

# DIGITAL MARKETING PORTFOLIO

2025





**“Your brand is what other people say about you when you’re not in the room”**

Jeff Bezos

# What we do

**We promote the positive impact** you generate through your business by implementing custom corporate communications strategies aligned with your **business goals.**

# Successful BPO case

Results after 14 months in the three  
main cities of Colombia

**+950**

Qualified candidates applied  
each month through  
social media  
with an average CPR  
of USD 1.2

**335 %**

Increase of follower count  
on Instagram with our  
organic content  
& paid Ads Strategy

**65%**

Increase of applications  
through our personalized  
social media  
Strategy

**287 %**

Increase of organic reach  
on Instagram  
(brand awareness)

**70%**

of the potential candidates  
on social media became  
real applicants



Colombia

# IGT Solutions

Global BPO Brand

## MAIN OBJECTIVES

Brand awareness and lead generation strategy to attract qualified candidates for the customer service teams.

## ACTIONS

- Development of a unique brand
- Digital communication strategy design
- Audiovisual production - Graphic design
- Social media management
- Paid ads campaign management on Meta

## Instagram

BEFORE

May 2021

Monthly reach 2.975

Followers: 677

New candidates 571

AFTER

September 2022

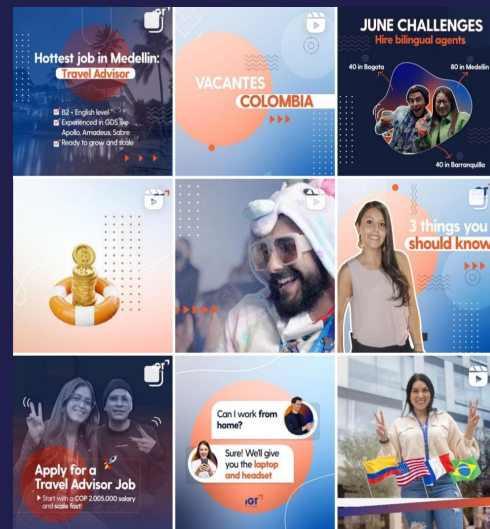
Monthly reach 278.082

Followers: 3020

New candidates 1367



Before



After: new visual identity

Mexico

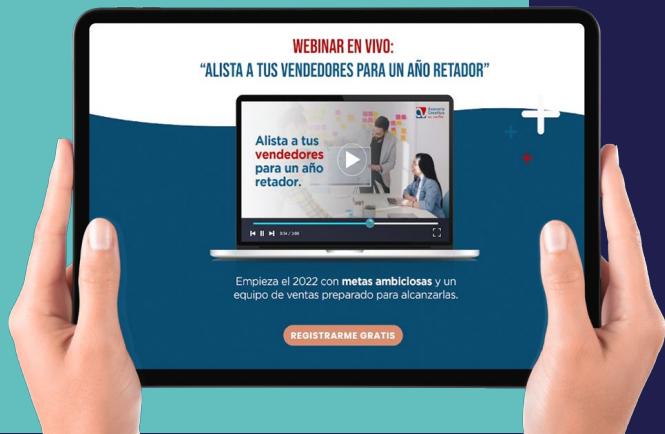
# Asesoría Creativa en Ventas

## MAIN OBJECTIVES

Rebranding and online course launch

## ACTIONS

- Branding
- Visual identity design
- Digital communication strategy design
- Landing page and online course platform design



Australia

# Melissa Donnelly

Personal Brand

## MAIN OBJECTIVES

Brand awareness and authority  
as an expert

## ACTIONS

- Personal branding optimization
- Digital communication strategy design
- Content creation for LinkedIn
- Audiovisual production & editing

## LinkedIn

BEFORE

September 2021

Followers 2120

Engagement 0.9 %

AFTER

September 2022

Followers 2600

Engagement 2 %



**Melissa Donnelly** · 1st

Chief of Staff | Communications Strategist

Talks about #strategy, #marketing, #chiefofstaff, #communications,  
#paymentsolutions

Gold Coast, Queensland, Australia · [Contact info](#)

[Book a time to talk](#)

2,518 followers · 500+ connections

Australia & New Zealand

# Wonder & Wander

Corporate Brand

## MAIN OBJECTIVES

Digital Communications  
Strategy & Content Marketing

## ACTIONS

- Digital Communication Strategy Design
- Content creation for social media
- Content creation for a Newsletter
- Video editing for Youtube

IF YOU CAN **IMAGINE IT**  
**WONDER & WANDER CAN**  
**HELP YOU BRING IT TO LIFE...**

Our team collaborates with people and brands to  
unleash their most innovative ideas, events and  
experiences.

We'll help you imagine, curate, design, challenge,  
grapple, invite and facilitate.



WONDER **WW** WANDER

Spain

# Briochef

## MAIN OBJECTIVE

Launch of a new restaurant  
in Madrid

## ACTIONS

- Market research
- Brand development
- Digital communication strategy design
- Visual identity design
- Web development



Denmark

# Sport2gether

## MAIN OBJECTIVE

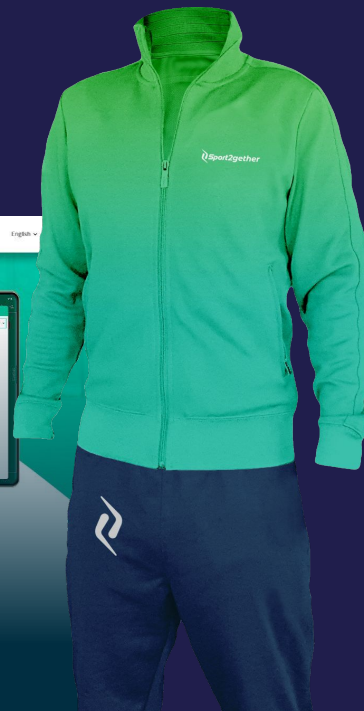
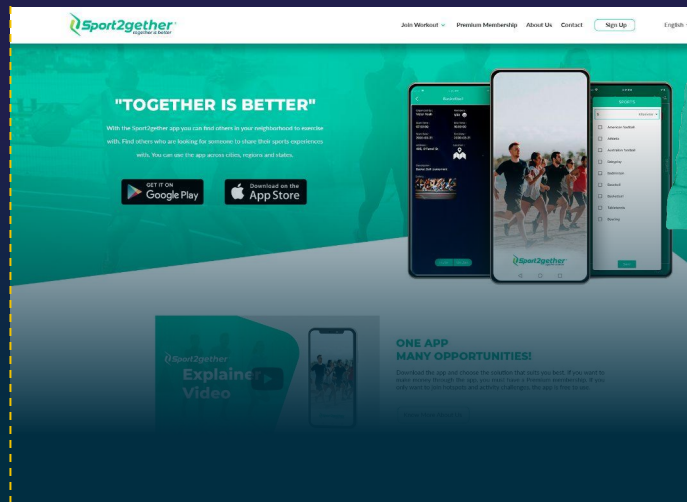
Launch of a new mobile app to find workout buddies

## ACTIONS

- Business model design and Brand development
- Visual identity design
- Digital communication strategy design
- Web development



**Sport2gether**<sup>®</sup>  
together is better



Venezuela

# Yebram's Restaurant

## MAIN OBJECTIVES

Brand awareness + Customer acquisition & Brand loyalty

## ACTIONS

- Brand development
- Digital communication strategy design
- Social media management
- Graphic design for their packaging

## Instagram

BEFORE

April 2019

Total reach: 2.262  
Nr of followers: 5100  
Engagement 10 %

AFTER

January 2022

Total reach: 50.237  
Nr of followers: 14.589  
Engagement 14 %



USA - Florida

# Psicodual - Euri Vargas

## OBJETIVO

Brand positioning and her 1st online course launch

## ACTIONS

- Personal brand development
- Launch Strategy for an online course
- Digital communication strategy design & advertising campaigns on FB & IG

### Sept-Oct 2022

Branding Campaign

Total people reached: 14,813

Average (CPR): USD \$0,10

### Jan-Feb 2023

Branding Campaign

Total people reached: 36,757

Average (CPR): USD \$1,47



*“Brands with personality build trust  
with loyal customers who recommend  
and stand by them”*



***From strangers to customers  
and from customers to advocates***

Melany & Melina Mejias  
Sisters & Co-founders



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