



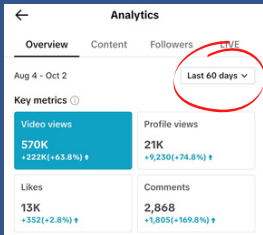
JACQUELINE DOTY



MARKETING  
CAMPAIGNS  
2023 PORTFOLIO

## TIKTOK EXPERT

Multiple viral videos  
resulting in 100k  
followers in 2 years



The screenshot shows Coach Jacqui's TikTok profile. She has 133 Following, 96.9K Followers, and 1.9M Likes. Her bio describes her as a Christian dating coach and a wife-building mindset coach. The profile includes a bio, a location (Newport Beach), and a list of interests (Your orders, Instagram, Add Yours). Below the bio, there are three pinned videos. The first video is titled 'Pinned D women.' and has 4.8M views. The second video is titled 'Pinned' and has 13.5K views. The third video is titled 'Pinned' and has 13.5K views. The profile also includes a bio, a location, and a list of interests.

Coach Jacqui PNL, CCHT, CSC

@claritybyjacqui

133 Following | 96.9K Followers | 1.9M Likes

Edit profile | Share profile | Add Yours

Building a millionaire wife mindst  
Christian dating coach  
Newport Beach

Your orders | Instagram | Add Yours

Christian Manifestation | DATING COACH

Pinned D women. 4.8M

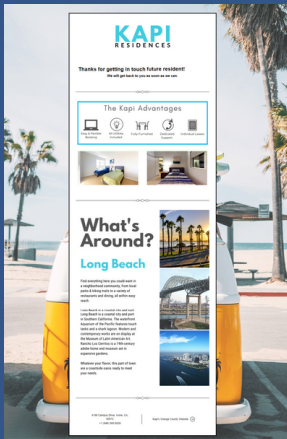
Pinned 13.5K

Pinned 13.5K

KAPI RESIDENCES

# E-MAIL CAMPAIGNS

Created automated  
drip emails & lead  
nurture campaigns.  
[This was sent after each  
landing page  
form submission].



# FLYER CREATION

Built assets in Canva for  
tradeshows + client  
meetings



**FULLY-FURNISHED**  
**STUDENT**  
Apartments



## Move-in ready Off-campus housing



Commuting distance to campus



Shared & private bedroom options with ALL utilities included



Fast Wi-Fi, flatscreen TV, & free Netflix



24/7 fitness center, pools, spas, business center, & more



Fully-equipped kitchen with all appliances.



Model Virtual Tour

CLARITY BY JACQUI

# OFFER LAUNCHES

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Created quarterly group coaching programs + branded course curriculum for feminine energy dating audience 26-36.



Lionessence: Trauma  
Transcended - 4 Week  
Group Coaching - July  
24

\$555.00

Add to Cart

# SOCIAL MEDIA STRATEGY

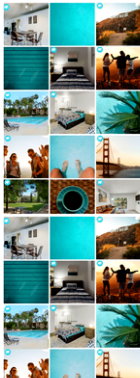
Created posting  
categories + content  
calendar around  
engaging content +  
consistent branding

## Imagery

Light and bright  
photography that fits in with  
brand colour and style

### CATEGORIES

- Lifestyle - DIY & how-to + blog
- Human - Resident events, Kapi resident spotlights, and Kapi team members
- Kapi-Centric: Fun fact, team member quote, apartment photos, apartment videos, about (Kapi Advantages)
- Trends - Discover hotspots in your neighborhood
- Location - Photos from location where Kapi Residences presented - Los Angeles, Orange County, San Diego, Bay Area, Seattle



KAPI RESIDENCES

# RE- BRANDING

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Rebranded entire  
company's logo,  
colors, and slogan



## PRESS RELEASES

Wrote press release & developed new campaign,  
PrivateStay, launched in response to Covid

### KAPI RESIDENCES ANNOUNCES COVID-19 APARTMENT PACKAGE FOR SUMMER INTERNS

Published Tuesday, May 12, 2020 by Jacqueline Doty

Kapi Housing, a leading provider of student & intern housing, announced this week the release of a discounted apartment package designed for summer interns in response to the coronavirus SARS-CoV-2 (COVID-19) pandemic. Every summer, Kapi houses more than 500 interns in prime locations across the West Coast.

"Most summer internships are currently utilizing a work-from-home setup, while some are expected to switch to on-site work later this summer," said the president of Kapi Housing, Sarwat Maharrami. "We understand the importance of comfortable, private spaces for interns' learning experience and career development. Apartments in the PrivateStay package provide this convenience in ideal locations."

PrivateStay is a specialized apartment package with prices designed to support the needs and preferences of summer interns while offering privacy, value, and connectivity. Each unit within the PrivateStay package includes:

- Sanitized, deep clean prior to move-in
- Disinfectant supplies provided upon move-in
- All kitchen appliances (rice cooker, coffee maker, toaster, kettle, and more)
- High-speed unlimited Wi-Fi internet (100 Mbps) for uninterrupted connectivity
- Flatscreen TV (55 inch) with free Netflix and other streaming services
- Dedicated, local team members providing 24/7 concierge and emergency service
- Available in: Orange County, Los Angeles, Burbank, Long Beach, Santa Monica, San Jose, Berkeley, San Francisco, and Seattle.

"PrivateStay offers the comfort of home, the price of a private bedroom for that of a shared, and the relief of having a dedicated resident services team," said Kapi Marketing, Jacqueline Doty. "Interns can save money by having a 3 month summer lease instead of paying daily rates for a hotel."

Furnished apartments, also commonly referred to as corporate apartments, are a convenient combination of temporary living that offers all the utilities, appliances, and move-in ready conditions that help guests live comfortably. The PrivateStay apartment package is available for all summer interns who need a comfortable,

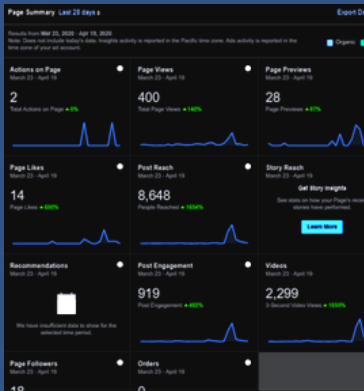


KAPI RESIDENCES

↙ during  
quarantine

# SOCIAL MEDIA GROWTH

Organically increased  
Page Likes,  
Engagement, Page  
Views across  
Facebook, Instagram,  
YouTube.



WORLD WILDLIFE FUND

# NONPROFIT CAMPAIGNS

Developed fundraising email  
for World Wildlife Fund  
(concept adopted in 2018 as  
the “Go Wild” campaign)

Subject: STOP deforestation by ensuring parts of the forest!



Hello again, difference maker,

Your past donations have made a phenomenal difference in our efforts together to prevent our rainforests from being further destroyed. If it weren't for generous people like you, our rainforest mass and the animals that it's home would disappear by year 2050.



Land mass equal to the size of Panama is deforested each year.

80 percent of the world's plant and animal species live in forests. Deforestation leaves animals such as orangutans without a home and vulnerable on the rainforest floor. One square kilometer of forest may be home to more than 1,000 species.



By purchasing a tree to be planted, your efforts bring us closer to ensuring the end of deforestation.

- Donate \$40 (plants a Walking Father/Cashapora tree in rainforest)
  - Donate \$75 (plants a Walking Father/Cashapora tree in rainforest + 1 shirt)
  - Donate \$125 to conserve endangered species of your choice (enter here: )
- Select your favorite species to be planted:
- 

Thank you for your donations and making a difference with us... time and time again,  
Kara.

World Wildlife Fund



KAPI RESIDENCES

# SOCIAL MEDIA ENGAGEMENT

My weekly live-streams  
increased engagement  
by 1654%



DILBECK REAL ESTATE

# BRAND OVERHAUL

Re-branding team that  
modernized logo + brand for  
real estate firm



Dilbeck  
REAL ESTATE

## Silver BELLS

Pasadena-Foothills Association of REALTORS®  
Charitable Foundation Presents

### The 25<sup>TH</sup> ANNUAL WREATH AUCTION

FRIDAY, DECEMBER 2  
6:00 PM

Tickets \$150.00 each

*Seating requests and table sales  
through November 23rd.  
General seating thereafter.*

PRIVATE CLUB

520 S. Orange Grove Blvd., Pasadena

*Jacket required for men  
and cocktail attire for women.  
No dining permitted.*

Valet parking available

Call PFAR  
(626) 795-2455  
for tickets and details.



OUR SPONSORS

COMPASS

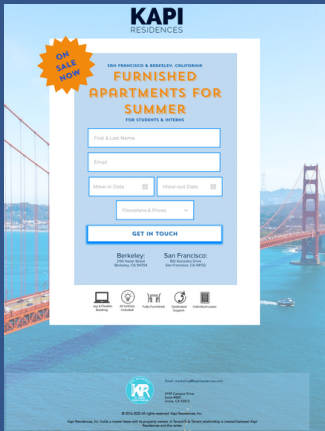
PLATINUM SPONSOR



KAPI RESIDENCES

# FUNNEL OPTIMIZATION

Created landing pages &  
built websites from  
scratch in Wix  
(This landing page was used  
for my Google Ads funnel).



# CUSTOMER JOURNEY MAPPING

Created assets to explain internal workflows to prospective partners

## Kapi Residences

Off-Campus Student Housing

## Internal Processes Information For Our Partners



### Need Assessment & Value Proposition

- Understand needs of an educational institution
- Identify apartment communities within close proximity to the school
- Develop a tailored application process that meet needs of students and school
- Develop a roommate matching process in collaboration with the program's unique headcount
- Develop leasing processes & contracting mechanisms
- Furnish apartments and set up utilities, internet, & other services



### Student Placement & Move-in Process

- Promote information about Kapi's housing options to students and parents
- Develop marketing and social media campaigns (brochures and other collateral) for attracting those incoming students
- Organize tours and answer questions of student prospects
- Counter-sign leases and conduct roommate matching service
- Organize move-in process or students, including orientation to apartment communities and neighborhood information
- Prepare key sets and distribute welcome packages for each community
- Move-in students to their new apartment



### Residential Services & Management

- Coordinate maintenance services for the student with property management companies
- Organize resident events
- Manage roommate relationships (any conflict, mediation, or needs)
- Ensure students are in compliance with the housing and school policies and standards
- Prepare regular reports for status updates to partner schools
- Ongoing social media and virtual community development



### Move-Out & Turnover

- Coordinate student's move-out process
- Send move-out package (instructions and collateral)
- Check-out each student
- Collect house keys and return security deposits
- Prepare apartments for new students
- Coordinate any repair or renovation work inside apartment units

## CORPORATE COMMUNICATIONS

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Wrote + released  
corporate position  
statement on  
behalf of Kapi  
Residences to  
publicly address  
#BlackLivesMatter  
movement

During these difficult times, we acknowledge the challenges and injustices that so many of us have experienced and commit ourselves to be the change we want to see in the world.

All of us at Kapi, like our residents, come from different backgrounds, ethnicities, and beliefs, and identify with different gender orientations. The strength of the Kapi community comes from our commitment to diversity and inclusivity, as well as our unconditional support for each other. We pledge to ensure that our residents and our team members have the ability to always be seen, heard, and acknowledged.

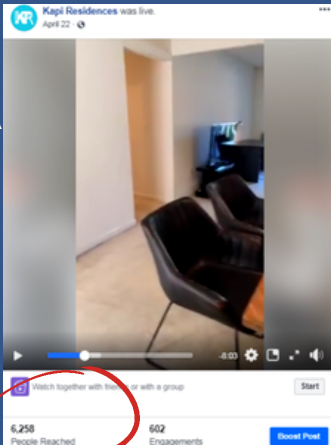
Prejudice and discrimination have no place in our communities, our workplaces, and our homes. As our society is beginning to make changes to right wrongs, we are here to listen to you and be there for our black communities and for all communities of color.

Yours in solidarity,  
The Kapi Team

KAPI RESIDENCES

# SOCIAL MEDIA ENGAGEMENT

Created + led the  
initiative for live-  
streamed, virtual  
apartment tours during  
quarantine period





KAPI RESIDENCES

# E-MAIL CAMPAIGN

Automated email for real  
estate regions with  
unique, specific forms &  
triggers



MACY'S

# CONVERSION RATE OPTIMIZATION

Optimized Macy's  
call-to-action +  
clarity of message  
for father's day  
sale



THE PIZZA PRESS

# PRINT AD

Tasked with increasing foot traffic sales to Pizza Press's Anaheim store, I developed a promotion to target Disneyland cast members who work nearby.

INVITING OUR  
NEWSWORTHY  
NEIGHBORS



15% OFF ANY MEAL  
FOR CAST  
MEMBERS

1700 S HARBOR BLVD

VERSADIAL

# PRODUCT LAUNCH

Launched an email  
campaign to promote  
new software feature



**VERSADIAL®**  
Call Recording Solutions

30 DAY SPEECH ANALYTICS TRIAL

Speech Analytics  
For your recorded calls

Free  
Trial

Start Transcribing My Calls NOW!

\*Must have an active Software Maintenance Plan

\*Expires November 30th, 2016\*

The advertisement features a central image of a computer setup including a monitor displaying a software interface, a tower unit, and a box labeled 'ADVANTAGE'. The background is white with blue and black text. The Versadial logo is at the top, followed by the product name and a trial offer. A call to action button is present, along with a disclaimer and expiration date.