

Alexis Prothro

Content Strategy Stage One: Strategic Alignment Summary

Core Strategy Statement

My digital portfolio will serve the purpose of helping me accomplish my career aspirations of working in media, specifically entertainment while specifically focusing to attract media companies and employers that hire freelancers. My digital portfolio site will provide unique and authentic content that captures the essence of present-day culture, utilizes the principle of digital storytelling, and includes my capability to curate experiences. My objective is to prove a valuable asset that will aid in the process of helping media companies and brands become.

Site Goals

Based on information during discovery, I've summarized my goals for my digital portfolio and related content objectives as follows:

Digital Portfolio Goals	Content Objectives
Showcase my ability to write and produce proficient articles.	<ul style="list-style-type: none">- Content objective: <i>Demonstrate the value of hiring a freelance writer to successfully propel media companies forward.</i>- Related content objectives: <i>Showcase my ability to capture users' needs through related written articles and an authentic writers voice.</i>- <i>Establish my skills of incorporating users' needs thorough written content that will attract brands and inspire media companies to hire me.</i>- <i>Provide clear method of contact</i>
Effectively display my interview skills and event coverage.	<ul style="list-style-type: none">- Content objective: <i>Establish my expertise in what media outlets need through video content that captures their events and interviews from people connected to their brand.</i>- Related content objectives:

Demonstrate my niche for digital storytelling and social media strategies.

- **Content objective:** Showcase my social media skills
- **Related content objectives:** *Display my ability to capture the overall message media companies want to convey through social media.*
- *Express my creativity and ability to cater to the intended audience of media companies and produce clear and accessible social media content related to their brand.*

Audience Definition

Based on my discovery activities, I've prioritized the audiences for my digital portfolio as follows:

Primary audiences

- Prospective clients

Secondary audiences

- Current clients

Tertiary audiences

- Hiring managers

Within the primary audience group(s), I've identified the following segments:



Published

This segment will include related articles that adhere to my primary audience- *Prospective clients; Media Companies, PR Agencies, Editor in Chiefs, and Digital Magazines.*



Media Maven

This segment will include video content that incorporates interviews and event coverage that adhere to my primary audience- *Prospective clients; Media Companies, PR Agencies, Editor in Chiefs, and Digital Magazines* as well as my secondary audience- *Current Clients, Solo Entrepreneurs, Bloggers and Company Startups*



Blog

This segment will include all things blog related. Blog posts that adhere to product review, lifestyle, and tips that adheres to my secondary audience- *Current clients, Solo entrepreneurs, Bloggers, and Company Startups.*



Social Media

This segment will include all social media work; flyers, banners, story tabs I've created and will adhere to both my primary audience- *Prospective clients, Current Clients, Media Companies, PR Agencies, Editor in Chiefs* and my secondary audience- *Entrepreneurs, Bloggers, and Company Startups.*



User Persona 1

Name Jelisa Raquel

Description: Jelisa Raquel is a multimedia journalist, who is currently in the process of creating her very own media company that is currently in its start-up phase. Jelisa currently works for Sheen Magazine. She is a motivated journalist and her purpose for visiting my site is to view abilities and assets such as interviews and video creation that would prove helpful in the creation of her new media company as well as someone to become a site contributor to her online digital magazine. Jelisa is a people's person and the oldest of two. An Alabama native with a southern girl charm she immerses herself in media which she says serves as her creative outlet.

Problems: Seeking to hire more content creators to advance personal brand as well as media company.



User Persona 2

Name Logan Manseen

Description: Logan serves as the culture editor for Blavity Inc., a reputable online digital magazine. Logan enjoys both writing, content creation and is the founder and chief editor of her personal digital magazine Go Team Liberia. Her purpose for visiting my site is to seek media professionals who specialize in writing and editing. Logan is passionate in storytelling it is what inspired her to create Go Team Liberia. She began writing stories at the age of 12 and discovered what she says is her first love.



Problems: Seeking to hire freelance writers with a clear and authentic voice with a passion for culture.

User Persona 3

Name: Veronica Arrieta

Description: Arrieta is a lifestyle beauty Guru who spends her time encouraging tourists to visit selective spots around Atlanta. She also does quite a few product reviews as well as fashion tips. Arrieta loves to reviews on places to, popular places to shop, as well as products must haves. Family is extremely important to her. She has a fiancé and two dogs whom she often refers to as her children.

Problems: Seeking to hire freelance writers who can aid with my Lifestyle tab and act as a site contributor.

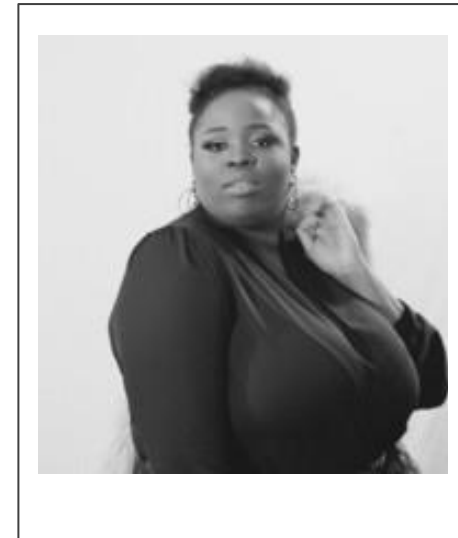


User Persona 4

Name: Uchenna Amajor

Description: Uchenna is a PR maven who is the CEO for ZOE, a global communications agency. Uchenna has a detailed history of working in the digital marketing and global communication industry. Uchenna values her relationships with her clients. She has three children and gives back to her community through community service as she is passionate about being connected to her community and serves through various non-profit organizations such as Habitat for Humanity and Hands on Atlanta.

Problems: Seeking young professionals who can manage social media for her agency as well as her clients.



Content Objectives and User Needs

Based on my interviews with the owner of a media outlet company, the editor of an online magazine, and online job postings of people in search of blog site contributors, I've mapped the user needs of my personas to my content objectives, and noted some preliminary considerations for my content strategy.

- Content objective: *Demonstrate the value of hiring a freelance writer to successfully propel media companies forward.*

Use Cases	Calls to Action
I am the owner of a media outlet company who needs to post relevant content, obtain aid for social media marketing, and needs to find a freelance writer and journalist who can write and produce articles that are relevant to my digital site as well as my company's social media page.	Hire me as a journalist to write and produce articles for your media company.
I am a blogger who needs to create content for my Lifestyle tab that includes product reviews and places to visit. I need to find a freelance writer who can write relevant content for my blog.	Hire me as a site contributor for your blog.
Considerations	
<ul style="list-style-type: none">• Preliminary consideration about content or the experience: I will likely want to demonstrate the value of producing articles that are clear, authentically capture my voice, are easily accessible, and that attracts the target audience of media companies. This will be done by providing my published articles and written posts I've created via social media. I will reflect on creating my personal blog site which I will feature. I will also reflect on my campaign proposal from Developing Content for Web and Social Media as well as articles from Solutions Journalism.	

Content objective: *Establish my expertise in what media outlets need through video content that captures their events and interviews from people connected to their brand.*

Use Cases	Calls to Action
I am a journalist and the Editor-in-Chief of a digital magazine who needs to find a journalist who can serve as a host or interviewer and that can produce authentic video content for our digital magazine.	Hire me as your next host or presenter.
I am the owner of a PR agency that works heavily in the music department who knows I need to do a better job at highlighting our upcoming artists. I am seeking a host for an upcoming video segment I have produced for our website.	Hire me to score successful interviews and produce great video content.

Considerations

- Preliminary consideration about content or the experience: I will likely want to demonstrate the value of producing high quality video interviews that capture my personality and focus on the target audience of media outlets and PR agencies. I will want to demonstrate the value of working with someone who knows what media outlets and PR agencies need in relation to the media industry and industry events. I will want to showcase my skills in Interviewing and broadcasting. This will be done through providing a series of video interviews and event coverages I have done. I will want to include excerpts and my personal reflection on creating this site, as well as reflecting and including content and videos I've created from my Digital Storytelling class.

Content objective: Demonstrate my niche for digital storytelling and social media strategies.

Use Cases	Calls to Action
I am an entrepreneur that has my very own personal brand. My website does not drive in nearly as much traffic as my social media does. I need to start social media marketing as my target audience is currently more interested in my social media posts. I need to find a social media manager to manage and create content for my social media page that will hopefully drive traffic to my website.	Hire me to manage your social media page.
I am a blogger whose website is doing Fantastic! My website draws in quite a bit of sponsors but I struggle in the social media department. I am seeking someone to create social media posts that will advertise my blog.	Hire me to create social media posts for your blog.
Considerations	
Preliminary consideration about content or the experience: I will likely want to demonstrate the value of social media marketing. I will want to showcase my skills in content strategy as well as content marketing for social media. My site will display my ability to create an experience for users and capture the overall message entrepreneurs want to convey to their target audiences. This could be done through including story templates, flyers, and relevant posts that demonstrate my creativity and ability to cater to user needs through social media. I will reflect and include my Social Media Campaign as well as my campaign proposal from Developing Content for Web and Social Media, also any flyers and digital work I have created from Visual and Design Thinking.	

My Digital Portfolio

Site outline

- 1.0 **Homepage**- this will be the page my site navigates directly to after clicking online link. will include
 - Hero shot (professional photo)
 - Navigation bar
 - Purpose of site
 - Contact info.
- 2.0 **About me page**- navigates directly to this page after clicking About me header tab in navigation bar located throughout all pages. I want this page to feel personal.
 - -Hero shot (more personal photo)
 - -Navigation bar
 - Main copy (who I am, career history and goals)
 - Blog link (introduce personal blog)
 - Call to action (hire me as journalist...)
- 3.0 **Resume page**- navigates directly to this page after clicking Resume header tab there will be a sub tab under my resume tab titled photo portfolio and another tab right underneath it titled design portfolio. This will be the only tab throughout my navigation bar that has sub tabs.
 - Hero shot (professional photo)
 - Navigation bar
 - Digital CV resume
 - Contact info
- 3.1 **Photo portfolio subpage/tab** navigation to this page is accessed by hovering over resume tab the subpage tabs will appear in a vertical box
 - Hero shot (professional photo)
 - Navigation bar
 - Main copy/images (include photography shot collage)
 - Call to action (hire me for event coverage...)
 - Digital Resume publications, Personal Blog Link Video Reel: Interviews, Event Coverage

3.2 **Design portfolio subpage/tab** navigation to this page is accessed by hovering over resume tab the subpage tabs will appear in a vertical box

- Hero shot (professional photo)
- Navigation bar
- Main copy/ images (include flyers, blog layout creations, social media story templates etc...)
- -Call to action (hire me to manage and create your social media content)

4.0 **Publications page** navigates directly to this page after clicking publications header tab located on the navigation bar.

- Hero shot (Profession photo)
- Navigation bar
- Main copy/text (include published articles) and logos of digital magazines my articles were featured on.
- Call to action (hire me as a journalist to write and produce articles for your media company)

5.0 **Video Reel page** navigation to this page is achieved by clicking Video Reel header tab located on the navigation bar.

- Hero shot (professional photo)
- Navigation bar
- Main copy/ Videos (include videos that highlight interview skills and event coverage)
- Call to action (hire me as your next host, broadcast personality, or presenter...)

Section audiences and goals

Homepage

- Primary audience; prospective clients/ Media companies, PR agencies, Editor in chiefs, Digital Magazines
- Secondary audience; secondary audience entrepreneurs and bloggers, employers that hire freelancers and current clients.
- Page goals; explain the purpose of my digital portfolio and what it will encapsulate
- attract media companies, digital magazines, as well as secondary audience entrepreneurs and bloggers.

Landing page 2 **About me** –

- Primary audience; prospective clients/ Media companies, PR agencies, Editor in chiefs, Digital Magazines
- Secondary audience; secondary audience entrepreneurs and bloggers, employers that hire freelancers and current clients.

- Page goals; authentically express who I am as well as my career aspirations, relevant experience, and education history. (Create a personal experience to users through this page.)
- Include content objective; content that showcases that I am experienced in gathering information, writing relevant articles and blog posts, (include personal blog link) and producing proficient written content.

Landing page 3 **Resume-**

- Primary audience; prospective clients/Media companies, PR agencies, Editor in chiefs, Digital Magazines.
- Secondary audience; secondary audience entrepreneurs and bloggers, employers that hire freelancers, and current clients.
- Page goals; include a resume that effectively highlights my skills and provides relevant job history that would attract primary and secondary audience.
- Include content objectives and a clear method of contact (email, social media handles.)

Third-level subpage **Photo portfolio-**

- Primary audience; prospective clients/ Media companies, PR agencies, Editor in chiefs, Digital Magazines
- Secondary audience; secondary audience entrepreneurs and bloggers, employers that hire freelancers, and current clients,
- Page goals- show that I am skilled in capturing good quality stock photos and photos of events.
- Include content that captures photos that adhere will prove valuable to my primary and secondary audiences.

Third- level subpage **Design portfolio-**

- Primary audience; prospective clients/ Media companies, PR agencies, Editor in chiefs, Digital Magazines.
- Secondary audience; secondary audience entrepreneurs and bloggers, employers that hire freelancers, and current clients.
- Page goals- display my ability to create valuable social media content. Demonstrate my niche for digital storytelling and social media strategies.
- Include content that displays my ability to capture the overall message media companies want to convey through social media.

Landing page 4 **Publications-**

- Primary audience; prospective clients/ Media companies, PR agencies, Editor in chiefs, Digital Magazines.
- Secondary audience; secondary audience entrepreneurs and bloggers, employers that hire freelancers, and current clients I currently write for.
- Page goals-Showcase my ability to write and produce proficient articles.

- Include content that demonstrates the value of hiring a freelance writer to successfully propel media companies forward. Include content that establishes my skills of incorporating users' needs thorough written content that will attract brands and inspire media companies to hire me.

Landing page 5 **Video Reel:** Interviews, Event Coverage

- Primary audience; prospective clients/ Media companies, PR agencies, Editor in chiefs, Digital Magazines.
- Secondary audience; secondary audience entrepreneurs and bloggers, employers that hire freelancers, and current clients.
- Page goals- Effectively display my interview skills and event coverage. Demonstrate the value of producing high quality video interviews that capture my personality and focus on the target audience of media outlets and PR agencies.
- Include content that establishes my expertise in what media outlets need through video content that captures their events and interviews from people connected to their brand. Include content shows my ability to score and produce good quality interview videos and event coverage.

Section 4: Performance Indicators			Section 5: Other	
Indicator	Measure	Notes	Target	Actual
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
11.
12.
13.
14.
15.
16.
17.
18.
19.
20.
21.
22.
23.
24.
25.
26.
27.
28.
29.
30.
31.
32.
33.
34.
35.
36.
37.
38.
39.
40.
41.
42.
43.
44.
45.
46.
47.
48.
49.
50.
51.
52.
53.
54.
55.
56.
57.
58.
59.
60.
61.
62.
63.
64.
65.
66.
67.
68.
69.
70.
71.
72.
73.
74.
75.
76.
77.
78.
79.
80.
81.
82.
83.
84.
85.
86.
87.
88.
89.
90.
91.
92.
93.
94.
95.
96.
97.
98.
99.
100.

Section 4: Performance Indicators			Section 5: Other	
Indicator	Measure	Notes	Target	Actual
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
11.
12.
13.
14.
15.
16.
17.
18.
19.
20.
21.
22.
23.
24.
25.
26.
27.
28.
29.
30.
31.
32.
33.
34.
35.
36.
37.
38.
39.
40.
41.
42.
43.
44.
45.
46.
47.
48.
49.
50.
51.
52.
53.
54.
55.
56.
57.
58.
59.
60.
61.
62.
63.
64.
65.
66.
67.
68.
69.
70.
71.
72.
73.
74.
75.
76.
77.
78.
79.
80.
81.
82.
83.
84.
85.
86.
87.
88.
89.
90.
91.
92.
93.
94.
95.
96.
97.
98.
99.
100.