



SUSY ALFARO

Creative Portfolio





STRATEGIC STORYTELLING - WITH A TWIST.

Hi! I'm Susy,

I've harnessed a variety of creative and marketing skills to develop a portfolio that combines efficiency and passion.

I balance the fine granularity of analysis and data, with the sweep and scope of overall content strategy; generating creative, innovative solutions for whichever challenge comes my way; always looking to place your brand at the top of your customer's minds.

From concept development to day to day content strategy and creation; my work merges the best of the creative and strategic worlds, staying true to your brand's identity.

To check out my full portfolio, visit www.susyalfaro.com

CV/

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IG: @susy505
ADDRESS: Cochrane, Alberta
NATIONALITY: Costa Rican



WORK EXPERIENCE

IMMIGRANT SERVICES CALGARY | Communications & Marketing Coordinator | Nov 2019 - Present

Worked closely with the Executive team at the city's primary immigration non-profit agency for internal and external communications and strategy.

- Managed the Social Media content strategy across 4 platforms with 20K+ combined followers.
- Developed and implemented a new Internal branding strategy, based on a client-centric approach.
- Participated in the COVID-19 crisis management team, meeting all communications needs including multilingual materials, process adaptation for remote work, and more.
- Built internal staff capacity by optimising new procedures, and implementing communications-related training programs.
- Developed and deployed the Fundraiser content strategy for the Immigrants of Distinction Awards.
- Facilitated workshops exploring organizational purpose ("Why") with management staff for strategy development.
- Designed graphic elements including logo development, template redesigns, editorial materials (digital & print), and a brand guidelines update.

FREELANCE MARKETING | Jan 2019 - Nov 2019

Content Marketing with a focus on brand storytelling and Social Media Strategy.

- Conducted branding identity coaching & strategy workshops for local companies.
- Developed content strategy and design work for creative freelancers.
- Audited and redesigned websites for small entrepreneurs.
- One-on-one consultations on Social Media strategy.

ALTA TECNOLOGÍA S.A. | Marketing Director | Feb 2016 -Jan 2019

Developed marketing capacity from the ground up and built a team and full-scale production house.

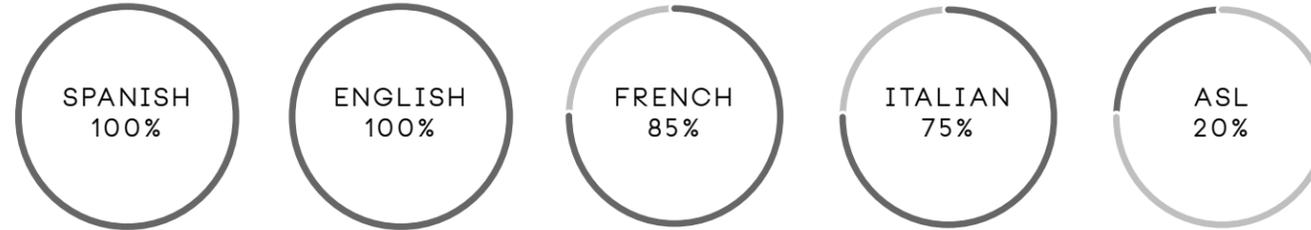
- Redefined corporate image, rebranded and generated a new communications strategy approach and reflecting website.
- Managed the Marketing Team for in-house and external projects.
- Generated content and development the company's website.
- Produced educational and marketing video features, and implemented a content strategy for international presence across Latin America.
- Coordinated events for quarterly product launches.
- Integrated Digital Marketing efforts for higher SERP placement.

12FPS INC. | Production Coordinator | Sept 2014-Feb 2016

Worked as a liaison between clients and the agency; developed creative briefs, coordinated production elements, and built effective 360 campaigns.

- Worked with Social Media Influencers for clients in travel and tourism campaigns.
- Pioneered new creative projects with Social Media Influencers and a varied array of international sponsors.
- Coordinated production elements and crew for a variety of promotional videos for both the private and public sector.

LANGUAGES



SKILLS



EDUCATION

- UCD MICHAEL SMURFIT GRADUATE BUSINESS SCHOOL | Dec 2018
Msc Digital Marketing | 2.1 Honours
- UNIVERSIDAD LATINA DE C.R. | Sept 2015
Bach. Advertising | Emphasis: Production & Creativity
- SANTA FE UNIVERSITY OF ART AND DESIGN | Jan - May 2014
Studies in Film and Creative Writing | President's List Award
- UNIVERSIDAD CREATIVA DE C.R. | Oct 2013
Tech. Digital Photography | Graduated with Honours
- BRITISH SCHOOL OF COSTA RICA | Jan 2010
International Baccalaureate Diploma | Completion of High School

SOFTWARE

Adobe Photoshop	●●●●●	Wix	●●●●●
Adobe InDesign	●●●●●	MailChimp	●●●●●
Adobe Illustrator	●●●●●	Canva	●●●●●
Adobe LightRoom	●●●●●	Google Ads	●●●●●
Adobe Premiere	●●●●●	Salesforce	●●●●●

LIFE EXPERIENCE

- SUSY A. PHOTO | **Freelance Photographer** | Dec 2011 - Present
- CLIP | **#CalgaryForAll Lead Photographer** | June 2020
- CHARLEVILLE DEMESNE CASTLE | **Volunteer** | May - Oct 2018
- MICHAEL SMURFIT SCHOOL OF BUSINESS | **Class Ambassador** | 2017-2018
- WISE FOOL NEW MEXICO | **Board of Directors** | Dec 2015 - Sept 2017
- ALTA TECNOLOGÍA | **Advertising Consultant** | May - July 2014
- INTENSA COSTA RICA | **ESL Teacher** | Jan - Dec 2014
- FREELANCE | **French Language Teacher** | June 2010 - Dec 2013

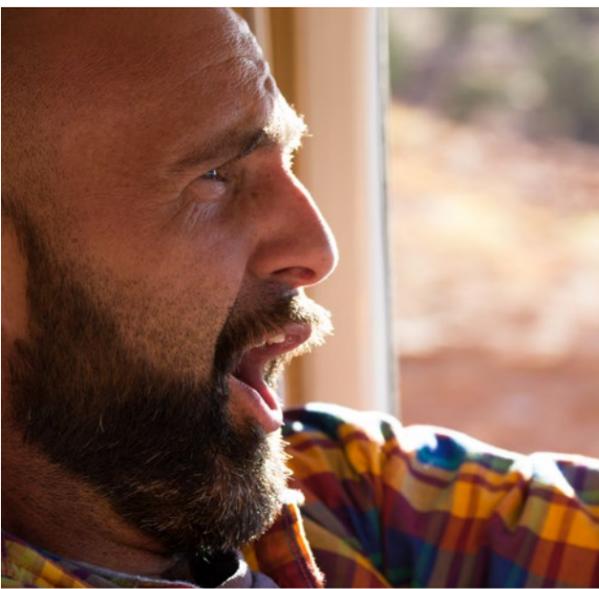


PHOTOGRAPHY



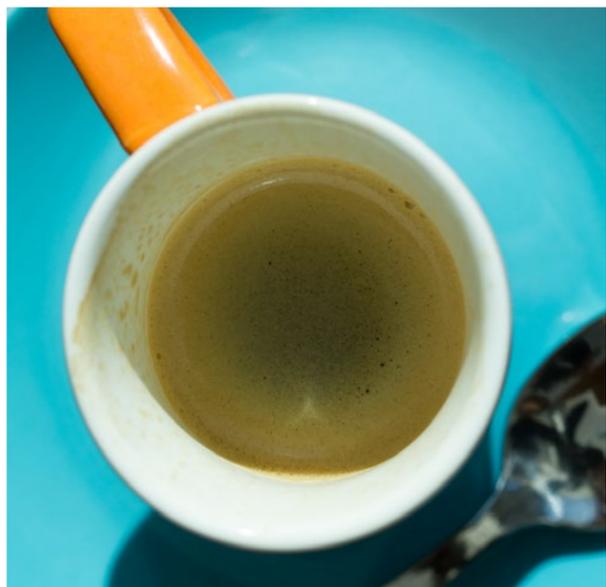
PEOPLE





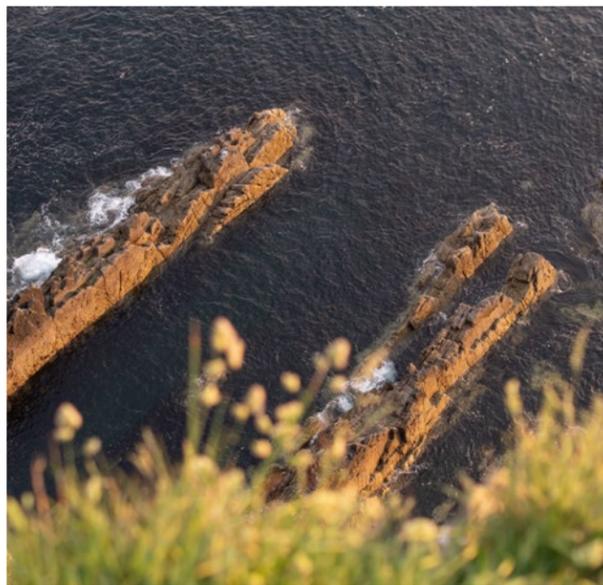
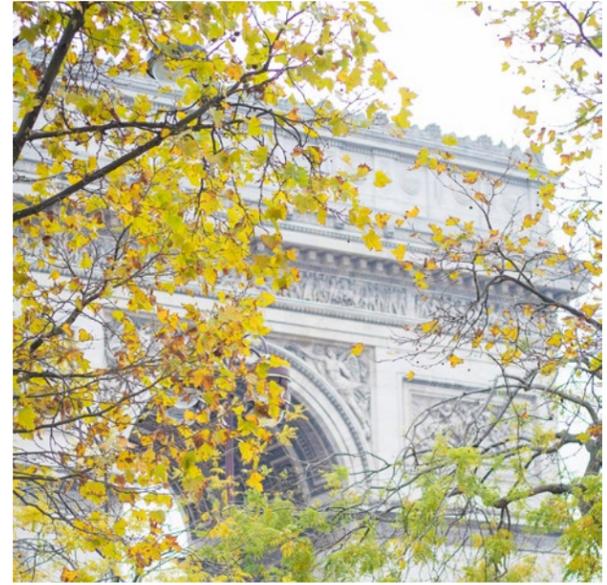
FOOD





PLACES







BRAND STORYTELLING



VIDEO & SOCIAL MEDIA

I have worked in the Creative industry for more than 5 years and recently graduated from a Masters in Digital Marketing at Smurfit School of Business at University College Dublin.

In my spare time, I try to capture places, flavours, people, and moments with my camera.

Here is a sample of some projects I've produced or worked on for clients and a bit of what my professional ride has looked like.



#BETTYVENTURE

Client: 12FPS / Collaboration

Description: Taking the American roadtrip to the next level. We worked with photographers @ovunno, @wisslaren and @ravivora to tell the story of a 1985 van that crossed the country, and our expectations.

Link: [VIDEO](#) | [FEED](#)



#INFINITYTRIP

Client: Ryanair Ireland (Masters project with brand colab)

Description: #InfinityTrip was a creative new approach to Ryanair's marketing strategy. For this project, we not only worked on the concept, we ~lived it~. Four girls with one dream; we packed our bags and hit four different countries in 5 days.

Link: [VIDEO](#)



#HOWTOSANTAFE

Client: Santa Fe County

Description: Working with local businesses and influencers from across the globe, #HowToSantaFe narrated the charm of the Land of Enchantment and shared its local voice.

Link: [VIDEO](#) | [FEED](#)



NM SOCIETIES OF CARE

Client: State of New Mexico, Children, Youth and Families Dept.

Description: Working on ground-breaking resources to improve youth's experiences in the system. Educating systems and the public on topics like LGBTQ+ Tolerance, Infant Mental Health, and much more, I worked in the production, development and creation of a series of videos.

Link: [VIDEO](#)

ADOBE YOUTH VOICES

Client: Adobe Corporation

Description: Adobe Youth Voices helped share the creative voices of youth around the world for over 9 years. Building a community through Social Media, I worked with a team to help share this voice.

Link: [WEBSITE](#)



SANTA FE FOR YOU

Client: Santa Fe University of Art and Design

Description: "Santa Fe For You" was the first of a series of recruitment videos within a campaign for SFUAD.

I worked as a project coordinator, working with the client and collaborating with our entire team to bring this idea to life.

Link: [VIDEO](#)





Simplificamos TI

Alta Tecnología is an Integrated IT Solutions Provider in San José, Costa Rica, that combines software and hardware to meet their clients' needs in a personalised way.

I worked as Marketing Manager here for over 3 years, starting as a one-woman team, and eventually growing to lead a department of skilled creatives. My job there involved building their brand and messaging, starting in 2016 as the company underwent a major transformation; up to January of 2019. I worked as the head of a thriving, innovative marketing department with an offering unlike anything seen in the region for IT.

Nowadays, Alta Media Team works with a 360 degree-capable marketing team and a full production house that works on content, media, design, video, communications, and strategy. We worked to only develop content in-house to improve sales processes and brand positioning, and also provide integrated marketing solutions to their partners around the world.

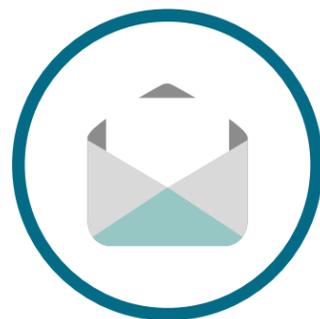
This is a sample of the kind of work I did and oversaw during that period.



STRATEGY



MEDIA



E-NEWS



CONCEPT
DEVELOPMENT



E-COURSES

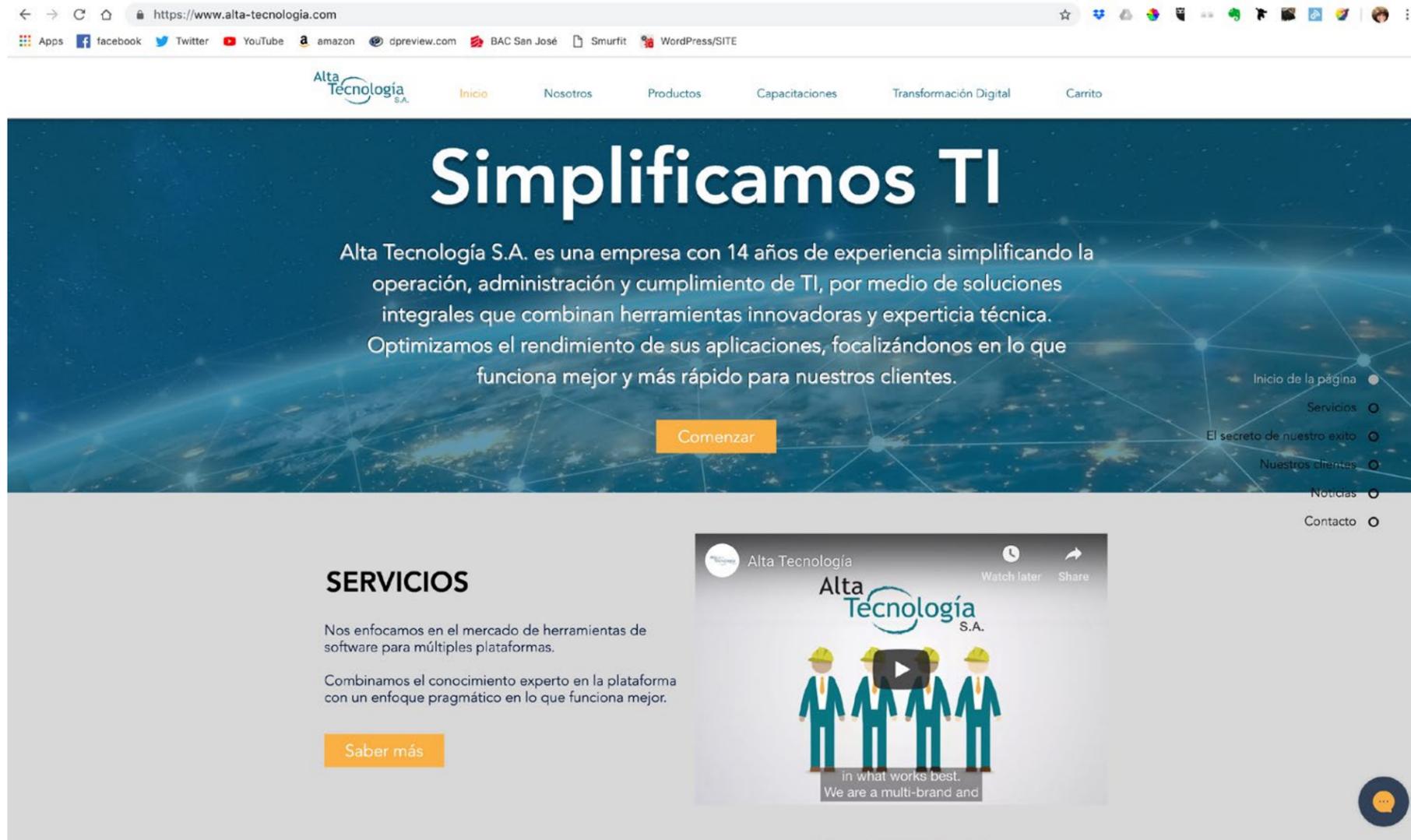


EVENTS



VIDEO PRODUCTION

Video and content development from initial concept production, script-writing, recording, animation coordination, Voice Over work, editing, and final client reviews (where applicable).



WEBSITE DEVELOPMENT

In 2016, Alta Tecnología was on the verge of a major restructure, working close with the management, I came in to develop a new brand identity, look, and to revamp their website and content strategy in order to reflect these changes.

I worked on building their new site, which has grown to house not only their solutions, but also the new Alta Media Team marketing and production offerings that come with their new, state of the art production studio. Website development was made through WIX.

To see the full site visit www.alta-tecnologia.com



**SOCIAL
MEDIA**



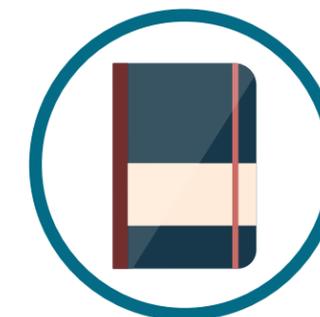
SEO



VOICEOVER



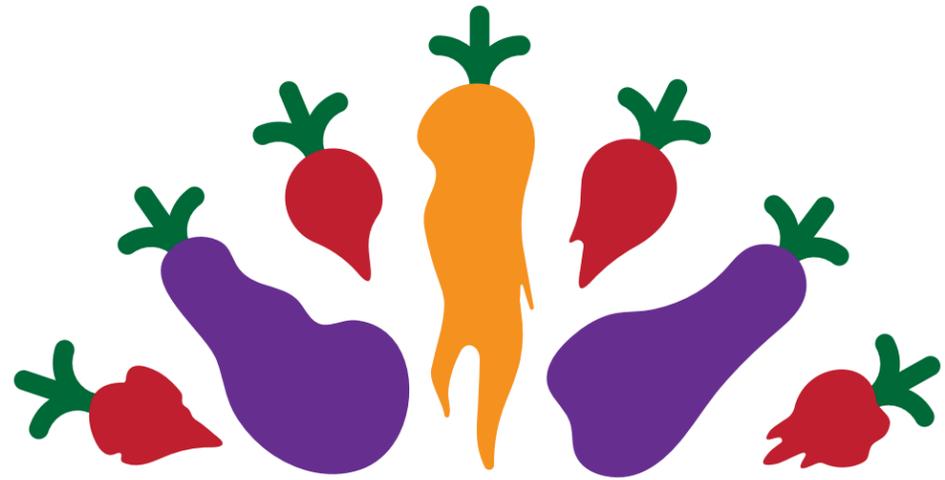
ADS



**CLIENT
RELATIONS**



**TEAM
MANAGEMENT**



STRANGELY — SPROUTED —

Strangely Sprouted was my thesis project for my Masters degree in Digital Marketing at UCD Smurfit School of Business. As part of an applied digital group project, myself and three partners developed from scratch a concept for a new business. We then went through every step of business development, from market research, through all of the brand development, all the way to developing an online marketing campaign for the first year of the company's life.

My role in this was as creative director. Graphics were made in collaboration with Aldo Vidrio (México), animation by Aldo Vidrio and Francisco Rodríguez (Costa Rica). Production of all of these, as well as Voice Over work by myself, Susy Alfaro. Brand strategy, market research, and thesis development in collaboration with Samantha Langereis, Karena Twohig and Mathew Cullen.

Strangely Sprouted, and the team, won top 3 in Thesis Presentations' final round for the class of 2018.



CONCEPT

Every year, millions of kilos of fresh produce are thrown away or used as animal feed due to aesthetic expectations regarding size, shape and colour. This comes to represent somewhere between 20-40% of all vegetables produced worldwide, which never get to be sold to final consumers due to their appearance, even when they meet all other health and nutritional regulations. Strangely Sprouted is a platform that plans to solve this, connecting producers with clients who, for a lower cost than commercial buying, are willing to give these "ugly" produce a chance in their kitchens.

Website Demo: <https://susyalfaroj.wixsite.com/strangelysprouted>

CONSUMERS



PRODUCERS

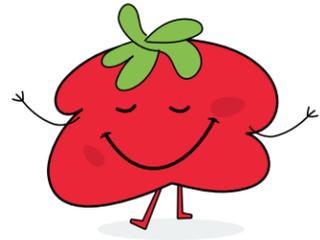


CONCEPT VIDEO

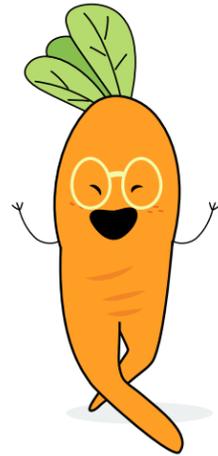


Watch: <https://vimeo.com/280807754>

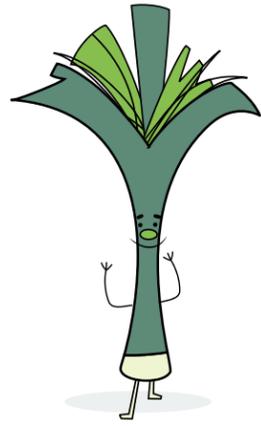
BRANDCHARACTERS/CAMPAIGN



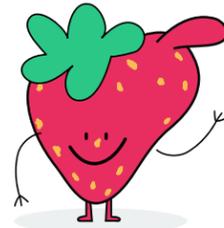
TOMMY
THE TOMATO



BARRET
THE CARROT

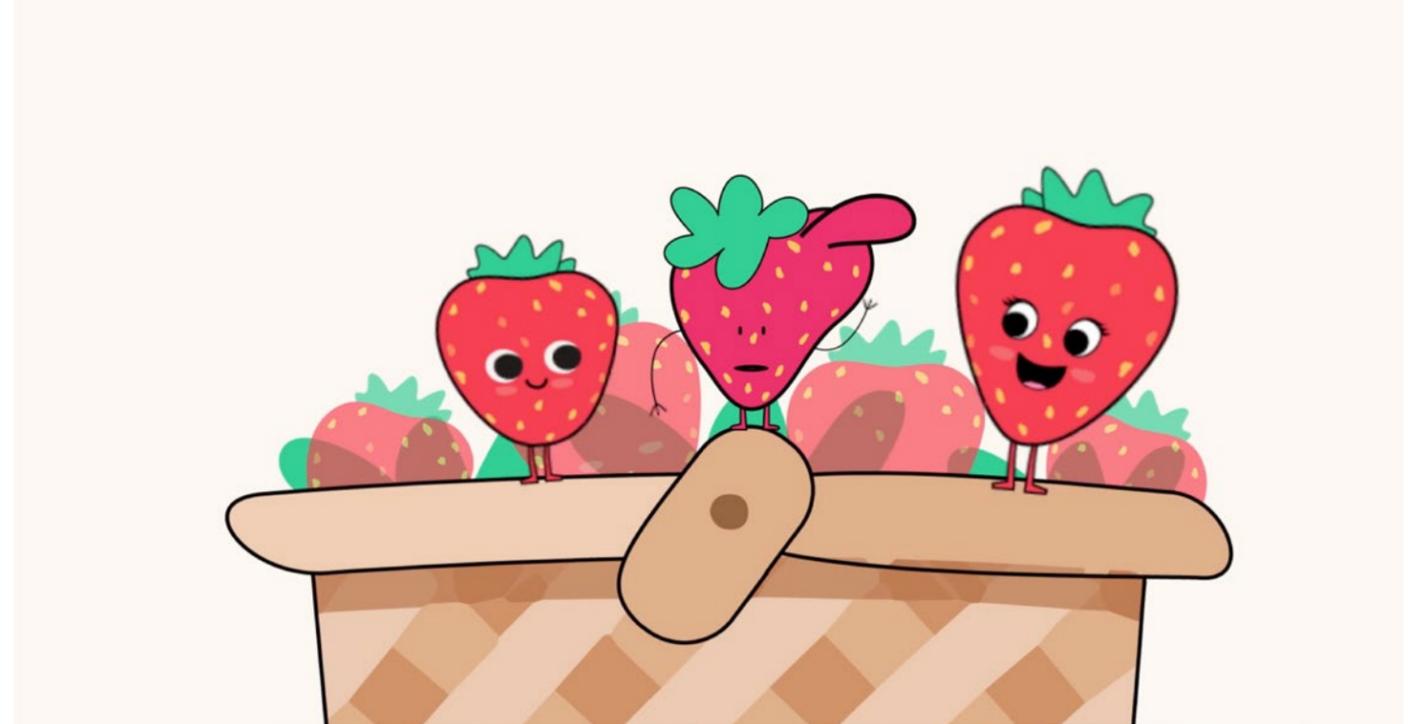


DECLAN
THE LEEK



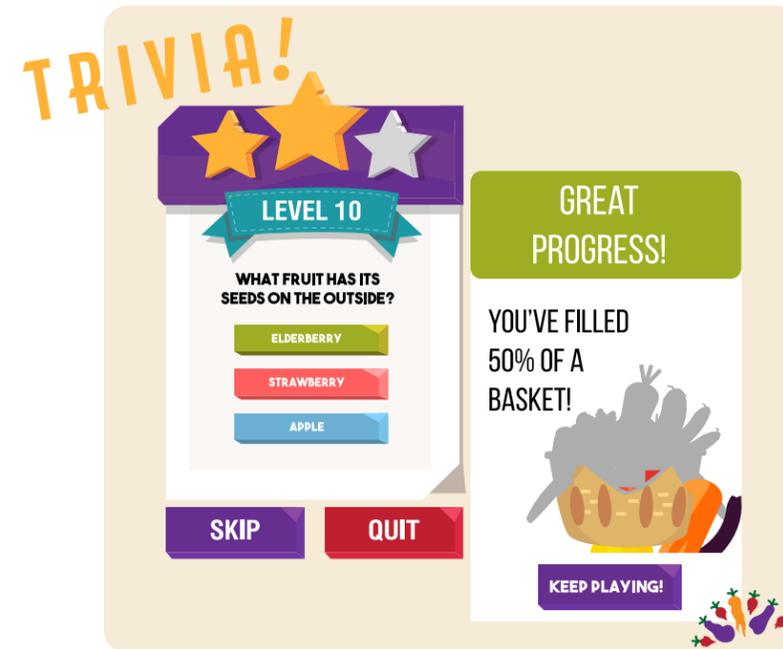
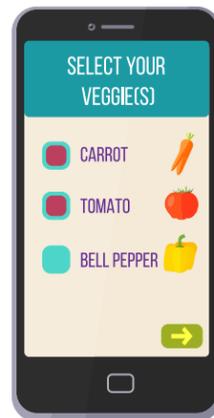
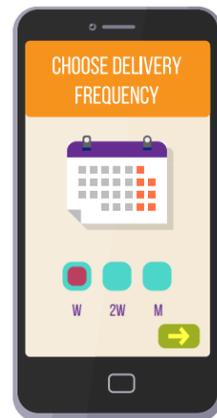
ROSIE
THE STRAWBERRY

CHARACTER VIDEO / ROSIE



Watch: <https://vimeo.com/280806252>

APP & GAME DESIGN





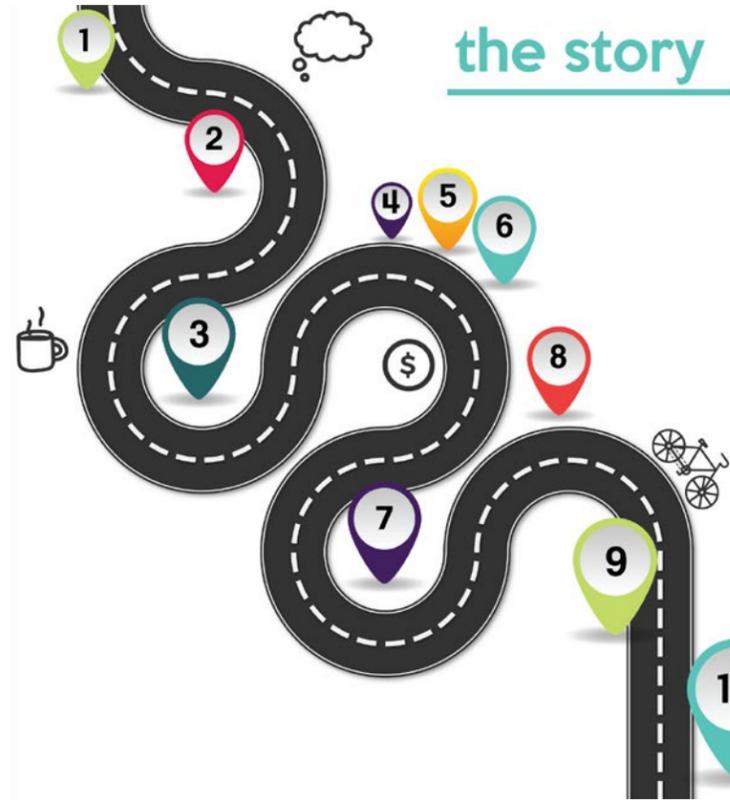
GRAPHIC DESIGN



CASE STUDY / DELIVEROO

UNIVERSITY COLLEGE DUBLIN, 2018

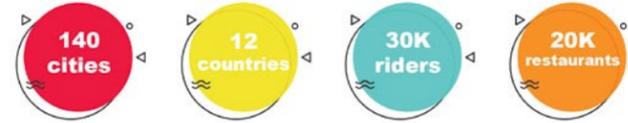
the story



- 1 Deliveroo founder, Will Shu moved from NYC to London in 2004. Working late nights in the business district and finding no delivery services, he has an idea.
- 2 Greg Orlowski, Will's best friend & current lead developer of the logistics team, joins him on the project.
- 3 Deliveroo is launched in February 2013 in London. Two restaurants in Chelsea were the first to join the team.
- 4 2014: Series A Funding: £ 4.5M raised.
- 5 First location outside of London is launched. Deliveroo is growing.
- 6 2015: Series B Funding: £ 25M raised.
- 7 2015: Series C Funding: £ 70 mil raised.
- 8 Deliveroo grows. It is now available in 30 cities in the UK and Ireland.
- 9 2015: Series D Funding: £ 100M raised. Deliveroo is now available in over 50 cities and 6,000 restaurants worldwide.
- 10 2017: Deliveroo is in over 140 cities and works with more than 20,000 restaurants worldwide.

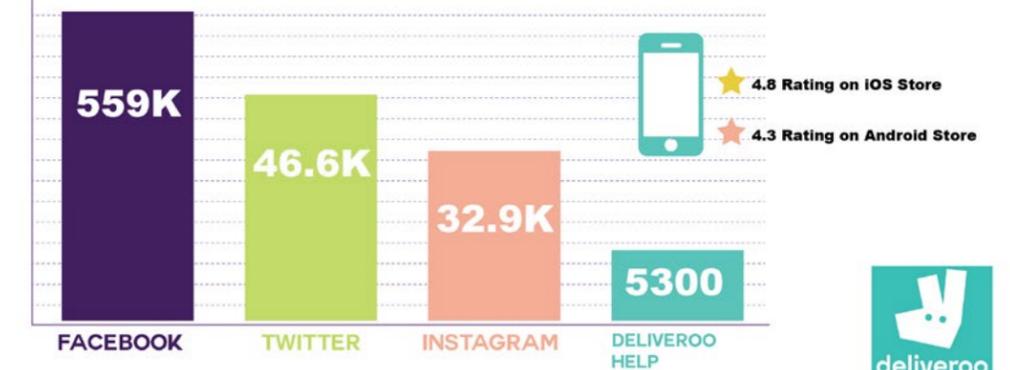


the numbers



Present Valuation:
£1.5 B
Revenue (2016):
£129 M
Funding (to date):
£859.59M

SOCIAL MEDIA PRESENCE



MAIN COMPETITORS



Indirect Competitors:
 Instacart, HelloFresh, Amazon, Brigg, Postmates, Menulog

competitive advantage

- Facilitating all-round involvement
- 'Gourmet' variety food.
- Tie ups with high-grade, 'premium' restaurants who do not have another method of expanding their clientele
- All deliveries under 32 minutes.

**“ QUALITY
 CONVENIENCE
 & TRANSPARENCY
 are at the forefront of what we do. ”**

FUTURE PLANS

- Expand into new locations
- Enlarge its technology team
- Work with restaurants to develop delivery-only kitchens



digital properties

NETWORK

Deliveroo operates in 120 markets across 12 countries and can count on more than 120,000 restaurant partners, although it plans to introduce Deliveroo Editions, which involves opening satellite kitchens to serve specific areas with a lot of residents but few restaurants.

The start-up manages a network of 5000 riders across Europe and Asia delivering high-quality food within 32 minutes.

deliveroo

DATA

Deliveroo's data analysts team crunches lots of serious data to maximize efficiency: from the time a dish gets cold, to the kind of packaging that is needed for hitch-free transport, to ambient weather conditions, routes and sub-routes, traffic movement and daily behaviour.

TECHNOLOGY

Deliveroo developed an app by which customers can get a list of selected restaurants in their area (within a 2 Km radius approximately) simply entering their postcode. This Hyper-local technology optimizes food ordering and delivering through machine-learning predictive models of when the food will be ready, how long every part of the process will take and which rider has the best characteristics to fulfil that specific order.

The start-up designed Frank, a complex algorithm that allocates riders to nearby delivery jobs based upon a wide series of variables such as the number of riders who are not free but are about to finish a job, the cooking time of the food to be delivered, nearby riders already booked in for a simultaneous job on a similar route and can double up.

Restaurants receive and managed orders through a terminal provided by the company, which has created sophisticated delivery driver smartphone software that allows optimizing delivery routes and provides customers with order tracking information



CASE STUDY / SOCIAL PRINT STUDIO

UNIVERSITY COLLEGE DUBLIN, 2018

TARGETING

Social Print Studio targets one general customer segment consistent of whoever wants to print their photos and decorate them for their spaces. Geographically, they have a strong pull in the San Francisco and California area of the United States, as well as the U.S in general; with 60% of their customer base coming from the US.

Overall, they're providing value by being a simple, beautiful, quirky, and relatable solution to two main problems:
 1- Having your photos and nothing to do with them, since they're all digital.
 2- Lacking the knowledge, skills, or creativity to figure out what to do with them, if you printed them.

Within the customer segment, several customer personas can be identified, these are the following:

THE MILLENNIAL
 Young, social, hip, "loopy into 'vintage' decorations for their dorm/room/house/etc. that showcase their life, best friends, cool memories, pets. Incredibly proud to be supporting a local, small company of people they feel like they know already.
 The Millennial loves using SPS as a go-to decoration for their exposed brick wall, or as a way to look artsy and cool with their friends. They've definitely tried printing giant photo strips of their cat and may or may not have a photo booth set up at the corner of their (already way too small) flat.

THE PHOTOGRAPHER
 After years of travels and countless SD cards, The Photographer found they never did anything with their photos, until, one random day, they discovered this app that promised high-quality prints of their Instagram photos. Skeptically, they tried it out, and have been a client ever since.
 The Photographer loves using SPS as their default method to print their home photos, iPhone pictures and to set up cool decorations around their house in creative ways that don't require extra work. The quality is amazing and they're a recurrent client.

THE COOL MUM
 Her kid used this really cool, independent company that prints all kinds of photos for their last Mother's Day present and now she's obsessed. The Cool Mum loves her family and her 7 year old corgi, Lucas, (who has his own set of custom made magnet prints on the fridge).
 SPS provides The Cool Mum with an option to print her photos easily, creatively, and straight from her phone. She also loves their customer service department that once helped her figure out how to get her Christmas orders on time so her presents were simply perfect.

VALUE PROPOSITION CANVAS



E-COMMERCE TECHNOLOGY FEATURES:

- UBIQUITY**
 Since the main channels by which the transactions are made for SPS are via its app and website, their ubiquity is quite high. As long as the users have internet access, they will be able to easily access the SPS platform, anywhere and anytime.
- GLOBAL REACH**
 Technologically speaking, the Global Reach is quite good since the app is available to people across the world. There are language limitations due to it only being in English, but shipping is available worldwide (with different delivery timelines).
- UNIVERSAL STANDARDS**
 It is very easy to use and understand the app to get the product that you want as a consumer. The website is also very user-friendly as to make the process of photo printing useful for people with no previous skills in this area.
- RICHNESS**
 Their site is image-rich and is full of visuals which are optimised to load quickly and work well. They constantly use GIFs and short videos on their e-mails and website, which is a good way of adding movement without delaying loading times.
- INTERACTIVITY**
 Interactivity is well used through their social media feed, especially on Facebook where users can rathe their experience. Nonetheless, they do take several hours to respond to issues and their main/only way of communication is through email.
- INFORMATION DENSITY**
 Information is sorted in a way that is visually pleasant and not cluttered. Nonetheless, it is hard to know the price of a product (especially on the app) until after you've gone through the selection and design process. This could improve for more clarity.
- PERSONALISATION**
 Personalisation is the name of the game. Through different templates, the main product is always changing based on a person's photographs and how they choose to use them. This is excellent.
- SOCIAL TECHNOLOGY**
 SPS does not use any sort of paid advertising so the data is scarce, yet their reviews and comments on Social Media work very well to counteract this aspect.

ONLINE ADVERTISING

Social Print Studio does no paid advertising for keywords, SEO or display advertising, with all of their traffic being organic or through referrals. They do rank in the first position organically for keywords such as: print studio, print instagram photos, instagram prints, social print studio, and printstagram. (source: SEMRush)

They do work on a very strong and personalised e-mail marketing strategy, with constant e-mails that relate to their products, new product launches and updates, or thematic e-mails that show off their products in a fun, light, approachable way. They work very well on personalising every detail of the e-mail, with even the sharing links and sign off on their messages changing according to the main subject of the message (as seen in the example here).

Celebrations are a peak season for SPS, with Valentine's Day, Mother's Day and Christmas being the most promoted ones. During high seasons, e-mail frequency will increase to 2-3 emails a week, especially as their delivery deadlines come up (depending on a customer's location, last deadline to get prints on time varies).

SPS also works with constant contests to maintain their users engaged, these will be announced via e-mail campaigns and Instagram, with the winners announced on both channels. Usually, these contests relate to new product launches, and people winning free prints.

Their tone and messaging is seen throughout their e-mail campaigns, as branding is consistent.

The image shows several examples of digital marketing content. On the left, there's a social media post with a green background and a gift, saying "Tis the season...". In the center, there's an email newsletter with a collage of photos and the headline "NEW: Panoramic Prints". On the right, there's another social media post showing a woman sitting on a red chair, with the headline "NEW: Panoramic Prints". At the bottom, there's a social media post with a white background and the text "Thanks Forever, Cat, Mrs. George, Ben, + SPSteam".

THE APP(S)

The main channel they have is their apps. Although some print formats are only available on their website (the ones that require more preparation); their main traffic and push is towards their apps, with secondary apps for Greeting cards and Postcards (which actually mails your postcard) developed in the last year.

The path to building prints is very user-friendly and easy to use, entirely designed for mobile use.

The image shows five screenshots of the mobile app. The first screenshot shows the "Products" screen with categories like PRINTS, PHOTOBOOKS, and WOOD PRINTS. The second screenshot shows the "Select A Size" screen with options for 4x4 SQUARES, 5x5 SQUARES, and MINISQUARES. The third screenshot shows a photo selection screen with a silhouette of a person on a rock. The fourth screenshot shows a "Cart [2]" screen with items like SANTA CRUZ WIDE and MINISQUARES. The fifth screenshot shows a "CHECKOUT" button.

WEBSITE DEVELOPMENT & DESIGN / GLYPH

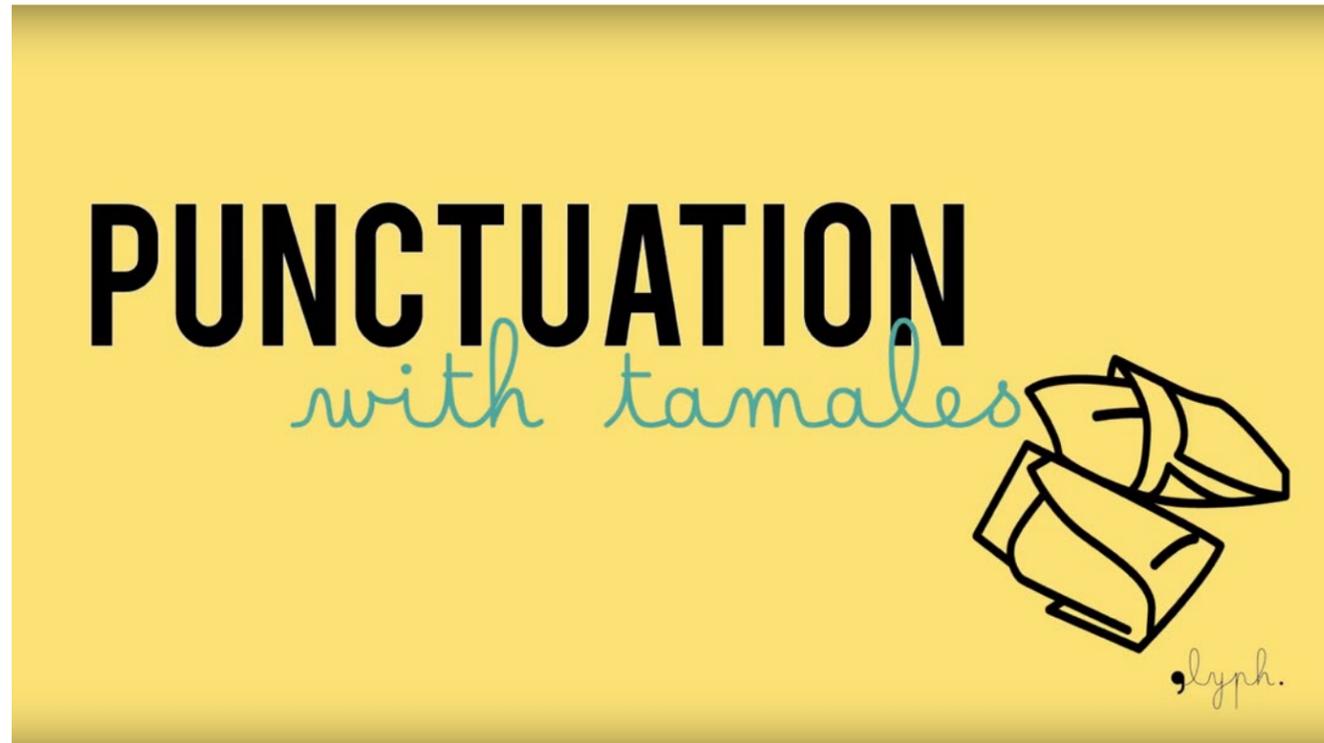
UNIVERSITY COLLEGE DUBLIN, 2018



Glyph was an exploration of typography and punctuation symbols through the use of design and the development of a WordPress website for a class in my masters degree at Smurfit Business School. For the live site, visit <http://slsapp.ucddorcas.click/>

Website collaboration with Samantha Langereis and Premarsee Prakash.
Content based on the book of the same name by Anna Davies

CONCEPT VIDEO



Watch: <https://www.youtube.com/watch?v=4ilr5i41CvI>

ASSETS

COMMA ,	FULL STOP .	COLON :	SEMI-COLON ;	APOSTROPHE '	BRACKETS []	SLASH /
ENIEM DASH —	QUOTATION “”	EXCLAMATION MARK !	QUESTION MARK ?	DITTO , ,	ELLIPSIS ...	
AMPERSAND &	ASTERISK *	BULLET •	PILCROW ¶	SECTION SIGN §		
PLUS/MINUS ±	OBELUS ÷	PERCENT %	INFINITY ∞	DEGREE °	AT SIG @	
UNDERSCORE _	PRIME '	HASHTAG #				
CARET ^	TILDE ~	NUMERO №	COPYRIGHT ©	TRADEMARK ™		

Punctuation Marks

, . : ; ' () [] { } / - " " ! ? ` ...

Textual Marks

Textual Marks are set of signs used in texts like paragraph which are used to denominate text composition and order. Signs such as the paragraph signs are essential in writing like poetry and verse writing, whereas signs like the asterisk are commonly used to clarify text content or references.

[Learn More](#)

Textual Marks

& * • ¶ §

Mathematics & Computing

± ÷ % ∞ ° @ _ ' #

Miscellaneous Marks

Miscellaneous Marks are those punctuation signs that do not fall into the other categories above. Beyond basic use rules, these were created with a specific purpose in mind. For example, the Trademark sign and Copyright symbol are used to specify ownership.

[Learn More](#)

Punctuation Marks

Punctuation is the system of signs or symbols given to a reader to show how a sentence is constructed, and how it should be read. Punctuation is an elemental part of everyday writing and helps make the meaning clearer. Punctuation marks include basics like the comma, full stop (or period in American English), brackets, etc.

[Learn More](#)

Mathematical Marks

Mathematical and Computing Marks are those symbols that are utilised when writing technical formulae and equations. Signs as the plus, minus, and percent sign are seen in common mathematics, whilst other symbols like the underscore and the at sign have increased in popularity thanks to the coding language used in computers.

[Learn More](#)

Miscellaneous Marks

^ ~ № © ™

WEBSITELAYOUT

COMMA

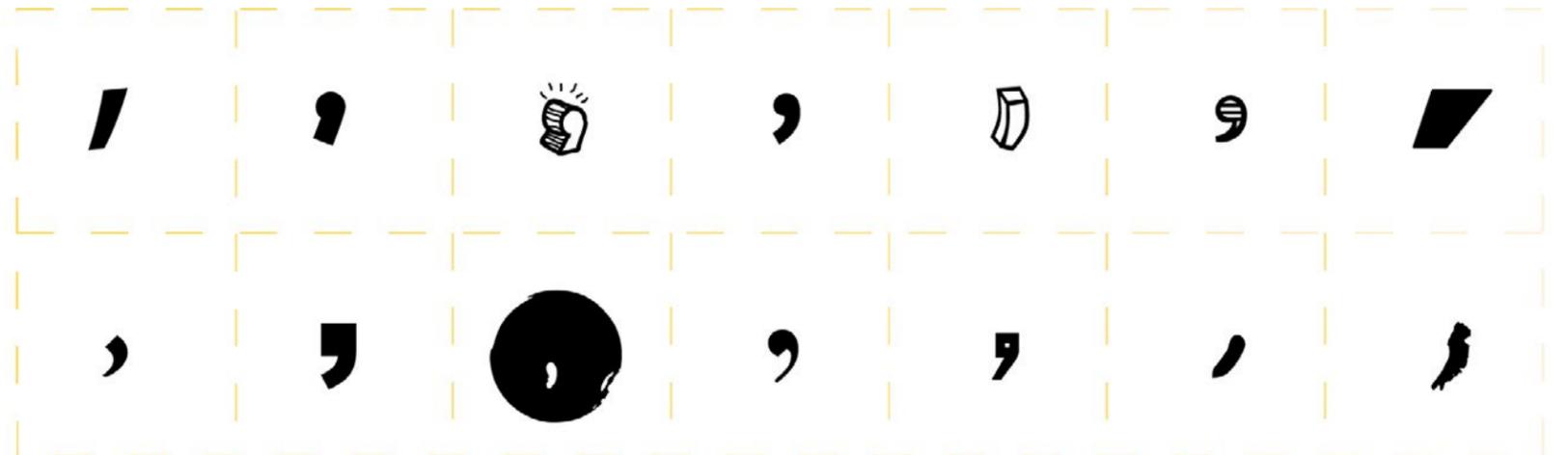


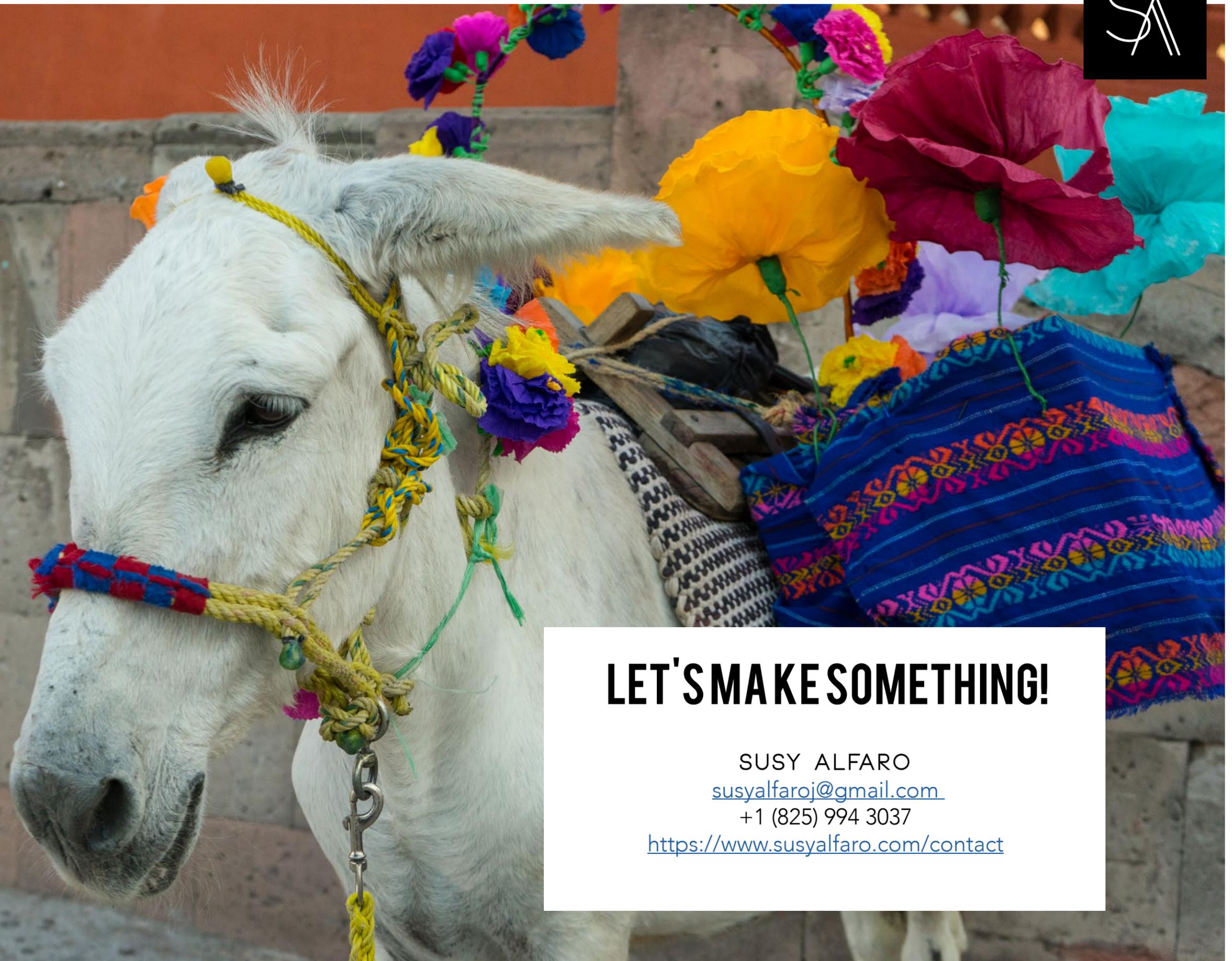
The word 'comma' comes directly from the Greek kommo, meaning something cut off, or a short clause. It has its origins in the 3rd century, as one of a series of dots devised by Hellenistic scholar, Aristophanes of Byzantium, to indicate when to breathe when reading text out loud.

Up until the 15th century, punctuation was generally used haphazardly with various marks, including the comma, colon and slash, used interchangeably to indicate how long one should pause for breath when reading a sentence.

However, as society moved away from an oral culture to a Written culture, the usage of punctuation became more regimented serving a syntactic rather than an elocutionary role. The modern comma still marks a pause in a sentence, but this is not a pause for breath, but rather in order to divide a sentence into smaller units, or clauses, so that it can be understood more quickly.

Commas are also used to separate elements in a list, before quotations and to set off adverbs at the beginning of a sentence. In typography, a well designed comma should encapsulate the essence of a typeface. As its shape is mirrored in apostrophes and quotation marks, these 'fringes' of punctuation act as visual anchors enhancing and magnifying a font's language.





LET'S MAKE SOMETHING!

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