



## **CAPABILITIES**

Brand Identity  
Article / Blog Writing  
Press Release  
Product Copy  
Web Copy  
Email Copy  
Influencer Seeding  
Digital Strategy

*A look at what I've done...*



## GOLDFADEN MD INSTAGRAM BOMB

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In January of 2017, clean beauty skincare brand Goldfaden MD launched their latest product, the Facial Detox. In an effort to build exposure around this launch and drive sales, I implemented an Instagram Bomb with micro-influencers across the green beauty space.

By tapping 10 influencers to post on their feed, tag the brand, link to the product in their bios AND offer a 15% off discount code, all within the same hour, we were able to reach 250K+ people, and garner 15,000 likes, 1000+ comments and earned back more than double what we spent on the activation via sales driven through the network.





## INFLUENCER SEEDING WITH BESELECTIV

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From February of 2016 to April of 2016, we worked to build up brand awareness of the luxury, menswear apparel line among niche influencers on Instagram and Youtube.

Through a strict seeding regimen, we were able to garner 500,000 impressions, 1M+ reach, 10,000 total likes and 500 comments on posted media; while being able to aggregate 50+ images for full digital usage across BeSelectiv social, email & web.





bare thoughts.

If You Buy me a Drink, You Still Can't Touch my Leg. And Other Annoying Things That Happen At Bars.

Written by Nicole Best



I was at a bar the other night. Before I get into it, let me disclose that nothing I'm about to tell you is a first time "occurrence". The proclivities aren't exaggerated; pussy-grabbing happens all the time. It's instilled behavior that, contrary to popular belief, doesn't remain in said locker room.

"Actions speak louder than words;" is a mantra ingrained in all of us since childhood. So when a man touches my lower back as he is speaking to me and I feel uncomfortable, what do I do? It's just a light touch, right? It doesn't mean anything. I shouldn't be so sensitive. It shouldn't matter how old he is. He grabs your hips as you walk in front of him and says, "Let me just do it this one time. I'll never be able to again." You playfully slap his hands away. Feigned exasperation is painful but you do it anyway, because he invited you to the event and you don't want to be rude.

What happens when I'm not wearing a bra simply because I don't want to? And then he comes up to me at a party and pokes my breasts. He's just playing around, right? My t-shirt is white, so nipples show through. Obviously he has the right to touch them. They're basically waving hello.

What happens when he buys me a drink? He offers, so I accept. He scoots a little closer, his hand lightly grazes my leg. I back up a little, but he doesn't notice. That's just harmless flirtation. He thinks to himself, "Maybe I'll get lucky". He'll go ahead and compliment me as if it's the best thing I've heard all day; his words mired with an intrinsic attitude that a male superiority society has instilled. Oh, I'm really hot for a redhead? Thank you. My ass looks great in these jeans? Awesome. The best part? A lot of the time, this conduct goes unchecked. Mostly because women have historically been associated with inferiority. Childbearing functionality was seen as "the mistrust of the flesh" among hierarchical Hellenic dichotomy, which immediately regarded the female as a temptress; an anti-feminist trope that

then developed over centuries.

In 2016, you could rape someone and get a six-month jail sentence. You could grab women by the pussy and still become the President of the United States. In 2017, if you sexually harass enough women, you could get paid 25 million dollars to leave a company that has been keeping your secrets for years. But all-male gender stereotyping is not meant to criticize the entire male species, because every man is not like this. In fact, a lot of them aren't.

David Schwimmer recently produced a six-part series of PSA's on sexual harassment in the workplace. The focus of the series is to detail the behavior most often ignored, or deemed "appropriate" by society, noting that most of us recognize explicit sexual violence, but what about predatory men taking advantage of power structures? Behavior that pressures women into uncomfortable, even dangerous positions, yet, it may not even be regarded as harassment. It's not as obvious, but as the PSA hashtag details, #thatsharassment.

It's time to slap the hands away that touch you without permission. Say "no" to accepting a drink from a guy who is only trying to stick himself inside something later. It's time to feel brave enough to leave a situation that doesn't feel safe; regardless of where you are and who you're with. Don't call me "sweetie," random stranger whom I've never met. Don't whistle at me as I walk down the street. We can't let this behavior continue.

Being a feminist isn't being a "man-hater". It's not an issue of whether one gender is more important than the other, but an issue of feeling suppressed for so long that when you finally speak up, people demonize the movement for attacking a culture that has deemed itself right. The feminist movement brings a voice to a minority group that has been marginalized for too long. And that voice isn't shutting up any time soon.



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**NUDE:** Something to check off your bucket list?

**FJ:** I did a bunch of coke and was sitting at a hotel pool in the Caribbean and Alex Trebek, the host of Jeopardy, was in the pool. At one point I watched him go down a waterslide, so I started cheering because I was on coke and got overly excited. I guess that's weird for a bucket list but, whatever it's my interview. Deal with it.

**NUDE:** Dream collaboration - go!

**FJ:** Me and Lil' Kim (who looks like Joan Rivers these days, please google) open a strip club together that serves incredible food. Like, you can get a chilean sea bass with a saffron risotto topped with a dollop of locally-sourced ramp yogurt. Actually, I don't even know what a ramp

is. **KIM, CALL ME PLEASE.**

**NUDE:** If you could live in anyone's shoes for one day, who would you choose?

**FJ:** Rob Lowe. How is this dude getting better looking?? He's even more fuckable now than he was in 1990, which is insane because his fuckability at that time was absolute maximum. He's aging in reverse, he's basically Benjamin Button. I want that for a day.

**NUDE:** Fuck, marry, kill: Carne asada burrito, shrimp taco, chips and guac.

**FJ:** Is it a hard or soft taco? Because if I wanted a hard taco, I'd just get nachos. I only do soft tacos. I can't answer this question without more specificity, sorry.



**NUDE:** At what moment did you feel you made it?

**FJ:** My 90-year-old Russian grandmother is a tough bitch (she has a rather large thick scar on her back from being attacked by a wolf in Russia and drinks room temperature vodka for breakfast) and she told me recently that she saw me on TV and that I made her laugh. I've known her 30-plus years and I've never seen her laugh. I MADE IT.

**NUDE:** What is the worst advice ever given to you? Did you take it?

**FJ:** My dad told me to get regularly tested for STDs, but if I never go and get tested, then I basically never get anything. Terrible advice, man - thank god I was too dumb to heed it.

**NUDE:** Who should we be following on social media?

**FJ:** The TSA. I've been following them for years because they show the wildest items people try to bring on airplanes. Why are you trying to bring 250 dildos

on board with you?? Also, Randy Quaid, the actor from the '90s. That dude is absolutely fucking insane, like - dude thinks he is friends with aliens. His platforms are total fire.

**NUDE:** Instagram stories or Snapchat?

**FJ:** Snapchat is pretty terrible, except that if I DM a girl a photo of my penis wearing a tiny little sombrero with a little Mexican mustache drawn on it (I put effort into my dick pics. You can't just send a regular dick pic, that's weird) then it disappears after a little while, which is great. Wait, I guess I also like the slutty dog filter with the tongue. But other than those two things, I'm a stories guy for life. ALL HAIL LORD ZUCKERBERG.

**NUDE:** What is your biggest pet peeve?

**FJ:** Jason Sudeikis. The actor. Just his face. It's so punchable. Also, anyone who doesn't speak fluent Spanish and pronounces Barcelona as BAR-THE-LONA.

Interview by Nicole Best

# Press Release, BARILLA Pasta new restaurant opening



## World's Most Popular Pasta Is Bringing Fast-Casual Concepts to Southern California

### Barilla Set to Open Restaurants at USC Village and South Coast Plaza

Los Angeles, CA – August xx, 2017 – Having already established three successful restaurants in New York City, Barilla – the multibillion pasta company known the world over – is announcing today an expansion into the Southland that will begin early fall with two new fast casual restaurants, one at USC Village, on the campus of the University of Southern California, and the other at the upscale South Coast Plaza, the largest mall on the West Coast, in Costa Mesa.

The 2,400-square foot Orange County restaurant and its 1,700-square foot counterpart at USC will serve the delicious Mediterranean cuisine that Italians enjoy everyday. Sustainably-sourced breads, pastas, fruits and vegetables will be freshly prepared inside open kitchens, with more than 14 different pastas being served daily.

“This is the diet we were raised on,” says Barilla’s Executive Chef Alfonso Sanna, who has cooked professionally for more than thirty years in both Italy and the United States. “It makes us who we are; and we’re so excited to continue to spread this dining culture to Southern California.”

Make it, shape it, share it, prepare it; both restaurants will be serve twelve different pastas daily, including Farfalle Genovesi, made with homemade creamy pesto genovesi and fresh ricotta sauce with diced tomatoes; Spaghetti E Polpettine, tomato and basil with homemade meat balls; a Lasagna layered with meat sauce and béchamel; and a staple, Tortellini Alfredo, with spinach & ricotta filled tortellini with one of our favorites, our Parmigiano cream sauce.

Additional fresh menu items include pizza, available with Barilla’s blend of wheat and whole grain dough, with a variety of toppings, including mozzarella, salame (pepperoni), Prosciutto di Parma, roasted yellow and red bell peppers, and Italian sausage. Three different soups which Chef Alfonso changes to reflect seasonal ingredients. There are eight different salads, three for vegetarians and five integrating fish and/or meat. The paninis – vegan, vegetarian and whole grain – include five made with focaccia and two piadina (Italian flatbread) featuring one with mozzarella, Prosciutto di Parma, tomatoes and arugula, and another with mozzarella, roasted chicken, Portobello mushrooms and mixed greens.

Rounding out Barilla’s menu is their delectable dessert offerings. Featuring Italian classics like Tiramisu (espresso soaked cookies, mascarpone cream and cocoa powder), caramel and fruit Pannacotta and Torta Del Giorno, the Dolci menu expertly mixes savory and sweet notes, rounding out the Barilla offerings.

A variety of Italian wines and both imported and domestic beers are available, as well.

Barilla, a company passionate about pasta, offers more than a menu, but a quintessentially authentic Italian experience as well.

“The world loves Italian food. It’s not only an infatuation with the taste, but the incredible history behind it,” says Barilla Restaurants CEO Stefano Albano. “Consumers in the U.S. have already shown they love our product, so it’s only natural for us to expand upon our original footprint in New York and bring our cuisine to Southern California.”

So cheers, Southern California. Let’s break bread, clink glasses and enjoy delicious, healthy Italian eats. Because life is nothing without passion, and for Barilla, that is pasta.

**Click the links below to download photo renderings of South Coast Plaza and USC Village**

<https://www.dropbox.com/sh/hwlbo280trg0gig/AAD-9D8ZD13LpXh4brBu8G9fa?dl=0>

<https://www.dropbox.com/sh/j3k6h9nwmwpa98o/AAClppbMyfMzBEe7uuUWDSRwa?dl=0>

#### **ABOUT BARILLA**

*Established in 1877, Barilla is an Italian family-owned food company and a world leader in the market of pasta. With 140 years of experience in the food industry, Barilla has for many generations provided good food that is good for people and good for the planet. All Barilla Restaurants offer wholesome Italian cuisine for lunch and dinner, with a wide variety of pasta, pizza, panini, salads made at the moment, with fresh ingredients, and served directly to you.*

## Brand Identity

# WEST HOLLYWOOD DESIGN DISTRICT

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### Personality

A tastemaker of sorts, the West Hollywood Design District is super tapped in; a cultural conduit who thrives among the tucked away intricacies of the city. Always offering up a unique perspective yet never to brag, WHDD embodies “that friend” who not only knows about the latest restaurant opening, but has a table reserved when it does.

### Tone

We invite and welcome, while still exuding an elevated authority over trends spanning design, fashion & cuisine.

### Language

#### re: Point of View

West Hollywood Design District is inclusive of all cultures, ideas and perceptions; coaxing people to experience life rather than “watch” it on their Instagram feed.

#### re: Trends

West Hollywood Design District is at the forefront of taste; driving the conversation and steering itself as a go-to destination for those looking to consume inspiration.

#### re: Complexity

Never one for sophistry, West Hollywood Design District offers an eloquent opinion when it should, while always maintain it’s conversational tone.

## Brand Identity



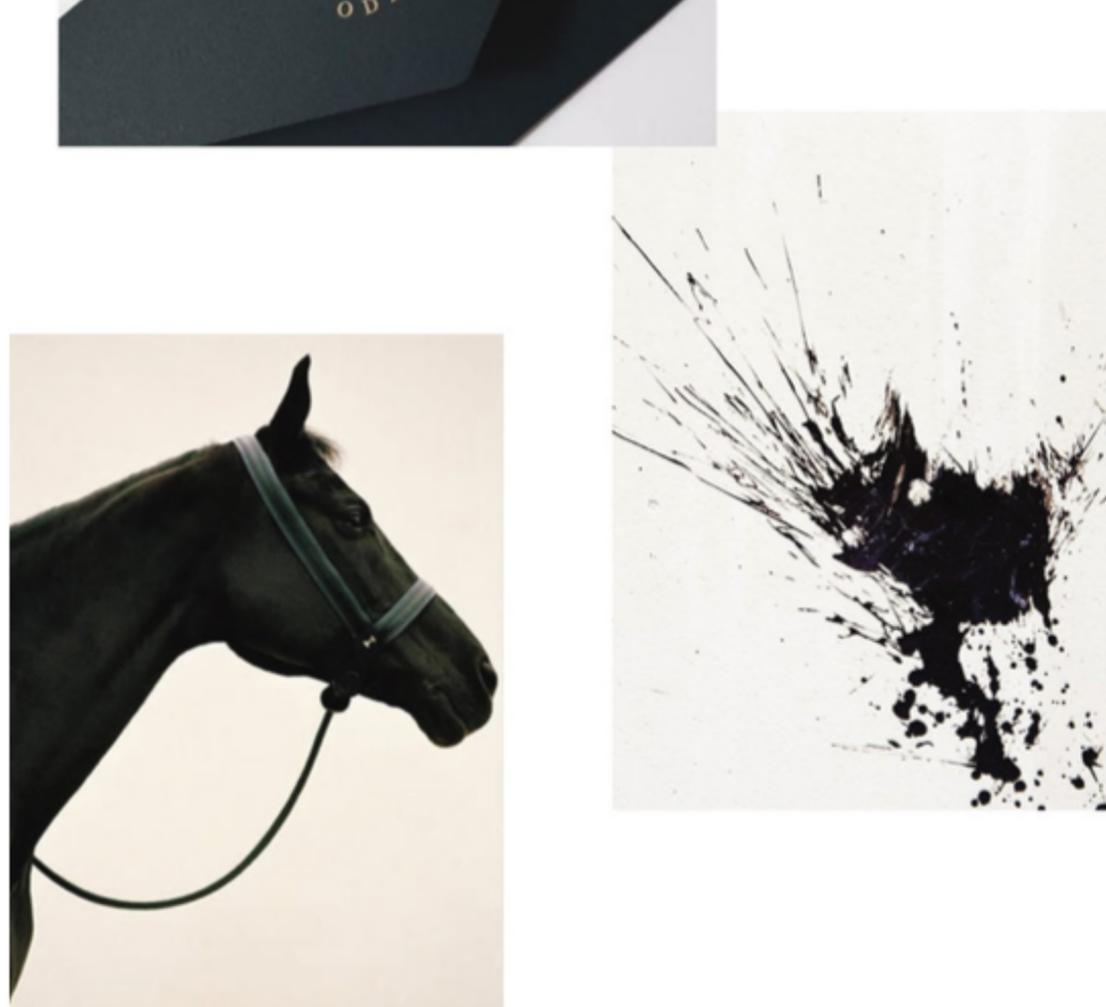
## Mission Statement

Intricate, edgy and refined, H.Palmer Design mixes an innate design sensibility with a learned attention to detail, crafting environments that encapsulate a blend of its unique perspective and what clients desire. From Los Angeles to New York to San Francisco, H.Palmer Design delivers a blend of services ranging from high-end residential to all ends of hospitality, offering a global perspective, piecing together moments that create lasting interiors.

## About

It looks better in black. Or at least, that's what Hayley Knapp thinks. Born from one of the top interior design firms in the country, with a Master's Degree from UCLA, Hayley established her residency as a burgeoning designer with an elevated, yet edgy aesthetic. After running dozens of international projects based out of LA & NY, Hayley finally found roots in San Francisco, utilizing her expertise and experience with large projects to hone in on more boutique, high-end residential and hospitality projects.

With no plans of slowing down, Hayley's professionalism, years of experience and innate attention to detail has made her supreme design sensibility one highly sought after in an ever-evolving market.



## Core Values

### Refined yet bold.

H.PALMER Design doesn't shy away from making a statement.

### Thoughtfully-curated.

Years of experience has made each interior created by H.PALMER Design equally exceptional and unique.

### Edgy

H.PALMER Design doesn't walk on pins and needles.

### Intimate / Intricate

H.PALMER Design pays an intimate attention to every detail.

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EDGY  
SEXY &  
ELEVATED

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## Taglines

It looks better in black.  
Artfully curated; unapologetically designed.  
Intimately intricate; boldly refined.

## Some Additional Clients

*Casetify*

**KitchenAid**<sup>®</sup>

BEYOND YOGA 



MATTE BLACK

*Crunchy*  
**COOKIE CHIPS**<sup>®</sup>

***Kinn.***



 | **JUICE** | SERVED HERE

**5+ years experience in digital marketing**  
**3+ years of experience copywriting**  
**Author of Haikantwithcou (scope it out [here](#))**  
**Bachelor's Degree in Journalism from San Diego**  
**State University**

**Interested?**

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