

Ruby Alcoser

Social Media | Influencer Relations | Communications | Event Activations

Social Accounts

R&CPMK: @randcpmk - Agency

@Kevingoetz360 - CEO, Film Producer, and Author

@intersectnyc - Restaurant

Objectrare: @objectrare, @endlessrose, @shopenglishfactory, @freetheroses, @greylab - Women's clothing

Monarch Marketing: @ventura_groceryoutlet, @camarillo_groceryoutlet, 28+ more Grocery Stores

Convergence Media: @nphilanthropy - Women's clothing

@beautybydesign - Skincare

@legatoapparel - Women's clothing

In these social accounts I have created marketing strategies, content calendars, sourced images, edited images, created video content, given creative direction for images\video, and caption copy.

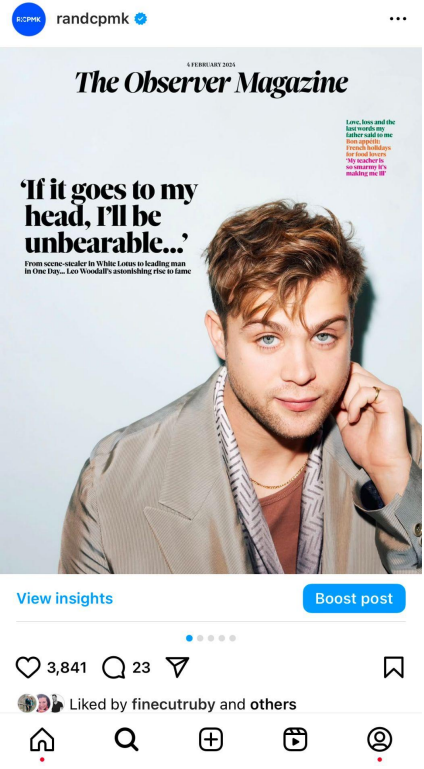
Content Creation - R&CPMK



Top Story Reach - Client Representation

Accounts Reached - 1,265,713
 Views - 1,304,631
 Likes - 40
 Replies - 4

Shares - 0
 Sticker Taps - 2



Top Impression Post - Client Representation

Accounts Reached - 70,906
 Accounts Engaged - 4,382
 Impressions - 79,548
 Saves - 548
 Comments - 23

Likes - 3,841
 Shares - 200
 Followers - 15



Top Impression Reel - Client Representation

Accounts Reached - 2,630
 Views - 520K
 Saves - 3
 Comments - 19

Likes - 8,000
 Shares - 4
 Followers - 2

Content Creation - R&CPMK (Stories)

Story Campaign - Being relevant in the conversation - Grammys

It was an honor to support the Recording Academy for the **67TH GRAMMY AWARDS** aiding **MUSICARES** fire relief efforts

SWIPE FOR OUR TOP 5 MOMENTS



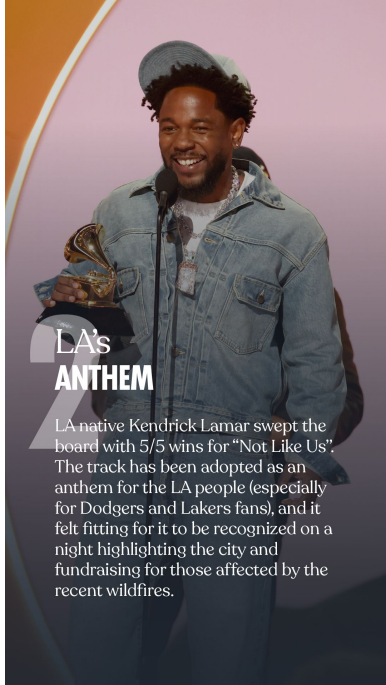
All Hail the **SWAMP PRINCESS**

Swamp Princess, Doechii took home the GRAMMY for Best Rap Album, becoming only the third woman to win in the Category's 36-year history. She celebrated with a powerful performance of "Catfish" and "Denial Is a River", then later released a surprise victory single "Nosebleeds" with Grammys inspired artwork.



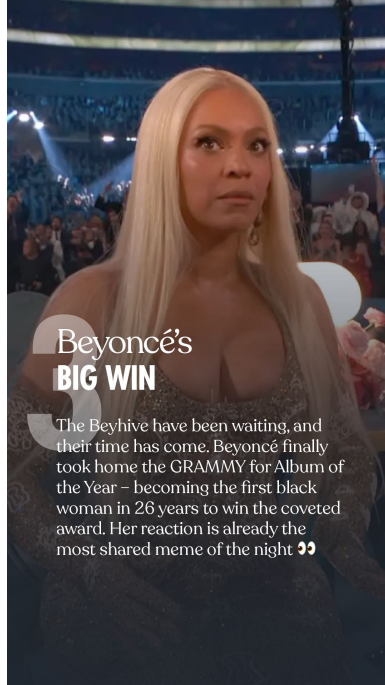
LA's **ANTHEM**

LA native Kendrick Lamar swept the board with 5/5 wins for "Not Like Us". The track has been adopted as an anthem for the LA people (especially for Dodgers and Lakers fans), and it felt fitting for it to be recognized on a night highlighting the city and fundraising for those affected by the recent wildfires.



Beyoncé's **BIG WIN**

The Beyhive have been waiting, and their time has come. Beyoncé finally took home the GRAMMY for Album of the Year – becoming the first black woman in 26 years to win the coveted award. Her reaction is already the most shared meme of the night 🐝



Content Creation - R&CPMK

Cultural Campaign - Los Angeles Fires



Our hearts are with the people of Los Angeles and those affected by the devastating wildfires.

We are thankful for the heroism of the first responders, and inspired by the residents who have supported their neighbors.

Our thoughts and prayers are with everyone impacted - our friends, colleagues, clients, and all others - during this difficult time.

As an agency with deep roots in LA, we are committed to helping those affected by the fires. If you are looking for a way to help, please join us and consider donating to the LAFD Foundation to support the brave firefighters protecting our great city and to LA Regional Food Bank to provide emergency food assistance to families impacted by wildfires across LA county.



[View insights](#) [Boost post](#)

138 Likes 1 Comment 11 Shares

Liked by finecutrubby and others
randcpmk Our hearts are with the people of Los Angeles and those affected by the devastating wildfires.

We are thankful for the heroism of the first responders, and inspired by the residents who have supported their neighbors.



Accounts Reached - 2,594
Likes - 138 Shares - 11
Saves - 4 Comments - 1
Follows - 1

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We are thankful for the heroism of the first responders, and inspired by the residents who have supported their neighbors.

Our thoughts and prayers are with everyone impacted - our friends, colleagues, clients, and all others - during this difficult time.

As an agency with deep roots in LA, we are committed to helping those affected by the fires. If you are looking for a way to help, please join us and consider donating to the LAFD Foundation to support the brave firefighters protecting our great city.

Views - 312
Accounts Reached - 303
Likes - 7 Shares - 0
Replies - 1

Los Angeles Fire Department Foundation

The LAFD Foundation provides necessary equipment and funds critical programs to help the LAFD save lives and protect communities.

Views - 266
Accounts Reached - 258
Likes - 1 Shares - 0
Replies - 0 Link Clicks - 2

Los Angeles Regional Food Bank

The LA Regional Food Bank mobilizes resources to fight hunger in our community.

Views - 256
Accounts Reached - 249
Likes - 2

Content Creation - Kevin Goetz

Campaign - IG live
w/guest

kevingoetz360

INSTAGRAM LIVE - PRODUCER Q&A

AUDIENCE•OLOGY LIVE

MONDAY, JANUARY 24TH, 2022

2:30PM PST | 5:30PM EST

Jason Blum
Film & TV Producer
Founder & CEO of
Blumhouse Productions

Kevin Goetz
Founder & CEO of Screen Engine/ASI
& Author of Audienceology:
How Moviegoers Shape
the Films We Love

Join us as we talk about Jason's films and his audience test screening experiences.
@itsjasonblum and @kevingoetz360

72 likes
kevingoetz360 I'll be jumping on IG Live this Monday, January 24 at 2:30 pm PST with my friend @itsjasonblum, the Emmy

Campaign - Interview
Spotlight

kevingoetz360

Forbes

Making The Movies You See Better Before You See Them Is Keeping Kevin Goetz Busier Than Ever

David Bloom Senior Contributor @ Media
I'm a media/tech/entertainment writer, podcaster, speaker and analyst

33 likes
kevingoetz360 In a recent interview about my book #Audienceolgy, @davidinla asked, "Would #ForrestGump Be Made Today?" Check out my answer in his @Forbes article in the link in my bio!
#Book #Movies

View all 3 comments
deontaylor love this

Campaign - Personable
Imagery

kevingoetz360

50 likes
kevingoetz360 Returning from a test screening in Northern California with @michaelbay, his G650 is hands down the most gorgeous jet I have ever flown on. Bay is THE definition of cool! What's your favorite Michael Bay screen moment?

View all 9 comments
deontaylor Bad boys !!!! Sign me up for the next one !! Oh yeah !! Your pretty dam cool too !!!

Campaign - Personable
Imagery

kevingoetz360 Los Angeles, California

61 likes
kevingoetz360 I accept the #BettyWhiteChallenge to donate to an animal shelter or group on what would have been her 100th birthday. I love that she helped so many animals in her lifetime. Today, I have donated to @animalleague, the @lange_foundation, the @bestfriendsanimalsociety, @petcolove, and Tina Sinatra's @amandafoundation . I challenge you to donate at least \$5 to the animal group of your choice! #PleaseShare #LoveMyKasha

Content Creation - Intersect By Lexus

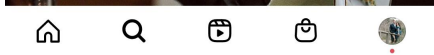
Caption Copy

intersectnyc



82 likes
intersectnyc Currently searching for a robust dish to keep you warm this holiday season? The Scialatelli has you covered!
View all 2 comments
December 15, 2021

intersectnyc



Imagery Selection & Copy

intersectnyc



143 likes
intersectnyc Picture perfect cocktails for those picture perfect moments at #INTERSECTNYC
📍 Road to Vegas and Perfect Pear-ing
View all 4 comments
November 17, 2021



Imagery Selection & Copy

intersectnyc



201 likes
intersectnyc The weekend is finally here. Grab a cocktail and unwind with us!
View all 12 comments
intersectnyc @alexjohnsoneats
intersectnyc @chefmariopagan
November 12, 2021



Content Creation

intersectnyc



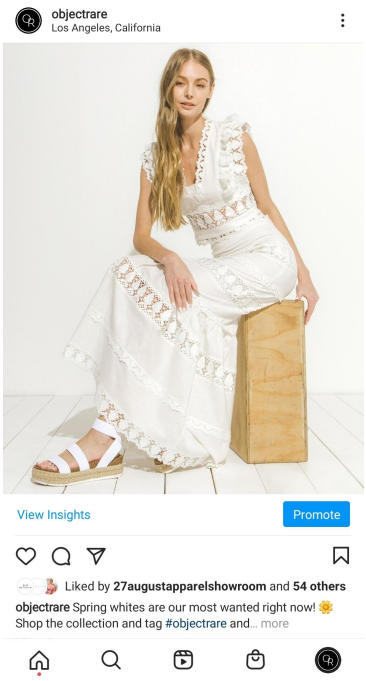
INTERSECT BY LEXUS - NYC will be pausing service from December 22nd - December 28th. We apologize to those who have reservations with us, and we look forward to reopening on December 29th.
Wishing you a happy and healthy holiday week.

251 likes
intersectnyc INTERSECT BY LEXUS - NYC will be pausing service from December 22 - December 28. We apologize to those who have reservations with us, and we look forward to reopening on December 29. Wishing you a happy and healthy holiday week.
View all 2 comments
December 22, 2021

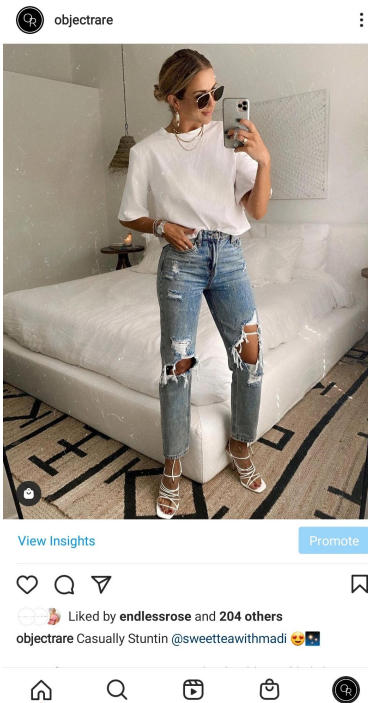
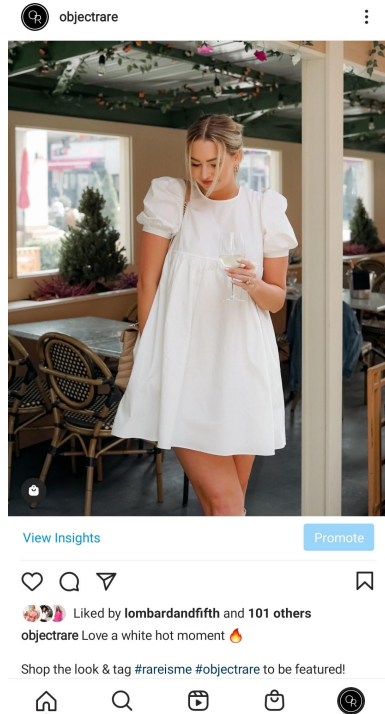


Content Creation - Objectrare

Campaign - Spring Whites



Influencer Reposting



Content Creation - Objectrare (Stories)

refreshing
**SPRING
WHITES**



ELEVATE YOUR STYLE WITH THIS
EASY-TO-MATCH COLOR. EXPERIMENT
WITH DIFFERENT TEXTURES AND
SILOHUETES TO CREATE THE
PERFECT SPRING LOOK.

March 24 10:15 AM





POP 75% **DROP** 25%

Lace Trim Dress

Link Promote Highlight More

March 24 10:19 AM



Ruf

Link Promote Highlight More

Content Creation - Grocery Outlet

Campaign - Back to School Giveaway

ventura_groceryoutlet
Ventura, California

Enter to Win

108 likes
ventura_groceryoutlet We have extended our Back to School Giveaway and made it easier for you to win a \$50 Grocery Outlet gift card!

Here's how to enter:

- Follow us on Instagram
- Like this post
- Tag 2 friends. The more you tag the greater the chances to

Campaign - Partnerships

canogapark_groceryoutlet
Canoga Park

65 likes
canogapark_groceryoutlet We are excited to launch our 2nd community giveaway with @shakeshack

We are giving away 2, \$20 gift cards to this delicious burger eatery. We love a double Shackburger and S'mores shake!

To enter, all you have to do is:

- Follow us on Instagram
- LIKE this post

Campaign - Content

canogapark_groceryoutlet

20 likes
canogapark_groceryoutlet Agua frescas is a refreshing and nutrient fruit drink made simply of fruit blended with water, lime juice, and a bit of sweetener. Enjoy our Cantaloupe Aguas Frescas recipe and our jumbo cantaloupes only \$1.99 each! Offer valid until Tuesday, 9/22.

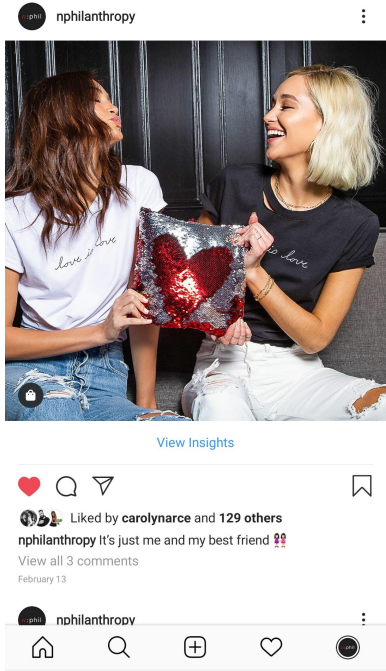
Influencer Partnerships

ventura_groceryoutlet

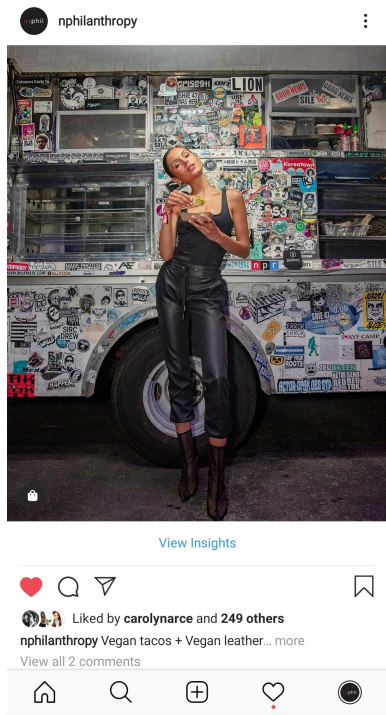
365 views
ventura_groceryoutlet Summer Margaritas! • Grocery Outlet Ventura carries all of the ingredients you need to make your

Content Creation - n:philanthropy

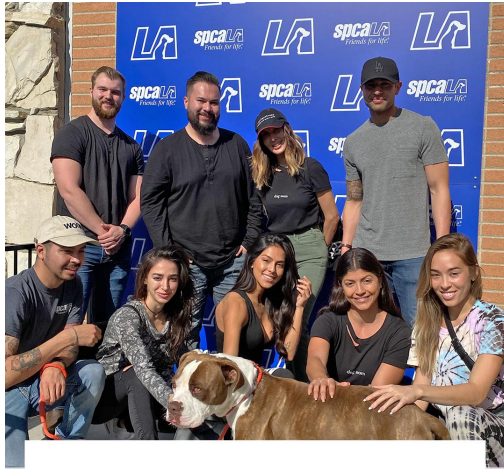
Campaign - Galentine's Day & Valentine's Day



Influencer Reposting



Content Creation - n:philanthropy (Stories)



#wegiveadamn

**ON GIVING TUESDAY
WE WALK THE WALK!**

We're donating **20%** of net
proceeds today!

Help us continue to make an impact
with animal abuse prevention and
pediatric cancer research.

[SHOP NOW >](#)

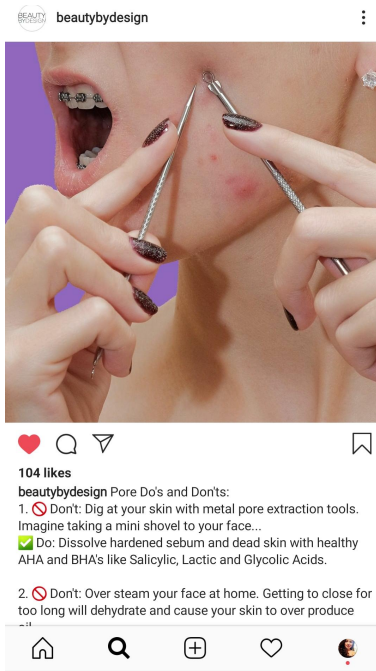


Free Zander Tee
with a purchase of \$100+

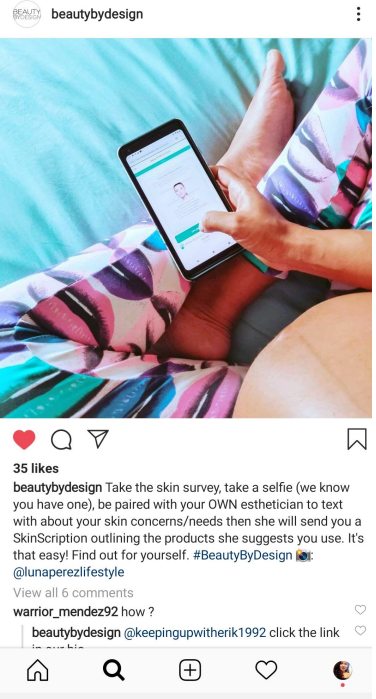


Content Creation - BeautyByDesign

Campaign - Informational Skincare Post



Influencer Reposting

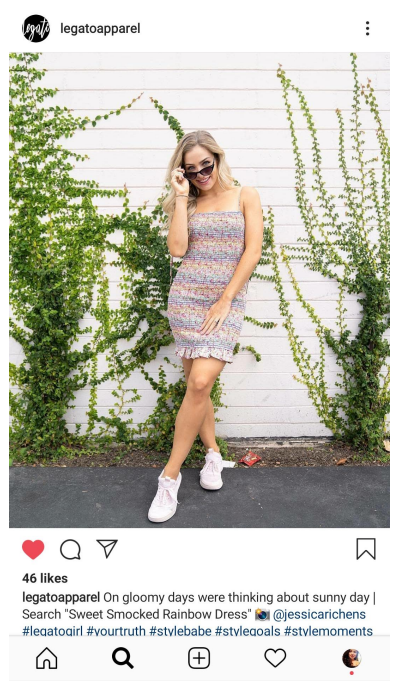


Content Creation - Legato Apparel

Campaign - Product Shot & Lifestyle Post



Influencer Reposting



Content Calendar Plan

MON	TUE	WED	THU	FRI	
December 2 ✓ Union Station Tree Lighting	3	4 ✓ VIP Dressing Nov. roundup	5 ✓ Film Independent Spirit Awards nominations ✓ Edge Snowscape	6 ✓ Jordan Power Women Summit ✓ Critics Choice Television Nominations ✓ Thai Randolph Power Women Summit	7
9 ✓ Real Mesa Event ✓ Golden Globe Nominations ✓ Billy Crystal CBS Mornings	10 ✓ Jamie Foxx's Netflix Special ✓ Denzel Washington Esquire	11 ✓ Kabam Marvel Contest ✓ The Rooftop at Pier 17 Concerts	12 ✓ Critics Choice Film Nominations	13 ✓ Richard Gere M magazine ✓ SAG Awards season celebration	14
16	17 ✓ Cisco x Live Nation	18 ✓ Holiday Party	19	20 ✓ Boman Hollywood Reporter ✓ Judith Light for 1883magazine	21
23	24	25	26	27	28

Writing Sample

Press Coverage

PHOTOS: Fat Joe, Derek Jeter, Leslie Odom Jr. & more at Game 3 of the World Series



Leon, Ruby (LAN-RCN)
To pagesixphoto@nypost.com

10/29/2024



Hello!

I hope you're having a great day!

Sharing photos from Games 3 of the **World Series** where the Dodgers and Yankees faced off last night in New York. Five-time World Series Champion **Derek Jeter** threw out the first pitch and Tony- and Grammy-winning actor, singer and songwriter **Leslie Odom Jr.** performed the National Anthem.

Be on the lookout for photos of Game 4 with five-time World Series Champion **Paul O'Neill** throwing the first pitch and Grammy-winning singer-songwriter and actress **Ashanti** performing the National Anthem.

PHOTOS: [HERE](#)

PHOTO CREDIT: MLB

Thank you,

[People.com](#)

UVM: 74,689,736

[All the Celebrity Fans Cheering on the Los Angeles Dodgers and New York Yankees in the 2024 World Series](#)

Ok Magazine

UVM: 1,160,514

[Hot Pics](#)



Source: MLB

Jeremy Allen White attended last night's World Series Game 5 where the LA Dodgers took home the championship.

OK!

REALITY TV NEWS STYLE ROYALS PHOTOS VIDEOS TRUE CRIME GUIDES SL



SOURCE: MLB

November 14th, Mookie Betts, Paul Skenes, Tarik Skubal & more attended the **All-MLB Awards Presented by MGM Rewards at The Cosmopolitan of Las Vegas**. Hosted by Roy Wood Jr., the awards show recognizes the top

Entertainment Tonight [Instagram Story](#)



Ruby Alcoser

Event Activation



Event Planning:

- End-to-end planning and execution of events
- Work with client on managing budget
- Talent invites
- Oversee all food and beverage components

Event Activation



Influencer Relations

Micro & Macro influencers contacts

Celebrities & influencer Talent

Build relationships

Take the time for phone calls for expectations

Contracts, monetary composition negotiations (if applicable), talking points and launch dates

Stay within marketing budget

Client Relations

Content strategy

Community management

Communication strategy

Email strategy