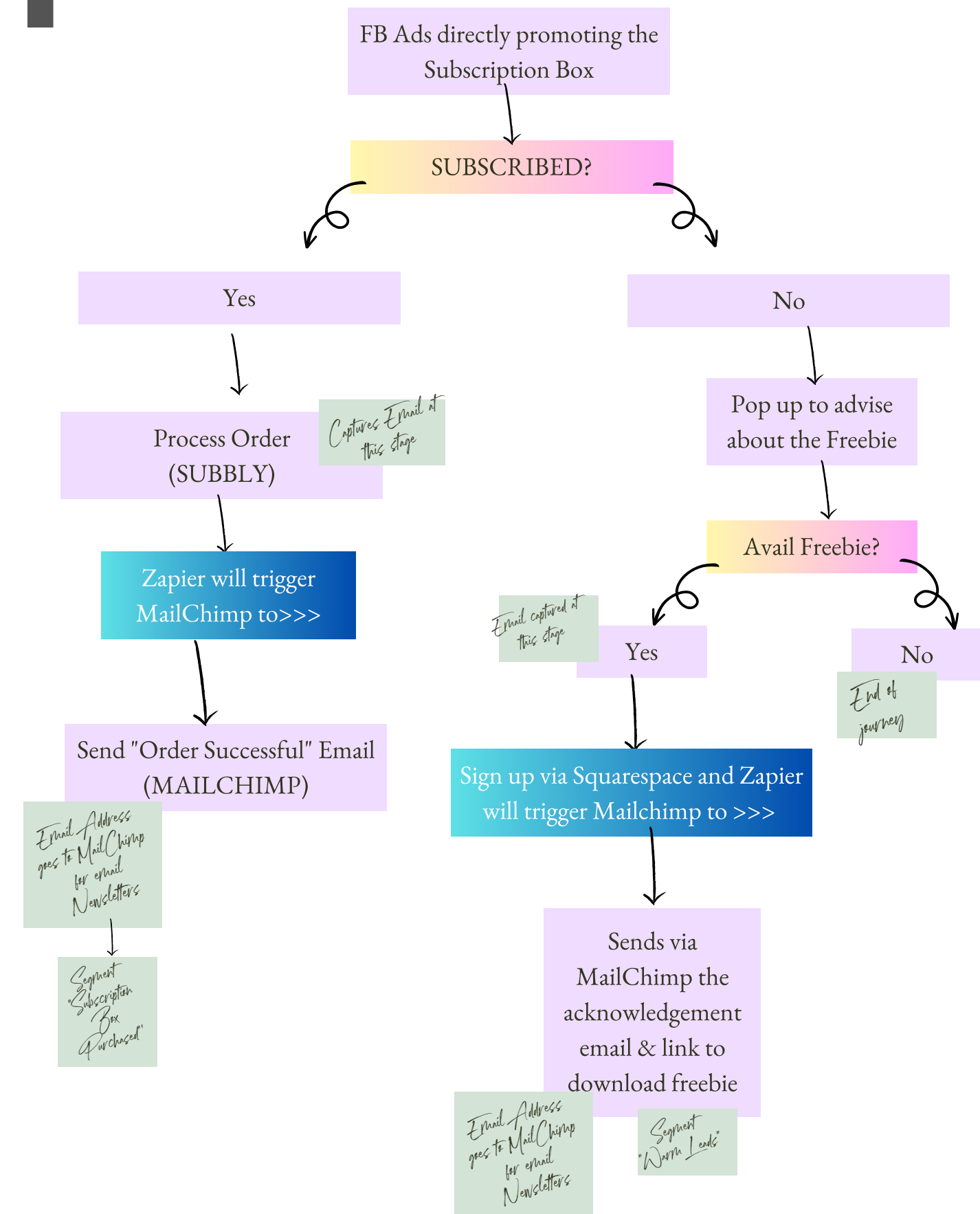
- Page Reach growth of 882.8%
- Organic Reach growth of 92.4%
- Organic Engagement of 991.7% with 32.3% page visits
- What worked: Posting cadence of 4x a week at late in the afternoon around 4PM - 6PM
- Content posted 3x on weekdays and 2x on weekends using graphics and videos

CONTENT STRATEGY



Each client has a dedicated framework that we brainstorm together to ensure that all content are strategically crafted to meet their specific needs and objectives. From keyword research and content mapping to editorial calendars and performance analysis, we develop a comprehensive content strategy that covers all aspects of their online presence and maximizes their reach.

FB Ads A - Customer's Journey

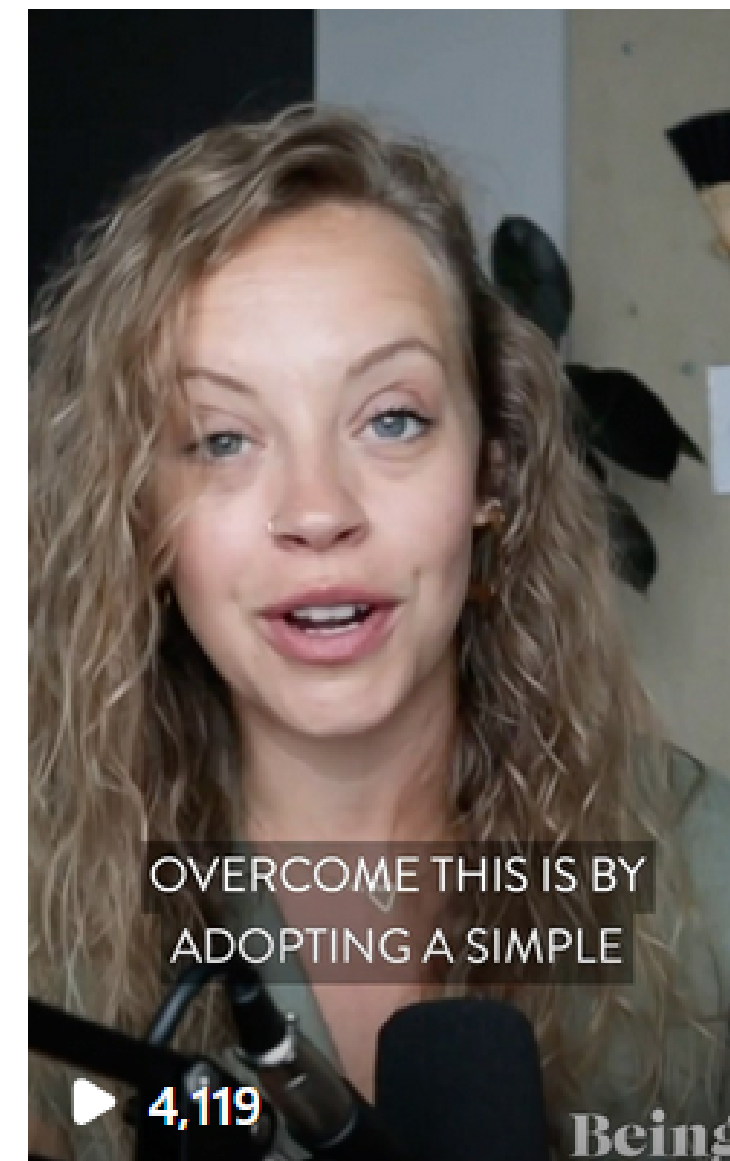
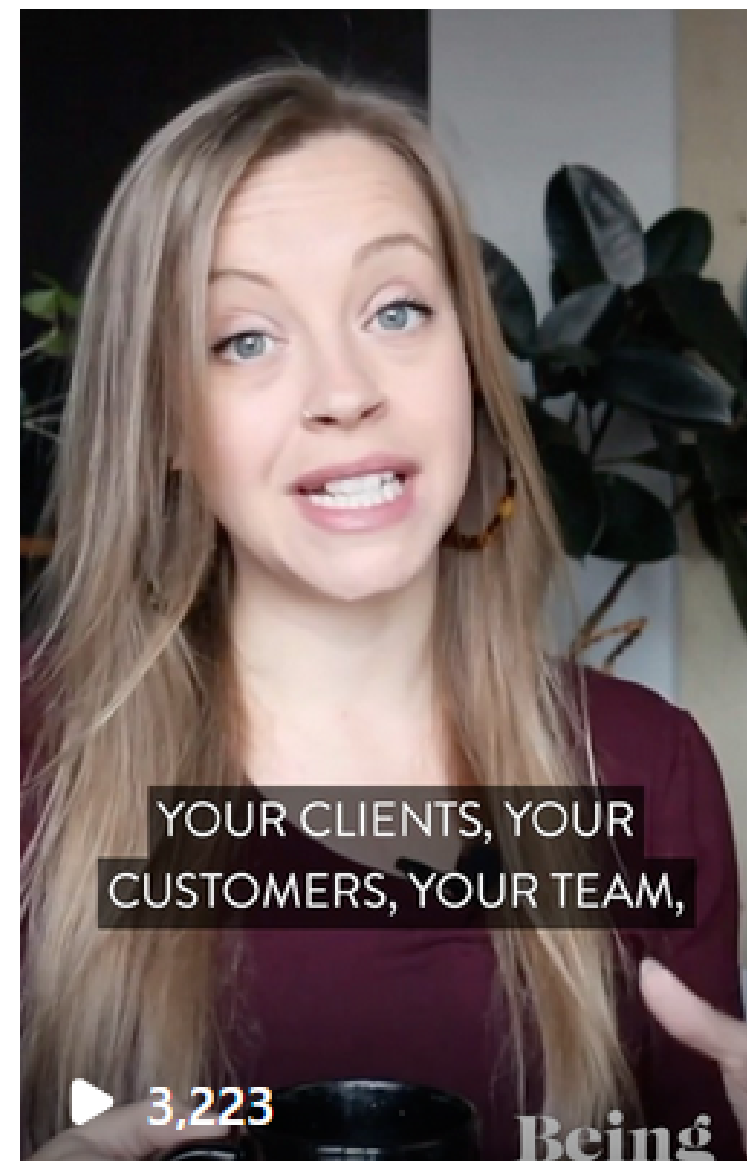
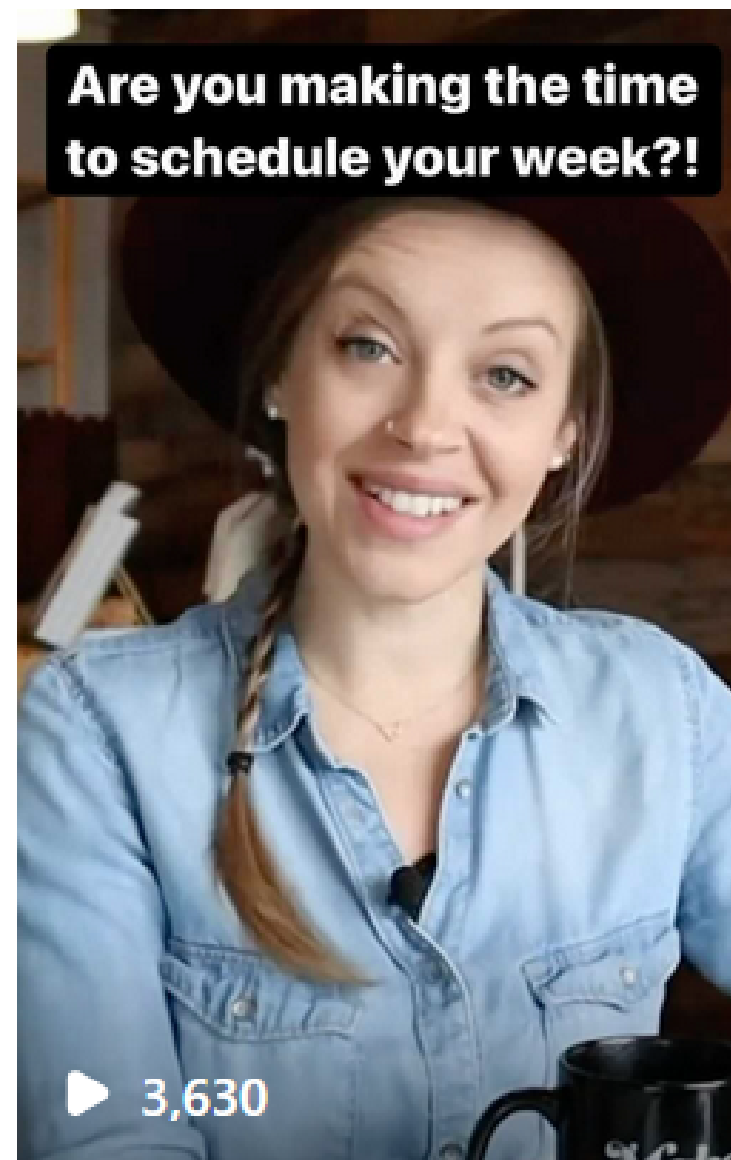


CLIENT: BEING BOSS PODCAST

@thelobbymedia

CONTENT CREATOR (Repurposing content)

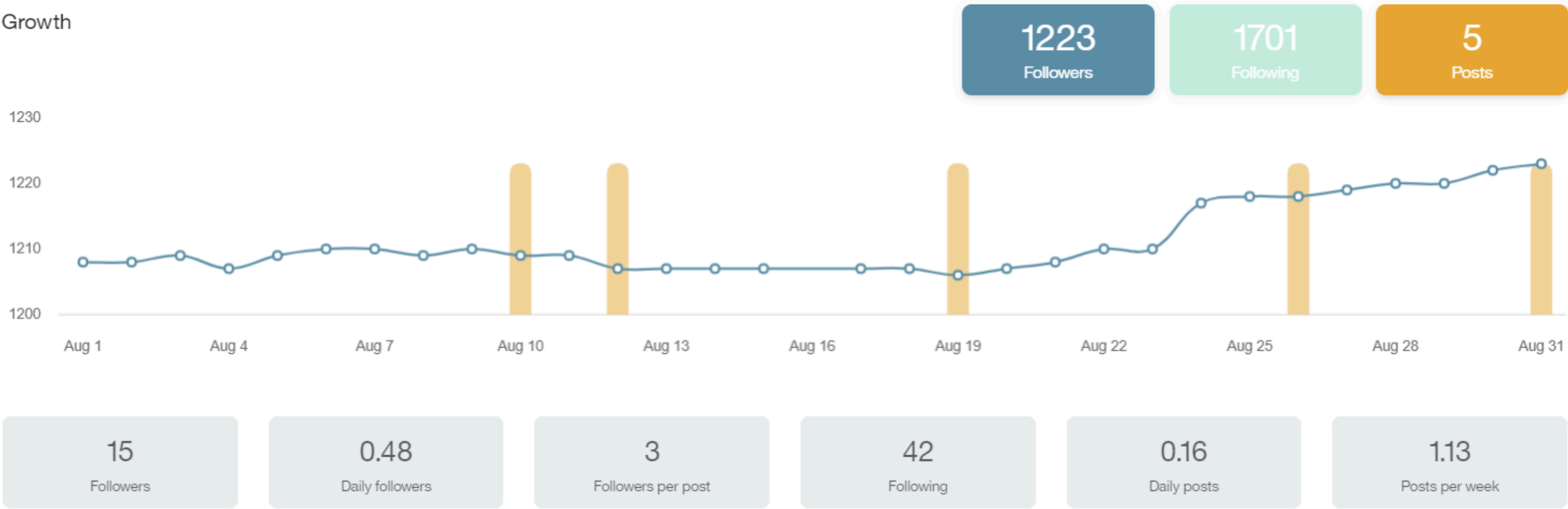
INSTAGRAM REELS



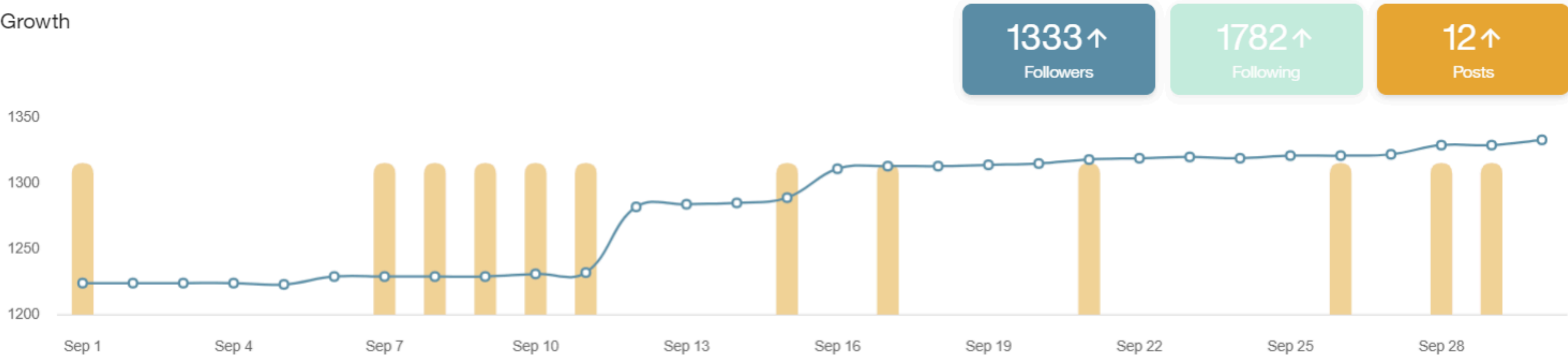
CLIENT: KB HOMES STAGE AND STYLE

INSTAGRAM REPORT - 1st Month

BEFORE THE LOBBY MEDIA



Growth



110

Followers

3.67

Daily followers

9.17

Followers per post

81

Following

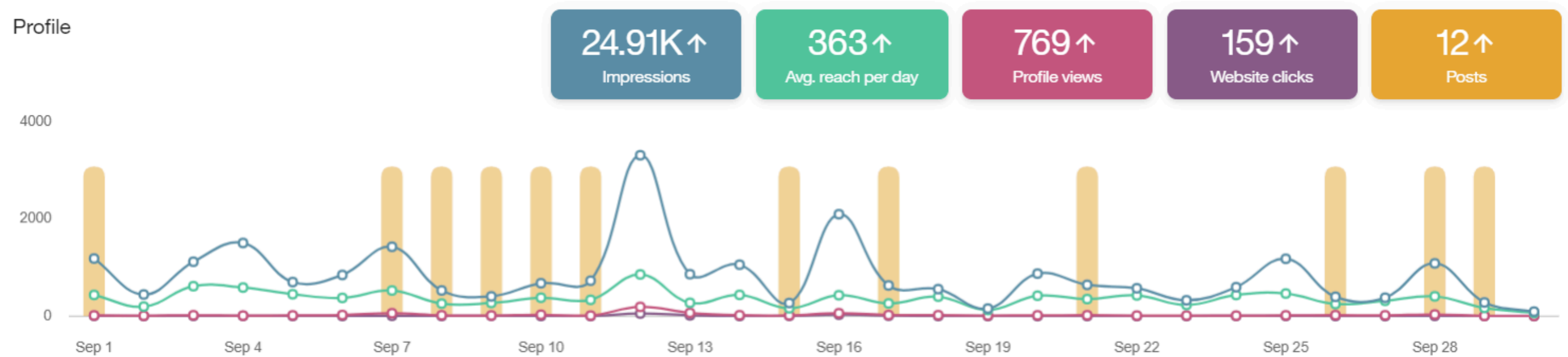
0.4

Daily posts

2.8

Posts per week

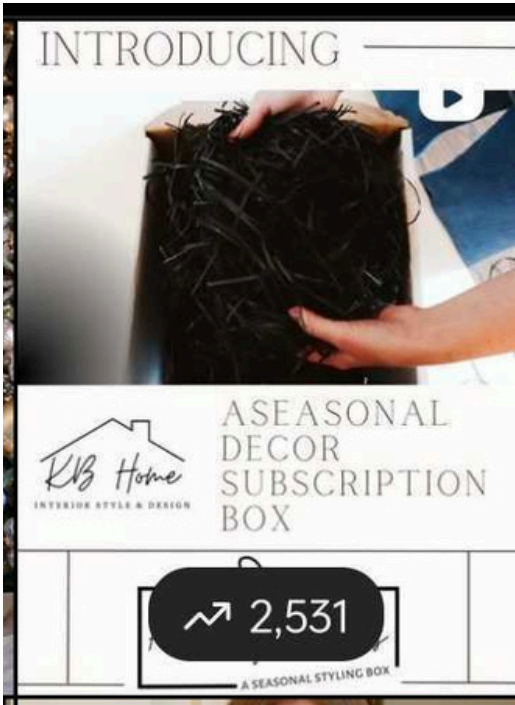
- Data shows a substantial increase of 50 new followers after consistently posting from Sept 7th to Sept. 10th.
- Consistent posting helps gain an average of 3 followers a day all throughout the month.



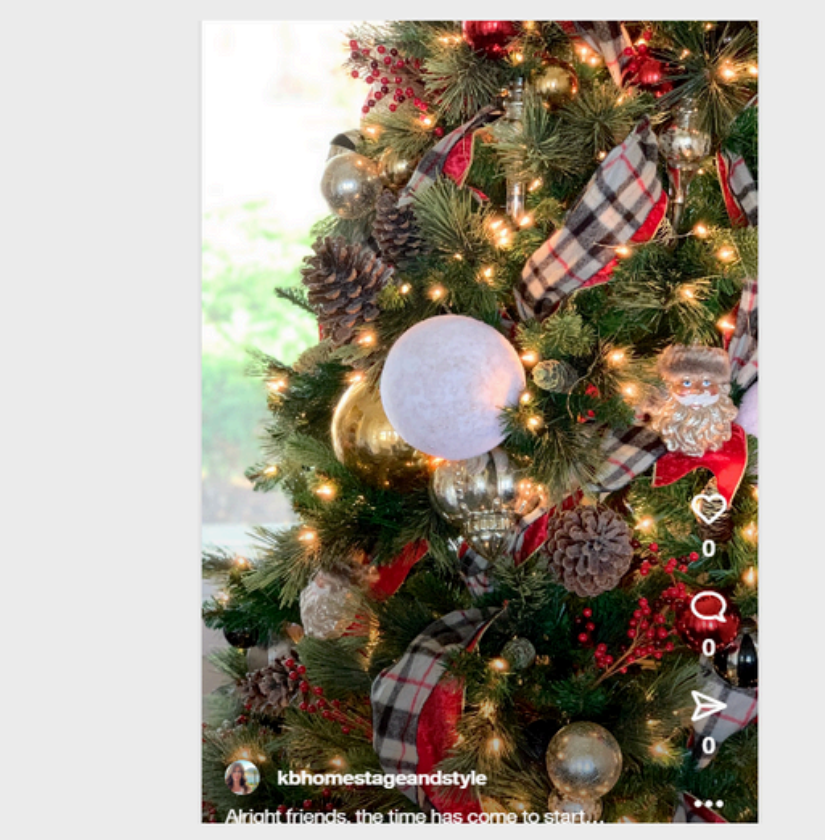
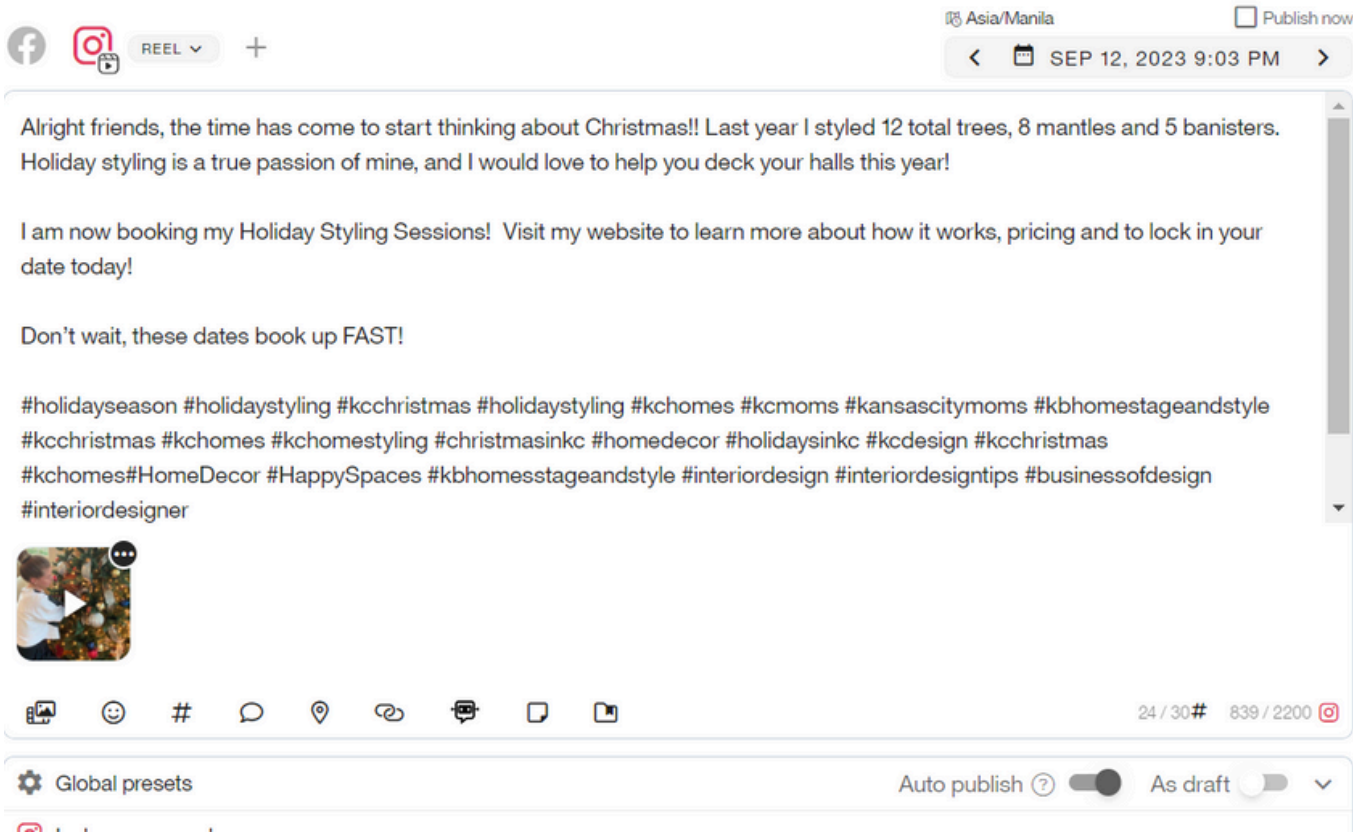
- 10% increase on Account Impressions from previous month
- 7% increase on Daily Reach
- Results on consistent posting and cohesive visual branding

REELS

@thelobbymedia



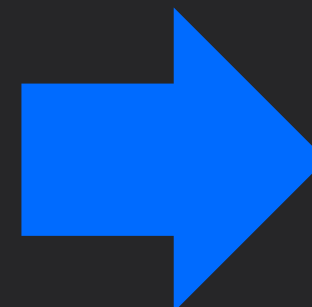
• TOP PERFORMING REELS - PAID



• TOP PERFORMING REELS - ORGANIC

CLIENT CASE STUDIES

the visuals



CLIENT: LAWLESS BALANCE

@thelobbymedia

- Audiogram (Used Wavve.co for this client)



SHOW NOTES & DESCRIPTION:

- [Joe Momoh Presents Podcast](#)
- [The Business of Branding Podcast](#)
- [Make That Money Hunni Podcast](#)

TRANSCRIPTION:

- Tools used:

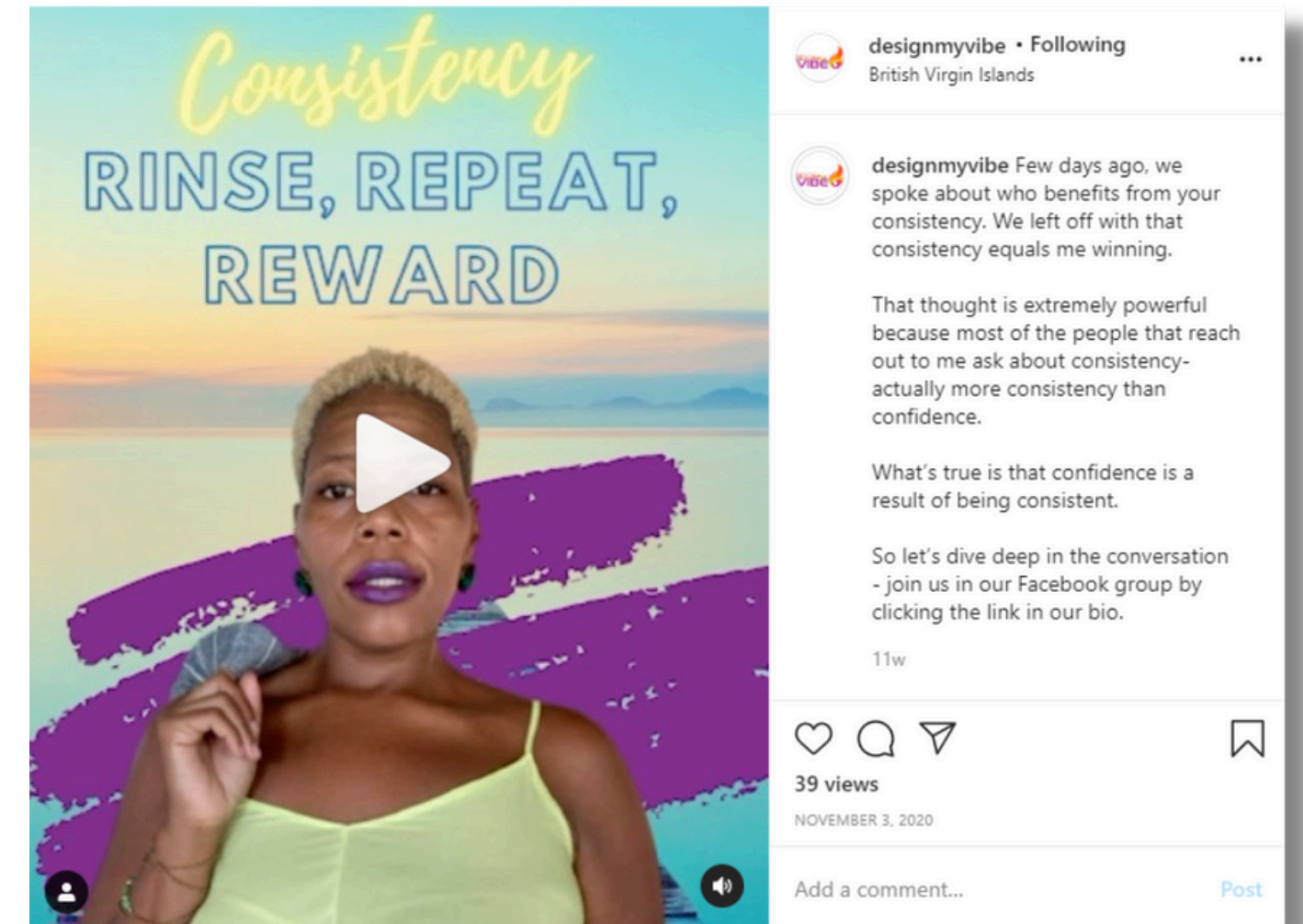
Descript

Otter.ai

- Check actual file [HERE!](#)

OTHER WORK FROM PREVIOUS CLIENTS

@thelobbymedia



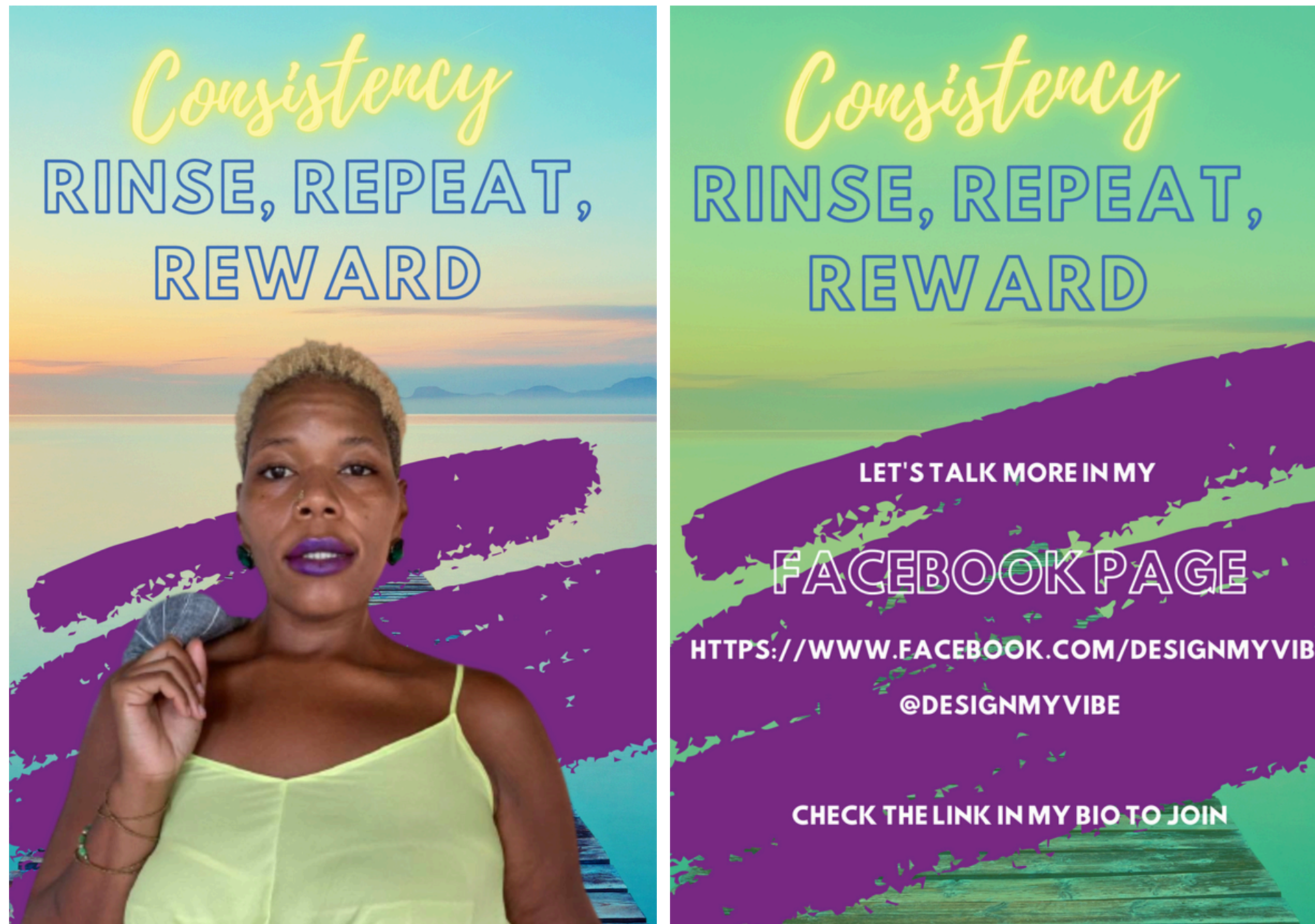
- Check actual post [HERE!](#)

PREVIOUS CLIENT: @designmyvibe

Check actual file [HERE!](#)

- COVER AND CALL-TO-ACTION FRAME

@thelobbymedia



PODCAST CLIPS:

- AUDIOGRAM (USED HEADLINER FOR THIS CLIENT) | CHECK ACTUAL FILE [HERE!](#)



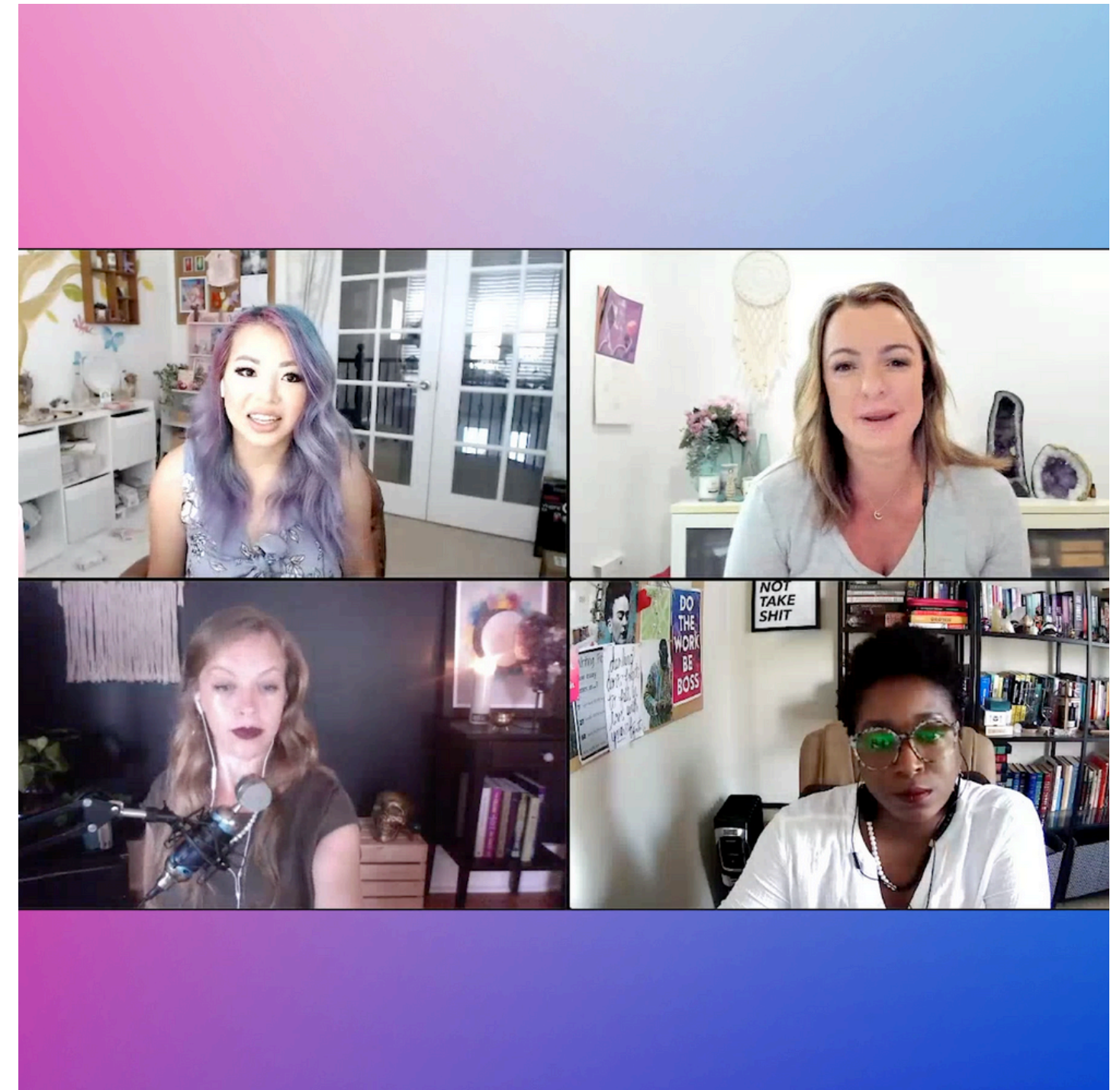
- CLIENT: Being Boss // @beingbossclub
- Video Clip (Podcast Promotion)



Check actual file [HERE!](#)

@thelobbymedia

- Event Promotion



Check actual file [HERE!](#)

- PREVIOUS CLIENT: MOVES Podcast// @movespodcast
 - Audiogram (Headliner App)



Check actual file [HERE!](#)

@thelobbymedia

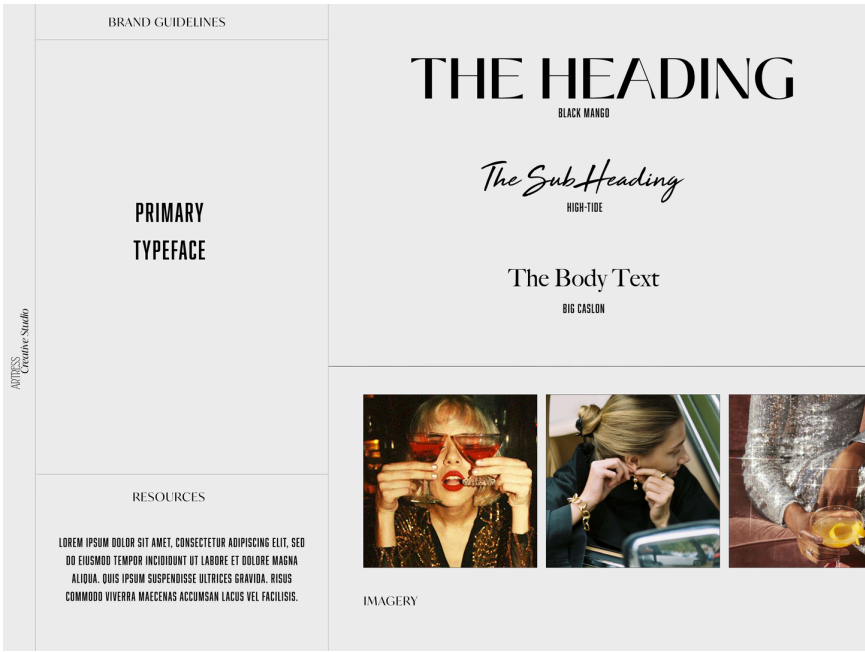
- Video Clip (Podcast Promotion)



Check actual file [HERE!](#)

OTHER WORK SAMPLES

BRAND MOOD BOARD



PODCAST SHOW TEMPLATES



PINTEREST PINS

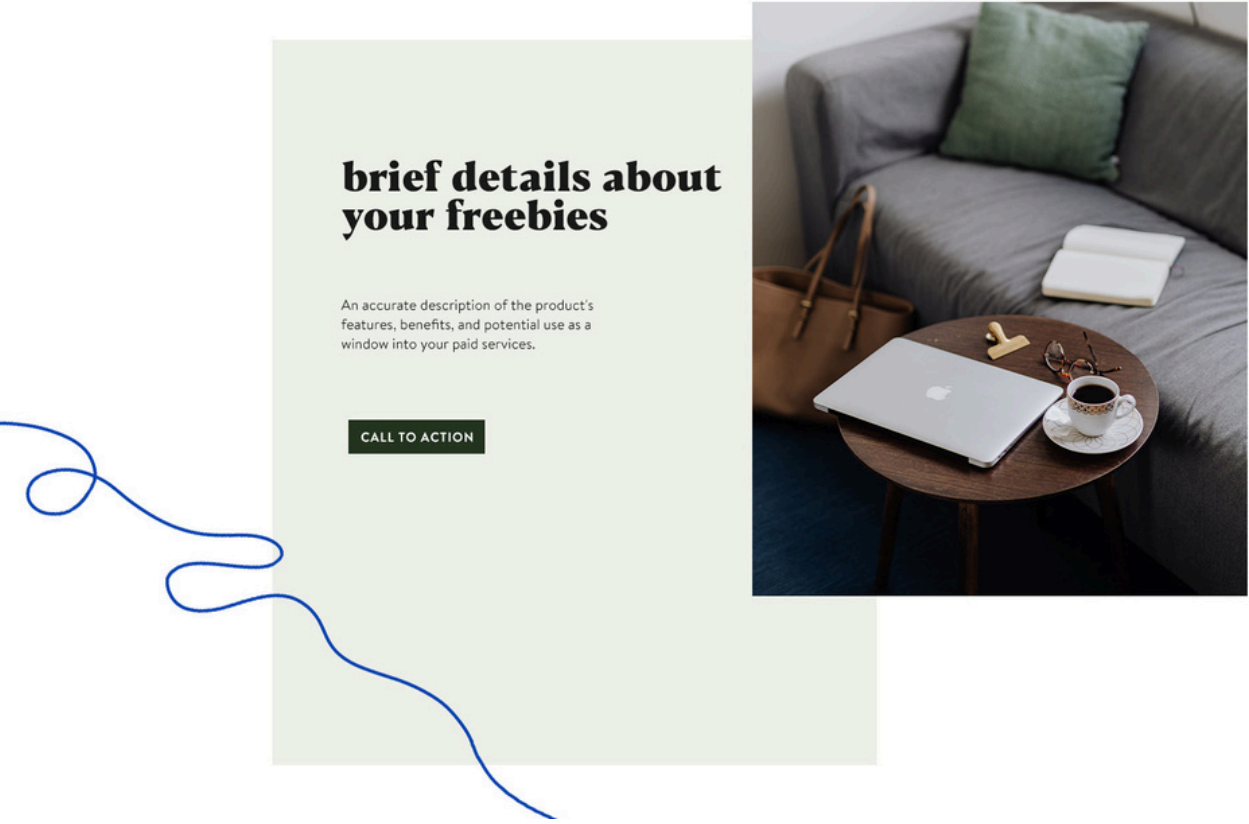
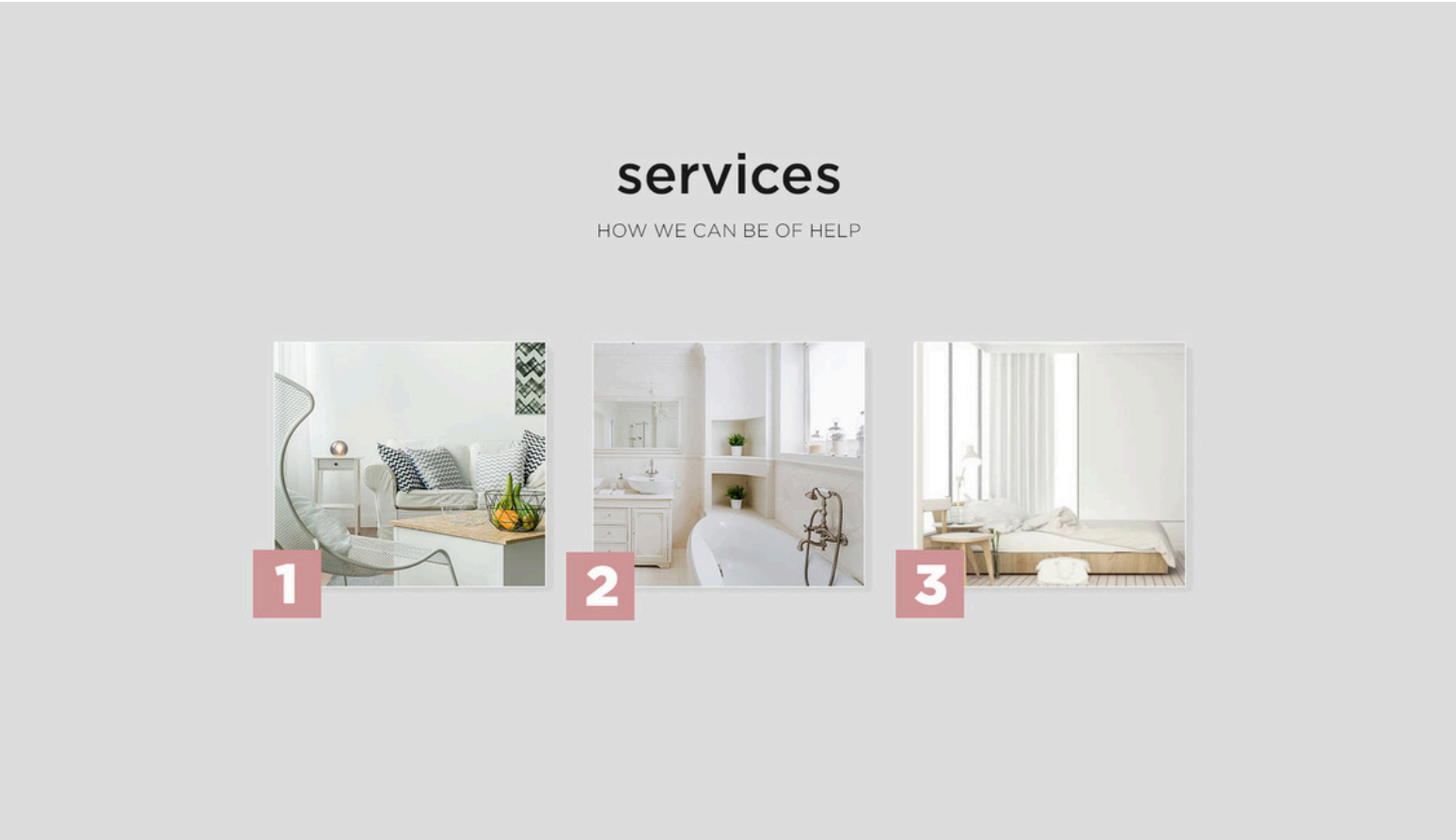


EMAIL CAMPAIGN BANNER



BRAND AND WEB DESIGN

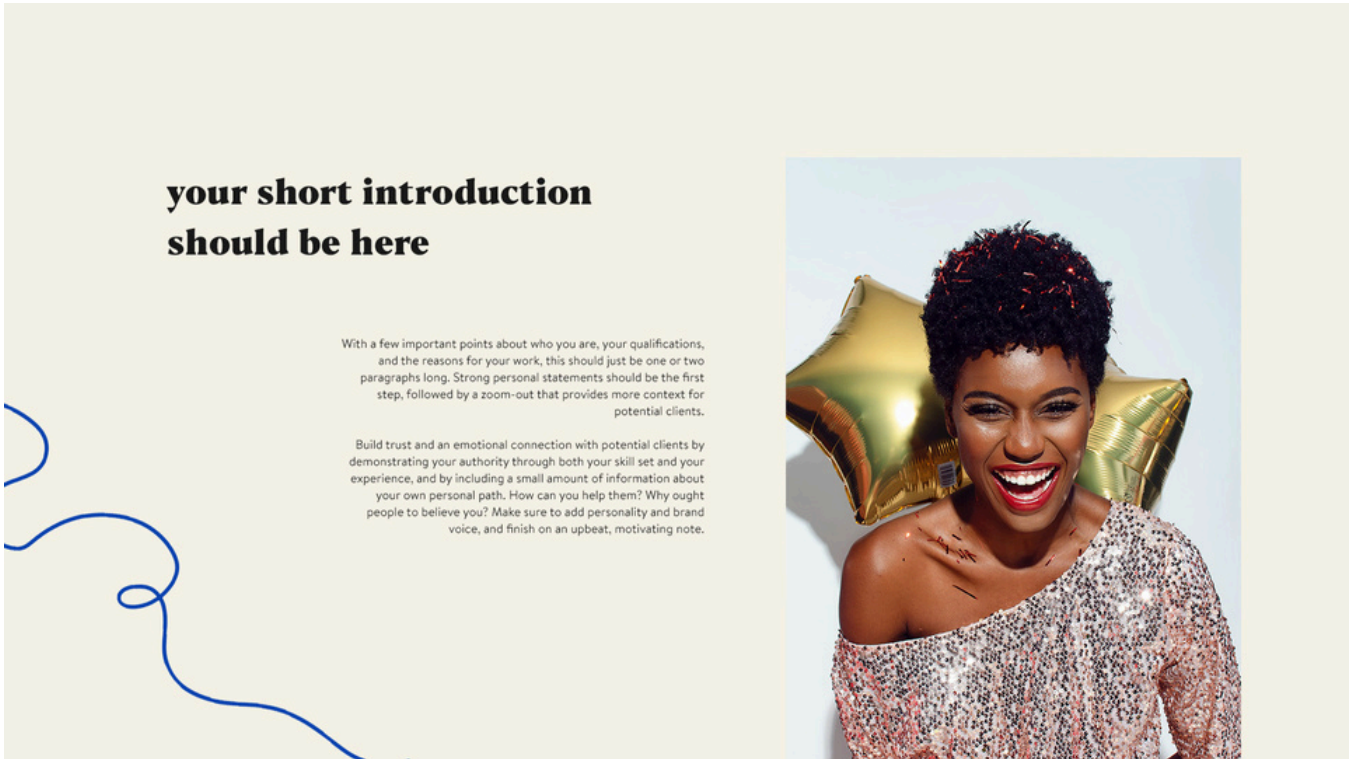
Have a glimpse of how we make magic and create brands and websites according to your business' vision and mission. We're not just here to create pretty art, we're here to support you strategically as we both aim to have the ROI we're targeting. Click on the images to view the full brand and web design details of each project.

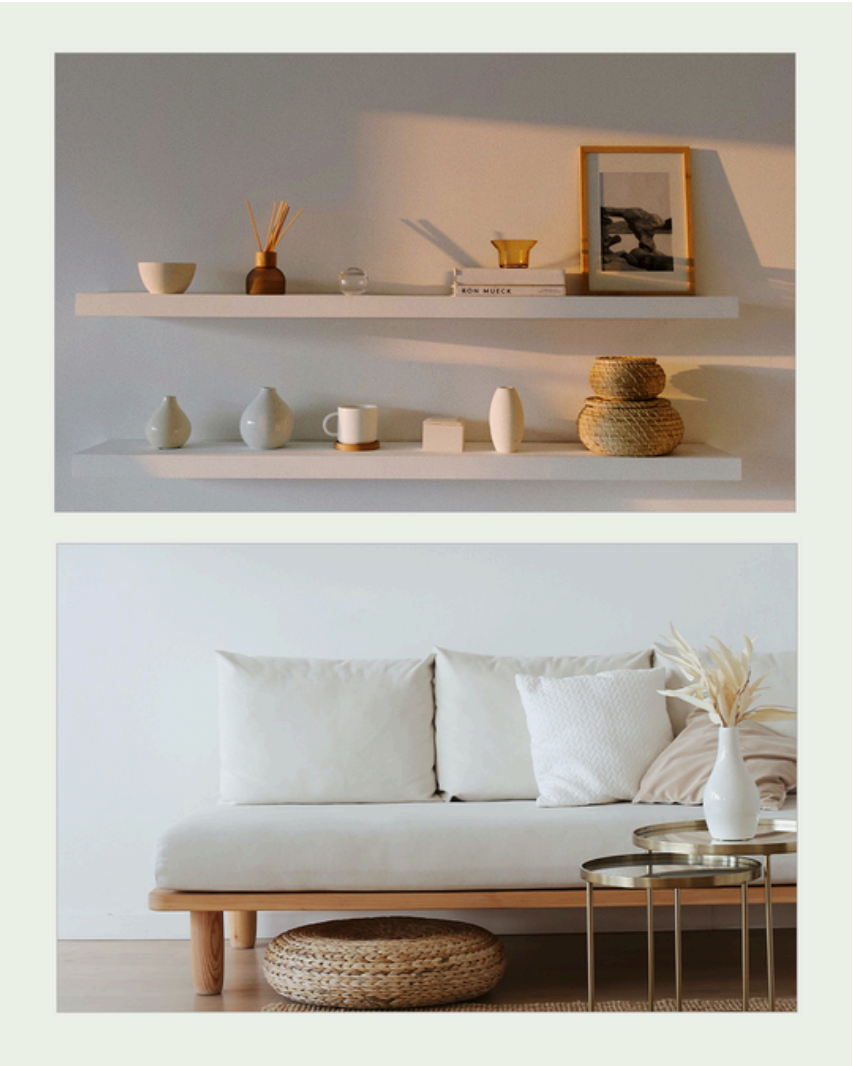
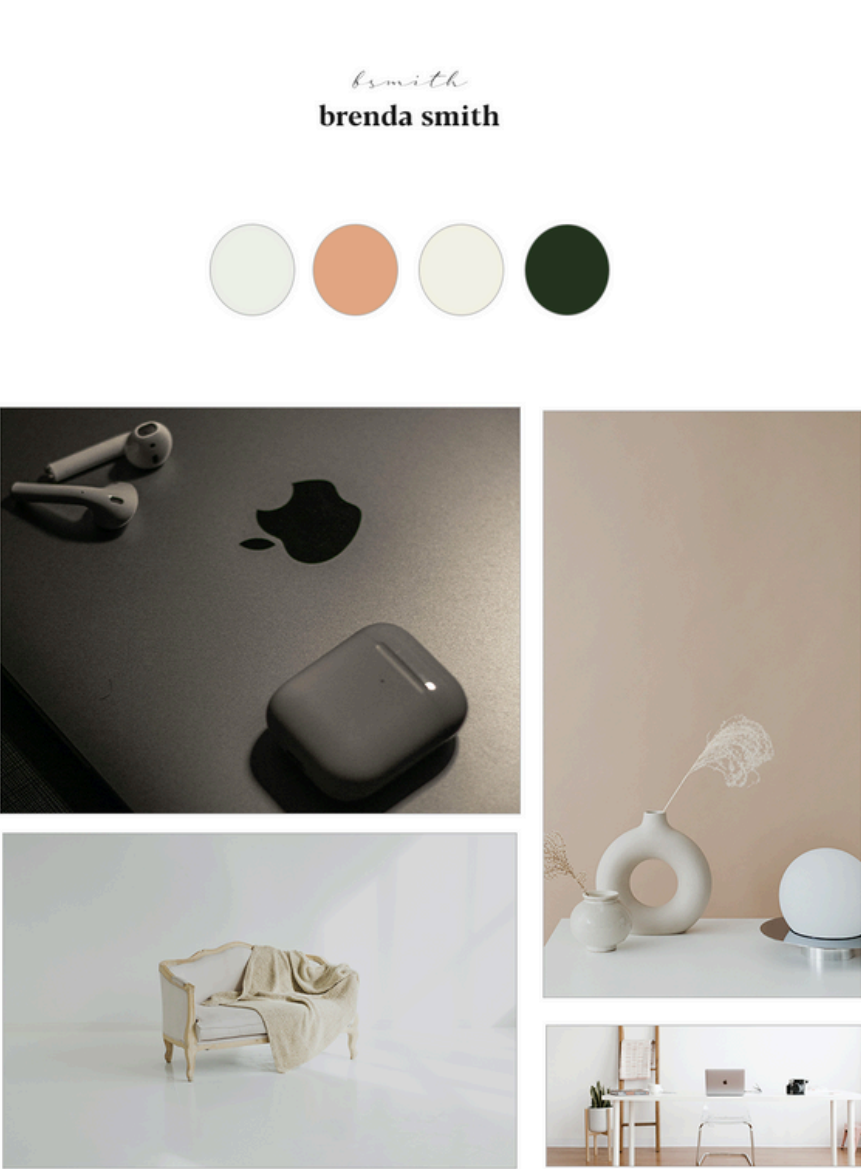
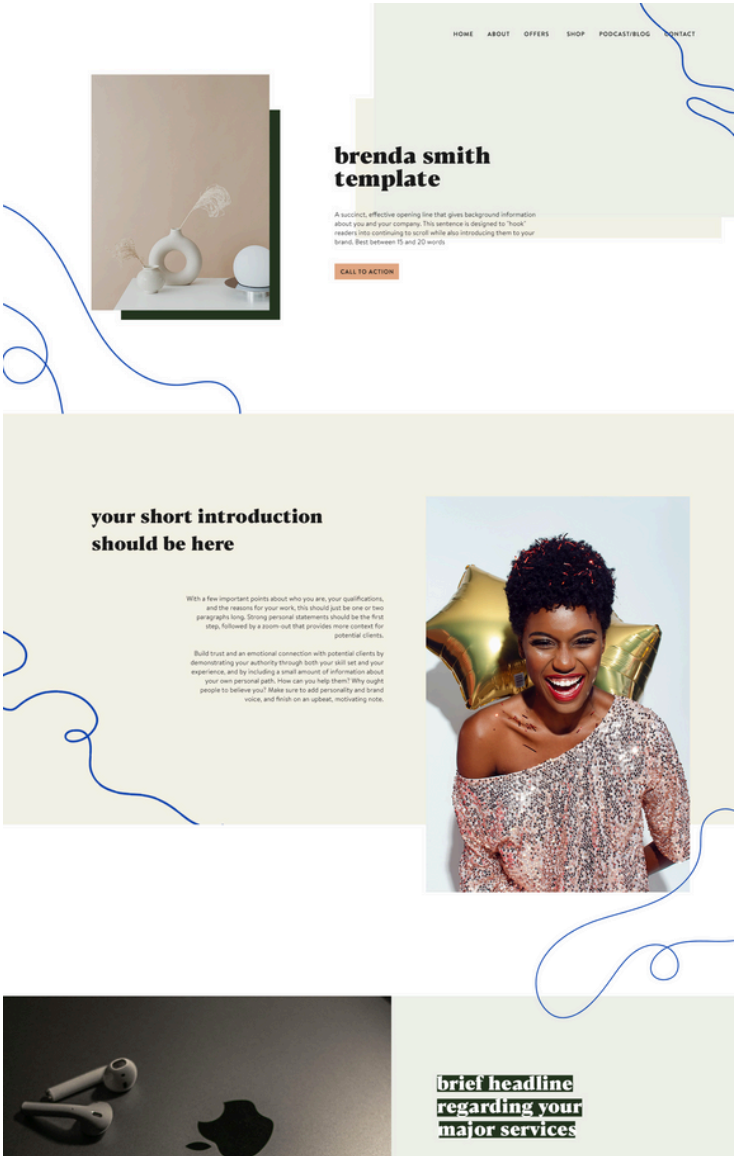


BRENDA SMITH

Clean and neat brand identity and website for interior designer, coaches and other service based entrepreneurs.

@thelobbymedia





[VIEW FULL WEBSITE](#)

INTERIOR DESIGN

@thelobbymedia



Brand and web design ideal for interior designer.

Clean.

Minimalist.

Simple yet Elegant.

news

BLOGS | EVENTS | TIPS



SHOWROOM EVENT LOREM IPSUM DOLOR SIT

INTERIOR DESIGN LOREM IPSUM

01.01.2023

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

More...

BATHROOM INTERIORS LOREM IPSUM

02.01.2023

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

More...

sign up to our email newsletter

SENT WEEKLY FOR YOU

SUBSCRIBE

CLAUDIA RAMIREZ
Interior designer

- LINKS
- CAREERS
 - LISTINGS
 - GALLERY
 - CONTACT US

- CONNECT WITH US
- INSTAGRAM
 - FACEBOOK
 - PINTEREST
 - LINKEDIN



interior design

VIEW

THE SALES PAGE

A sales page's purpose is to convert site visitors into paying customers. It accomplishes this by emphasizing the advantages of your product or service as well as how it solves their specific problem.

Ideal for course creator, service provider or can be a one-page website for your products or services.





The Sales *Page* Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Join *Sales* Page Title

Join Cupcake ipsum dolor sit amet. Bear claw marshmallow.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Jelly beans sesame snaps cookie cotton candy oat cake fruitcake. Marshmallow cotton candy biscuit fruitcake cake. Dragée chocolate cake candy lollipop marzipan lollipop jelly-o.



About *Us*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Jelly beans sesame snaps cookie cotton candy oat cake fruitcake. Marshmallow cotton candy biscuit fruitcake cake. Dragée chocolate cake candy lollipop marzipan lollipop jelly-o.

Jelly biscuit pastry chupa chups sugar plum. Liquorice marzipan chocolate bar jelly biscuit sweet pie sesame snaps.

Entrepreneur

Inc.

Forbes

BOSSBABE

@thelobbymedia



The Sales *Page* Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis



Join *Sales* Page Title

Join Cupcake ipsum dolor sit amet. Bear claw marshmallow.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Jelly beans sesame snaps cookie cotton candy oat cake fruitcake. Marshmallow cotton candy biscuit fruitcake cake. Dragée chocolate cake candy lollipop marzipan lollipop jelly-o.

The
Sales*Page*
Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Jelly beans sesame snaps cookie cotton candy oat cake fruitcake. Marshmallow cotton candy biscuit fruitcake cake. Dragée chocolate cake candy lollipop marzipan lollipop jelly-o.

Button Here!



The
Sales*Page*
Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Jelly beans sesame snaps cookie cotton candy oat cake fruitcake. Marshmallow cotton candy biscuit fruitcake cake. Dragée chocolate cake candy lollipop marzipan lollipop jelly-o.

Button Here!



The*Investment*

\$1,234

Oat cake ice cream sweet roll halvah donut. Oat cake ice cream sweet roll halvah donut.

Button Here!

\$5,678

Oat cake ice cream sweet roll halvah donut. Oat cake ice cream sweet roll halvah donut.

Button Here!

Entrepreneur

Inc.

Forbes

BOSSBABA

Join *Sales*
Page Title

Join Cupcake ipsum dolor sit amet. Bear claw marshmallow.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Jelly beans sesame snaps cookie

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Jelly beans sesame snaps cookie



The Sales *Page* Title

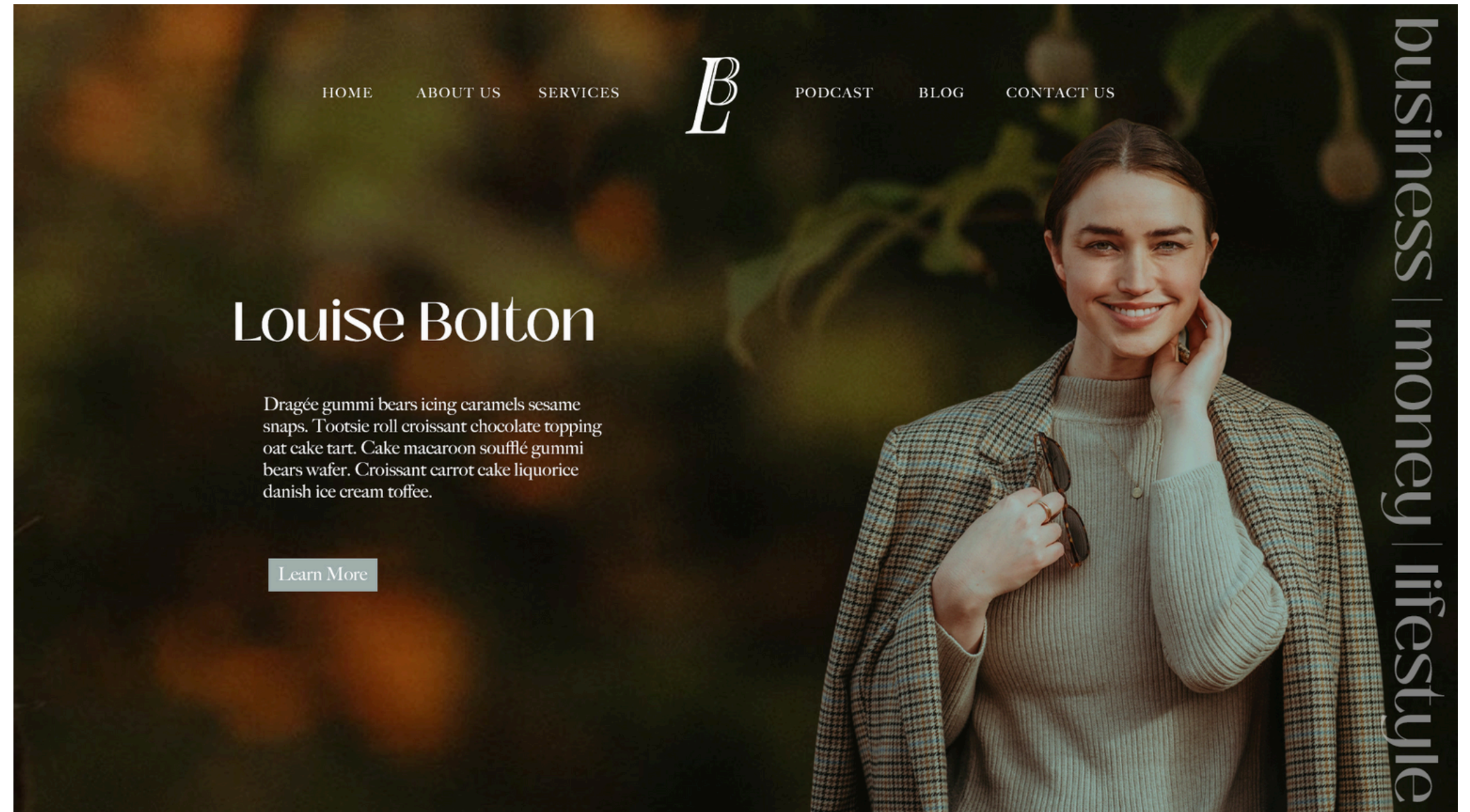
Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna
aliqua. Quis ipsum suspendisse ultrices
gravida. Risus commodo viverra
maecenas accumsan lacus vel facilisis.

PERSONAL BRAND WEBSITE

A personal website is your central hub online. It's where you control the narrative and showcase your best self. It also signals that you're serious about your work. It allows you to demonstrate your expertise and build trust with potential clients, employers, or collaborators.

Ideal for:

- Content Creators
- Service Providers
- Coaches
- Consultants



[VIEW](#)

OUR UNIQUE APPROACH

IMPROVED BRAND CONSISTENCY

Ensures your brand message, visuals, and tone are consistent across all platforms, creating a cohesive and professional image.

HIGHER QUALITY CONTENT

Creates engaging and valuable content that attracts and retains customers, driving traffic and leads.

IMPROVED SEO

Optimizing content for search engines, increasing your visibility in search results.

INCREASED ROI

By optimizing your brand and content efforts, we help you achieve a higher return on your marketing investment.

STRONG BRAND PRESENCE. SUSTAINABLE BUSINESS.

Begin Your Journey with Us and Discover How
We Can Elevate Your Business Success!

[LET'S START!](#)

