



# ALETHIA SHIH

CREATIVE PORTFOLIO





# EXPERIENCE AT A GLANCE

9 YEARS

## PROFESSIONAL WRITING EXPERIENCE

Including unique English PhD background

8 YEARS

## PROVEN DIGITAL MARKETING CAMPAIGNS

across social, web, blogs, mobile, and email

5+ YEARS

## BRAND & EDITORIAL VOICE

for major entertainment studios

ADDITIONAL EXPERIENCE IN

## WEB DEVELOPMENT, DESIGN, & EDUCATION







SUCCESSFUL

# CASE STUDIES



## SOCIAL CAMPAIGN

# CHRISTOPHER ROBIN

Led social media campaign for Disney's Christopher Robin home entertainment release

Garnered over 18MM organic impressions across Disney handles

Managed agencies to create 40+ social microvideos & graphics

Wrote unique copy (in character voice) for social posts across Pooh, Tigger, Eeyore, & Piglet pages



## social takeover LONDON TRIP

Captured photos of Pooh & Friends' adventures through real-world London. Series debuted across Disney social handles and generated viral buzz among excited fans. View sample post [HERE](#).



## digital toolkit POOH AT WORK

Invited Pooh to Disney Studios for #BringYourTeddyToWorkDay by integrating digital toolkit into actual studio lot images. Showcased series across social for campaign marketing launch. View sample post [HERE](#).



## PUBLICITY STUNT

# PETER PAN 65<sup>th</sup> ANNIVERSARY

Pitched and facilitated one-day Peter Pan parade to raise awareness about film's anniversary release

Collaborated with PR & Parks to recruit 50 Disneybounders who joined in Walt Disney World stunt

Covered event live across Disney & Disney Animation social handles

Generated buzz across press outlets, park attendees, & social—see sample video [HERE](#)





BLOGGING

# WALLFLOUR GIRL

Share photographs & compelling stories about no-frills baking recipes

Engage over 17,000 unique users each month—visit blog [HERE](#)

Partner with well-known brands such as Hershey, Nabisco, & OXO to create sponsored blog content

Design mobile-friendly site & maintain SEO best practices through HTML, CSS, & other web dev





## DIGITAL CAMPAIGN

# F9 ADVANCE TICKETING

Partnered with top exhibition circuits to amplify F9 advance ticketing launch with strategic, exclusive digital programs

Managed all internal and external approvals, creative, & strategy

Contributed to a 150% increase in box office sales over first week of campaigns (compared to FATE OF THE FURIOUS sales)



## experience AMC SWEEPS

Pitched & executed exclusive AMC sweepstakes to attend LA premiere of F9. Generated over \$78,000 box office in two weeks and garnered over 26MM impressions across social, email, and mobile



## exclusive giveaway REGAL PRIZING

Coordinated exclusive Regal giveaway of fan prize packs, including all 8 FAST one-sheets & Blu-rays. Stirred up extremely high engagement across social, mobile, & email and garnered over 5MM impressions



## COMMUNITY MANAGEMENT

# KIDS' CHOICE AWARDS

Managed live social publishing across Twitter & Instagram during Kids' Choice Awards & Kids' Sports Awards (2016 & 2017)

Enlivened fan conversations through humorous, quintessentially "Nickelodeon" responses & gifs throughout event

Tracked #KCA & #KCS trends across social in real time





## SOCIAL CAMPAIGN

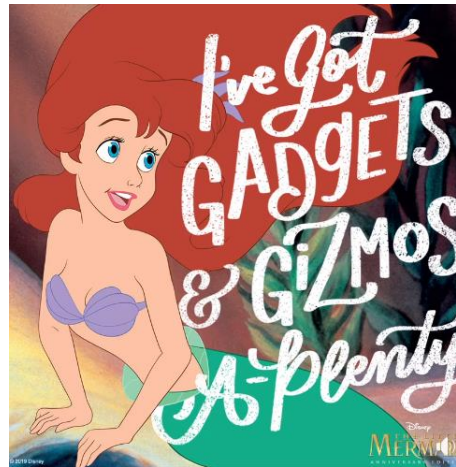
# THE LITTLE MERMAID

Led social media campaign for The Little Mermaid 30<sup>th</sup> Anniversary home entertainment release

Refreshed Disney classic with new creative, relatable memes, & strategic targeting of fans

Garnered over 17MM impressions across Disney handles

See sample post [HERE](#)



RELATABLE MEMES

HOLIDAYS

HAND-LETTERING



REACH OUT!

LOOKING FORWARD TO  
CHATting