



# JESSICA TAGHAP

*copy + content | social media | branding*

## MARKETING

*portfolio*



### *About Jessica*

As an editorial content writer and social media manager, Jessica has previously contributed work for Ephemera Imagery, The French Workshop, Samsung US, Atlantic Television, and Astoria Performing Arts Center.

*Contact Info*

[jtaghap@gmail.com](mailto:jtaghap@gmail.com)

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

718.308.6054

# *Services*

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## **SOCIAL MEDIA MANAGEMENT**

Content scheduling + calendar  
Engagement tracking + growth  
Community moderation + engagement (customer comments, questions, stories, and DMs)

## **WRITTEN COMMUNICATION + CONTENT (3-5 HOURS)**

Short-form content  
(IG, FB, Twitter captions/blurbs/posts + e-commerce/digital ads)  
Long-form content (Newsletter, Blog, Website blurbs)

## **INFLUENCER OUTREACH (1-2 HOUR ON-SITE SESSIONS)**

Influencer research + coordination  
Special collaborative giveaways + promos

## **GRAPHICS + PROMOTIONAL MATERIALS (2-3 HOURS)**

Basic graphic design for social media assets and other promotional materials such as flyers, brochures, menus, etc.

## *Rates*

**PART-TIME:**  
**\$375/WK**

**FULL-TIME:**  
**\$750/WK**

## *Previously*

**THE FRENCH WORKSHOP**  
**ATLANTIC TELEVISION**  
**ASTORIA PERFORMING ARTS CENTER**

# Strategy + Execution

X MONTH						
S	M	T	W	Th	F	S
Com. Mgmt Newsletter	Static	Com. Mgmt	Static	Com. Mgmt	Static Blog	Reel
Com. Mgmt Newsletter	Static	Com. Mgmt	Static	Com. Mgmt	Static Blog	Com. Mgmt
Com. Mgmt Newsletter	Static	Com. Mgmt	Static	Com. Mgmt	Static Blog	Reel
Com. Mgmt Newsletter	Static	Com. Mgmt	Static	Com. Mgmt	Static Blog	Com. Mgmt

During my time with The French Workshop (TFW), our cross-platform strategy initially was as follows:

**Static posts:** 6x/wk

**Reels:** 1x/wk

**Collaborations:**  
1x/month

**Digital Ads:**

Special Promotions + Events  
Quarterly/Seasonal

For your business(es), we can adapt this strategy with a similar mix-and-match marketing plan tailored to your specific needs. As an example, see below:

**Static posts:** 3x/wk

**Reel:** 2x/month

**Collaborations:**  
1x/every other month

**Digital Ads:**

Special Promotions + Events

# Case Studies

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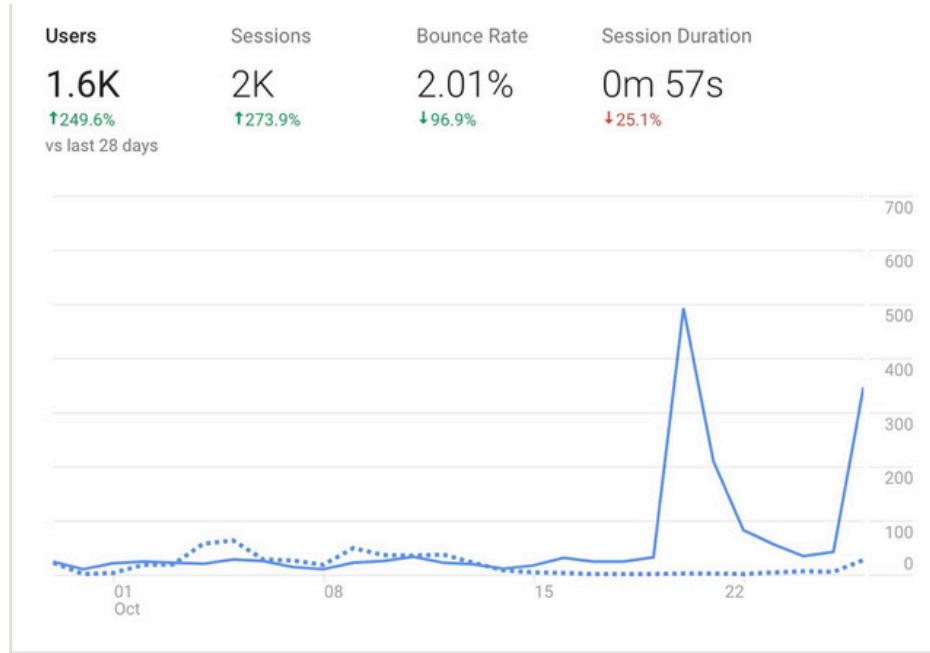
## THE FRENCH WORKSHOP

The client was The French Workshop, an artisan bakery chain founded in 2015, which draws inspiration from Parisian *boulangeries* with its famous open-concept workshop.

In my role as Marketing Coordinator, the goal was to increase engagement and followership across all of TFW's social channels through a combined effort of organic and paid cross-platform strategies, consisting of everything from written and video content, to special giveaways and collaborations we did with local foodie influencers and local businesses within the areas of each TFW location.

Within the first three months of my tenure there, our followership on Instagram began to grow exponentially, from about 10k to close to 13k. After about a year, we were able to hit our initial goal of 15k. Along with followership, engagement grew across all platforms—much of which was also due to regular community engagement on our end.

# Case Studies



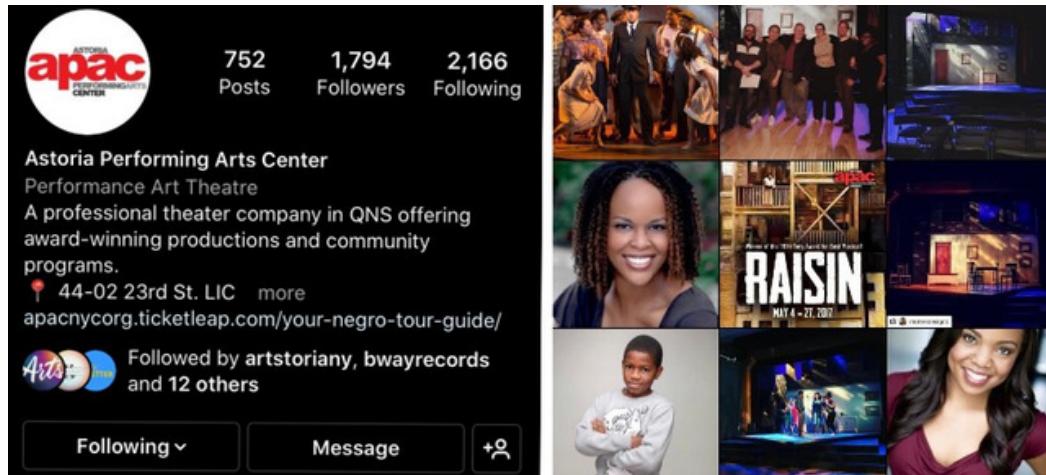
## ATLANTIC TELEVISION

The client was [Atlantic Television](#), a company that provides broadcast-level, insured, award-winning crew members equipped with the latest cameras, lighting, sound, and aerial equipment in every major city across the U.S. & Canada.

In my role as Content Writer, I aimed to promote Atlantic's latest collaboration with Audible, a new audiobook based on Romeo and Juliet recorded by North & South actor Richard Armitage. I wrote up a [blog post](#) detailing how Atlantic's local NYC-based crew helped film Armitage's recording process for the audiobook, from the different roles of each crew member on set to the gear they used.

Upon publication on Atlantic's website, we soon saw a noticeable uptick in traffic and views (as seen above), the most of any post up until that point.

# Case Studies



## ASTORIA PERFORMING ARTS CENTER

The client was Astoria Performing Arts Center, a not-for-profit organization dedicated to engaging the residents of Western Queens and the Greater New York City area in contemporary cultural and social issues through live performance, arts education, and community participation.

In my role as Social Media Manager, the goal was to promote APAC's seasonal mainstage productions and workshops through (at minimum) twice-daily posts on Instagram, Facebook, and Twitter. For APAC's three primary feeds, I set out to update with content throughout the day and promote productions and workshops with campaigns. Prior to the opening of APAC's mainstage productions, I rolled out #MeetTheCast promos on each feed, with a complete questionnaire from each cast member published via APAC's blog. For APAC's production of *Raisin*, I also helped to implement a cross-promotional campaign in conjunction with Broadway Black, in which cast member Sarita Amani Nash participated in an Instagram Takeover.

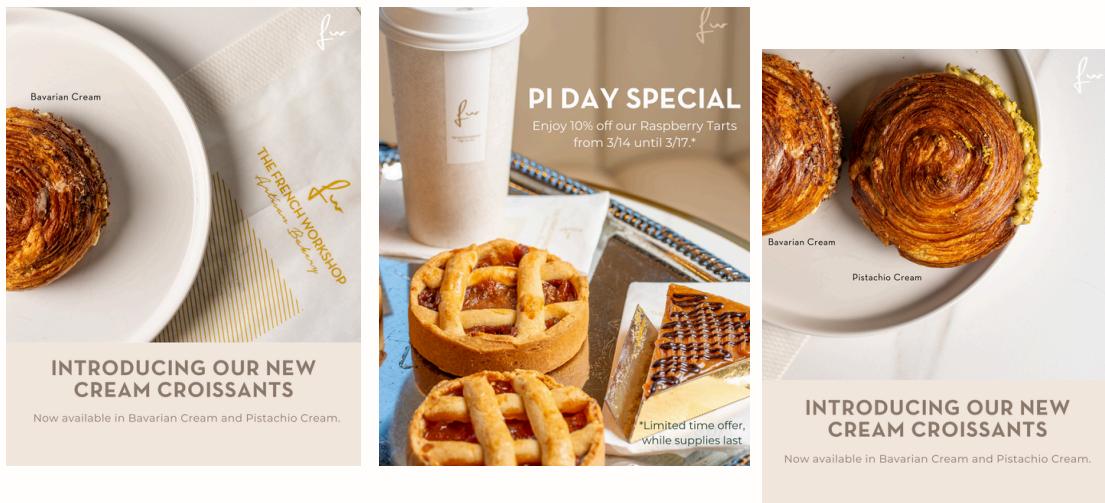
Through our increased digital presence, word-of-mouth spread about our production, leading to a successful string of sold-out performances.

# Past Work

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For a more detailed look at other promotional materials, please refer to my [portfolio](#).

## THE FRENCH WORKSHOP (FLYERS)

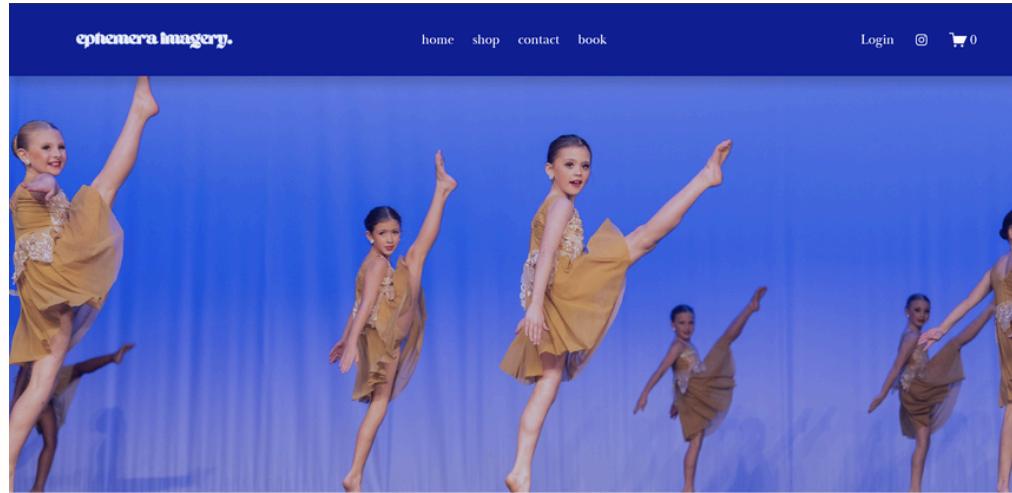
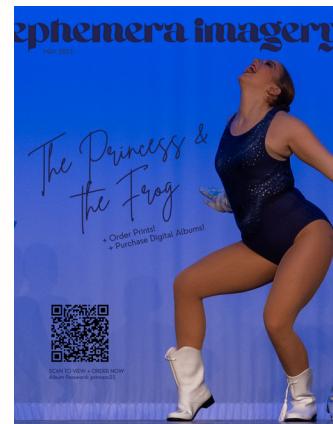


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# Past Work

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## EPHEMERA IMAGERY (FLYERS + WEBSITE)



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"Jessica is an extraordinarily talented writer and content creator with a keen eye for all things social media, culture, literature, and theatre. Her unique & informed perspectives, distinct writing voice, and dedication to her craft make her an exceptional human being to work with day in and day out. Jessica's deep knowledge of & experience with social media platforms and trends are, without a doubt, immense assets to any organization. And to top it all off - she is quite literally the nicest, most patient person to work with; Jessica is a collaborator in every sense of the word."

Jason Christensen,  
Video Producer & Digital Project Manager, Atlantic Television