



---

P O R T F O L I O

---

**Dela Cooke**

Digital Marketing Strategist

2 0 2 3

# Table of Contents

About Dela	3
Positive Personal Change	4
Lubbock Juneteenth	5
Social Media Templates	6
Website Development	7
Contact Information	8



# **A b o u t D e l a** ( D a y - L a )

Before you dive into this portfolio there are a few things you should know about Dela. She is from Bear, Delaware, and is currently a communications and digital media major while minoring in marketing at The American University of Rome expected to graduate in May 2024. Armed with an in-depth understanding of the digital landscape, she is committed to helping businesses leverage the vast opportunities it offers. With experience in marketing and sales, she excels in crafting effective marketing strategies, creating user-centric websites, and orchestrating impact social media campaigns. Lastly, her mission is to help businesses cultivate success online, and believes that the right strategy can turn digital aspirations into reality.

# Positive Personal Change

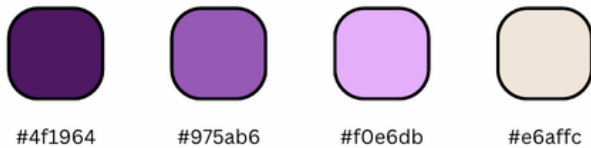
## Marketing Strategy & Social Media Management

**Goal:** Increase brand awareness and engagement on Instagram

**Strategy:** Define brand identity to have a cohesive look and feel. Conduct market research to understand the target audience and trends. Use Meta's analytics to gauge which posts are most engaging.

**Result:** Reach +21.7%, Engagement +189%, and Account followers +77.5%.

### Style Guide



### Heading

*subheading*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut

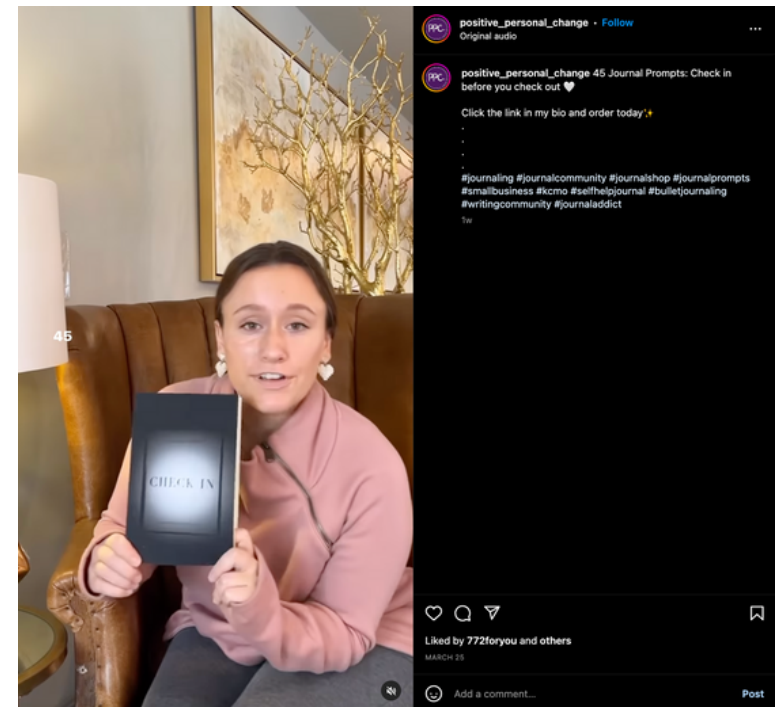
### League Spartan

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Zabcdefghijklmnopqrstuvwxyz12  
34567890!@#%\$&()

### Playlist Script

abcdefghijklmnopqrstuvwxyz  
ghijklmnopqrstuvwxyz1234567890!@#%\$&()

Lora  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZabcdefghijklmnopqrstuvwxyz  
1234567890!@#%\$&()



# Lubbock Juneteenth

*Collaborated with Phenixx Marketing - Social Media & Website*

**Goal:** Create widespread brand awareness, drive event participation, attract sponsors, vendors, and volunteers.

**Strategy:** A strategic content calendar that serves as a roadmap. Omni-channel promotion. Drive traffic to the website for sponsors and ticket sales.

**Result:** Record-breaking attendance to Rise Up Weekend. Instagram's average reach rate was +200% and the engagement rate was 12.3%. Website traffic growth increased by 105% from the previous year.

**RISE UP 2023 LUBBOCK JUNETEENTH**

**LIVE MUSIC BY DON DIEGO**

Join us with Grammy nominee Don Diego for a **Freedom Celebration** and the H-E-B Firework Show!

**MONDAY, JUNE 19 | 6:30 P.M.**

**MACKENZIE MAIN CITY PARK**

\*FREE ADMISSION

f t i lubbockjuneteenth lubbockjuneteenth.com

**RISE UP 2023 LUBBOCK JUNETEENTH**

**SCHEDULE OF EVENTS**

- Monday, June 12th: Official Celebration Kick-off Press & Media Day
- Thursday, June 15th: Mr. and Miss. Juneteenth Pageant
- Saturday, June 17th: Senior Breakfast
- Sunday, June 18th: United Supermarkets Juneteenth Parade
- Monday, June 19th: Freedom Fest
- Tuesday, June 20th: Freedom Celebration

**RISE UP 2023 LUBBOCK JUNETEENTH**

**Rise Up Weekend Events**

- Official Celebration Kick-off Press & Media Day
- United Supermarkets Parade
- Mr. & Miss. Juneteenth Pageant
- H-E-B Senior Breakfast
- Freedom Fest & Senior Breakfast
- Freedom Day
- Freedom Celebration

**RISE UP 2023 LUBBOCK JUNETEENTH**

**REGISTER FOR THE PARADE**

Participate in the Rise Up Weekend parade this year! Visit our website to apply.

**RISE UP 2023 LUBBOCK JUNETEENTH**

**BECOME A VENDOR**

Our website is currently open to vendor applications. Don't hesitate to apply today!

**RISE UP 2023 LUBBOCK JUNETEENTH**

**MR. AND MISS. JUNETEENTH PAGEANT**

Join us for our annual pageant to kick off the 2023 Lubbock Juneteenth Celebration, as young contestants compete for the prestigious titles of Mr. and Miss. Juneteenth.

**THURSDAY, JUNE 15TH | 6:30 P.M.**

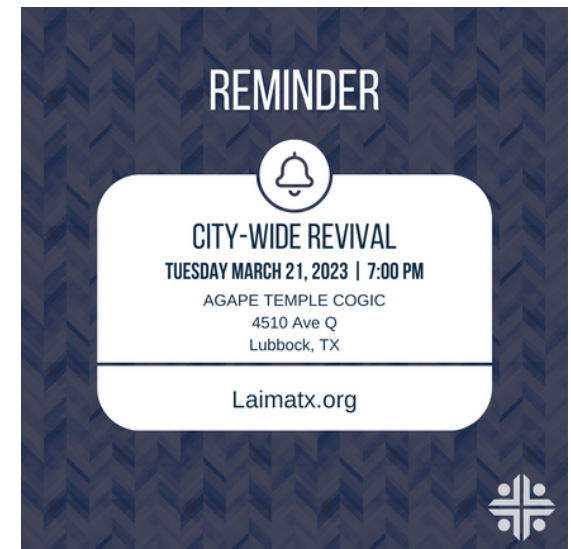
**GRAND CENTRAL VENUE**  
1219 AVENUE J  
LUBBOCK, TX 79401

\*PURCHASE TICKETS ONLINE TODAY

f t i lubbockjuneteenth lubbockjuneteenth.com

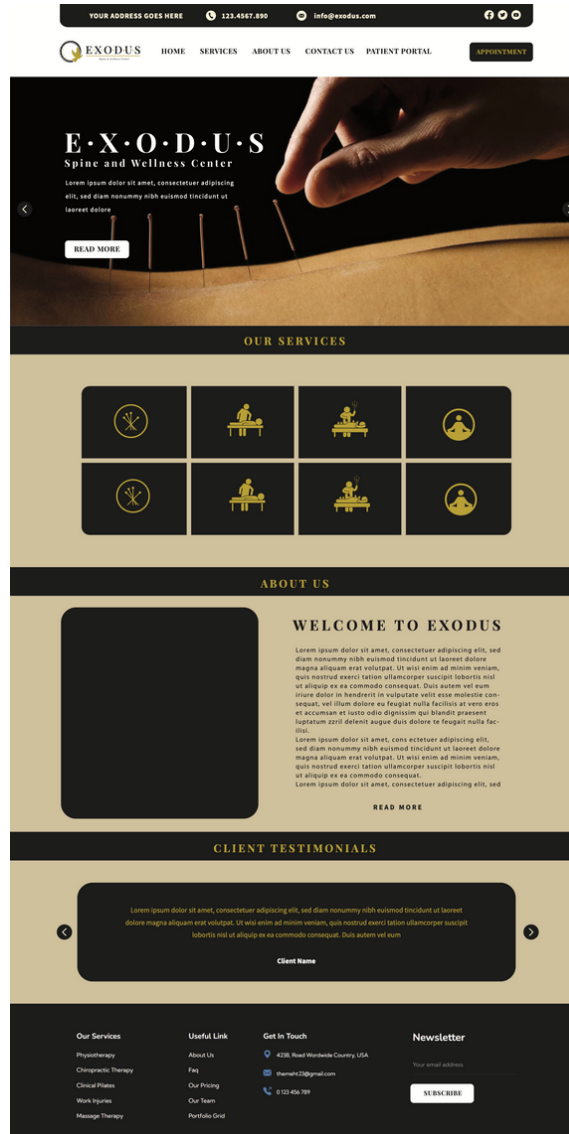
# Social Media Templates

*Collaborated with Phenixx Marketing*



# Website Mockups

## Collaborated with Phenixx Marketing



# Let's Keep in Touch!



[www.delacooke.com](http://www.delacooke.com)



[contact@delacooke.com](mailto:contact@delacooke.com)



[www.linkedin.com/in/delacooke/](http://www.linkedin.com/in/delacooke/)

**Need a Marketing Strategy or Website?**

Schedule Free Consultation Today!