

Performance-Driven Social Content & Hook Strategy

Portfolio case study | social video, hooks, audience discovery, engagement

1.1M+ impressions in 28 days

508,799 members reached | 90% out-of-network discovery

302,649

7-day impressions

158,587 reached | 83% out-of-network

247,391

7-day impressions

148,240 reached | 92% out-of-network

11,245

social engagements

selected 7-day period

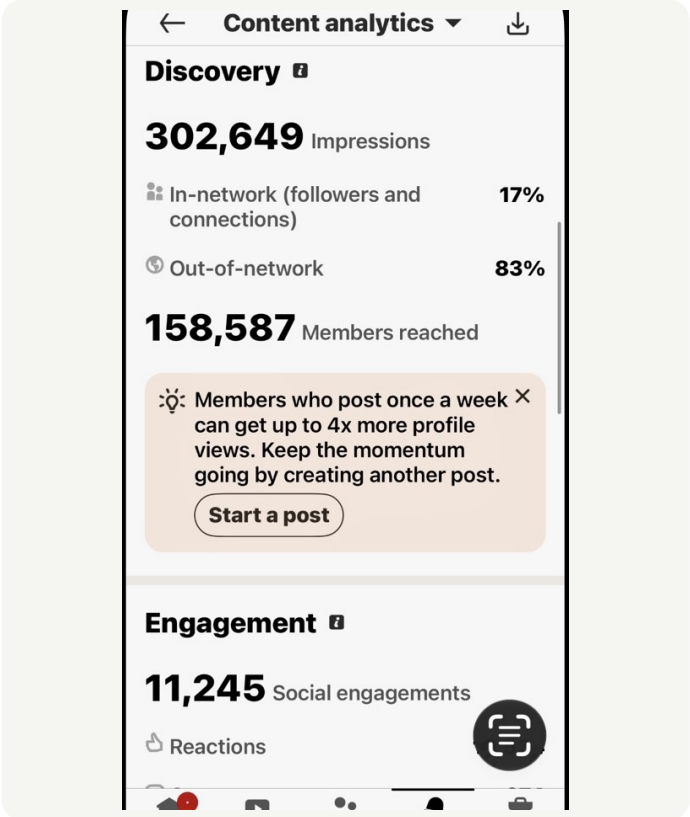
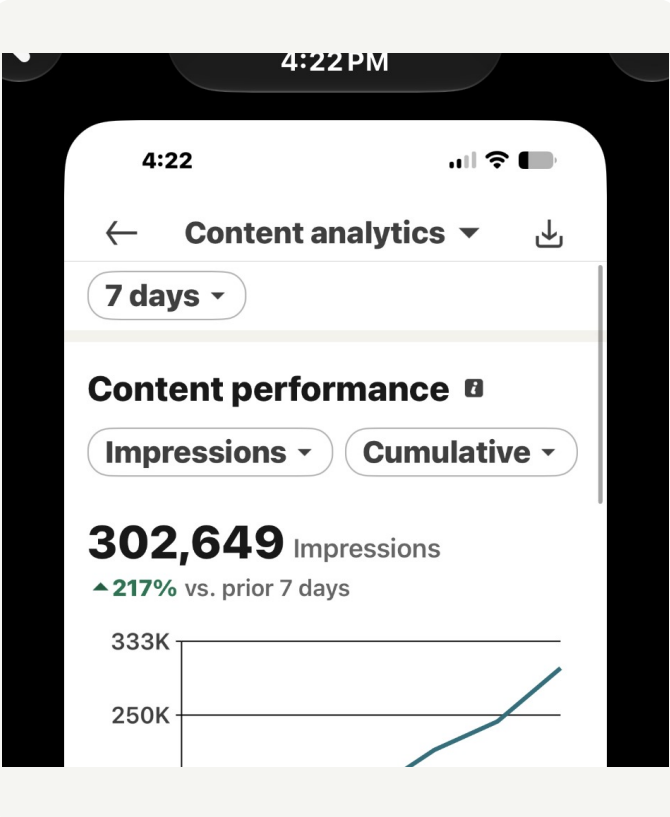
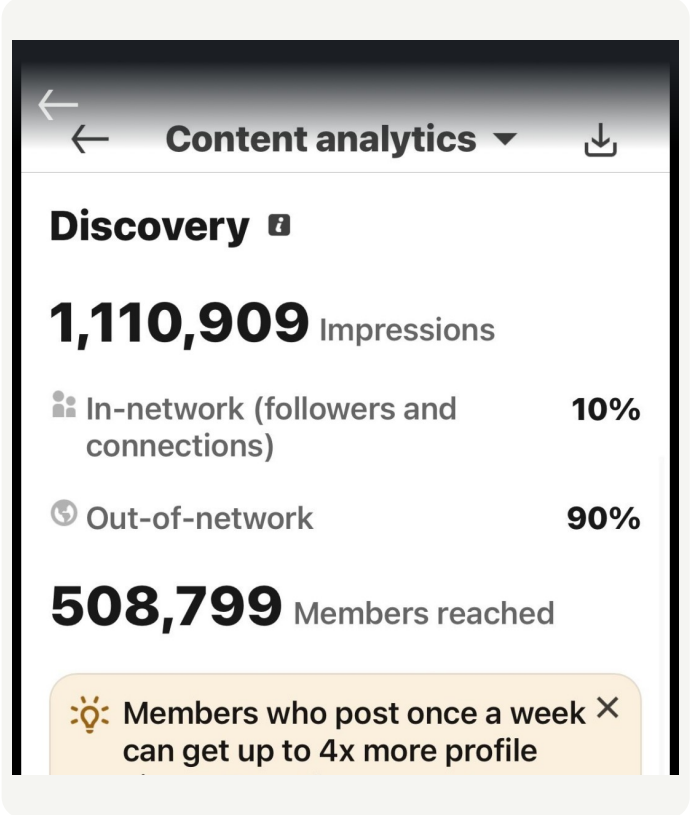
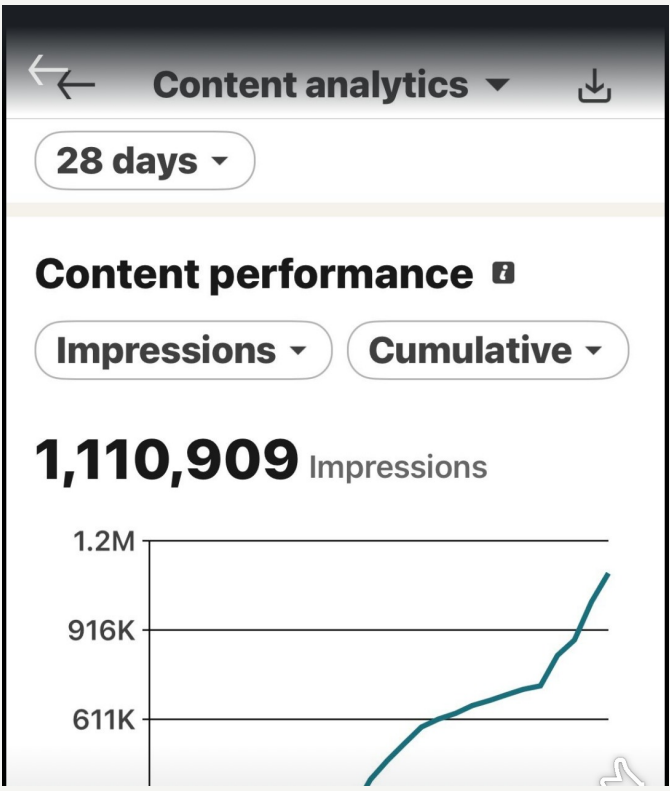
What this demonstrates

- Strong opening hooks and content packaging that earn attention.
- Repeatable audience discovery beyond an existing follower network.
- Video/social pacing, promotional framing, and engagement-focused messaging.
- Performance measured with platform analytics across multiple time periods.

Self-directed content project. Platform-reported metrics. No paid-ad sales, ROAS, or conversion claims are made.

Selected Performance Evidence

Analytics panels are cropped to remove account-identifying information.



How I Apply This to Brand & DTC Creative

I specialize in performance-driven social content, hook development, promotional messaging, and video editing. My work is built around earning attention quickly, sustaining viewer interest, and moving audiences toward a clear next action. The same principles translate directly to e-commerce and direct-to-consumer creative: strong opening hooks, benefit-led messaging, pacing, captions, visual hierarchy, and calls to action.

Relevant strengths

- 20+ years of hands-on video-editing experience.
- Hook writing and promotional framing for social platforms.
- Short-form pacing, captions, transitions, music, and visual flow.
- Audience engagement and out-of-network discovery strategy.
- Performance analysis using platform-reported analytics.
- Ability to adapt creative direction into polished, consistent deliverables.

Positioning note

These results demonstrate social-content performance and creative strategy. They should not be presented as paid-ad ROAS, CPA, revenue, or conversion results unless those metrics are separately documented.