

2023 PORTFOLIO

BECCA

Stanley

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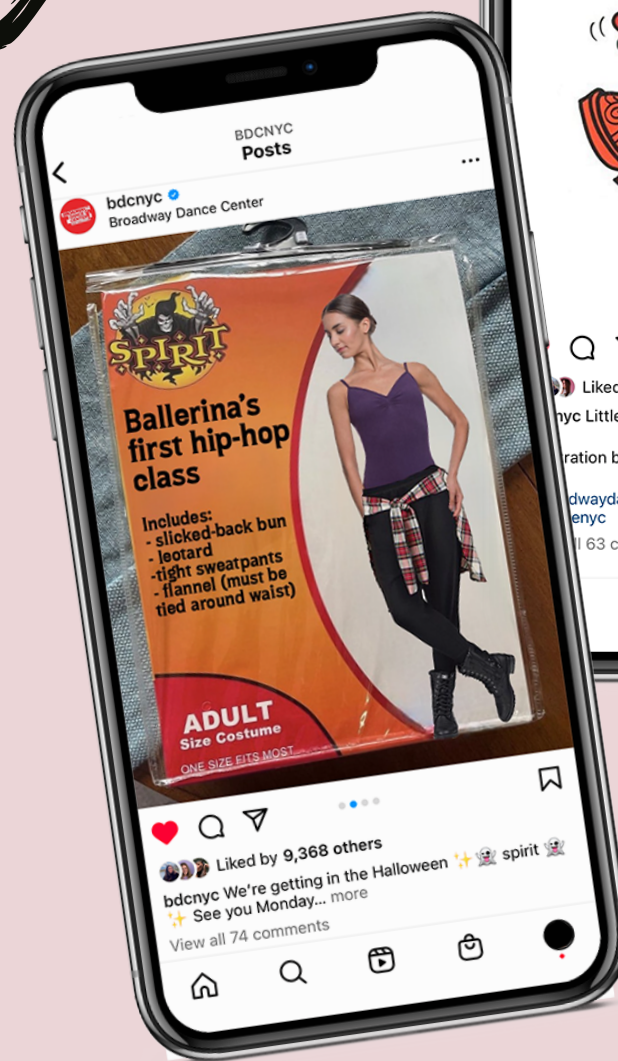
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Social

Oversee **Broadway Dance Center's** Instagram, Facebook, Tik Tok and Spotify accounts. Within the first 8 months, @bdcnyc has achieved



220K Followers

INSTAGRAM FOLLOWERS

+1K followers per month

*as of Jan 11, 2023

156K Views

TOP PERFORMING INSTAGRAM VIDEO IN 2022

156K Views, 10.6K Likes, 98 Comments, 1.3K Saves

36.4K Followers

TIKTOK FOLLOWERS

99.4% follower increase

*as of Jan 11, 2023

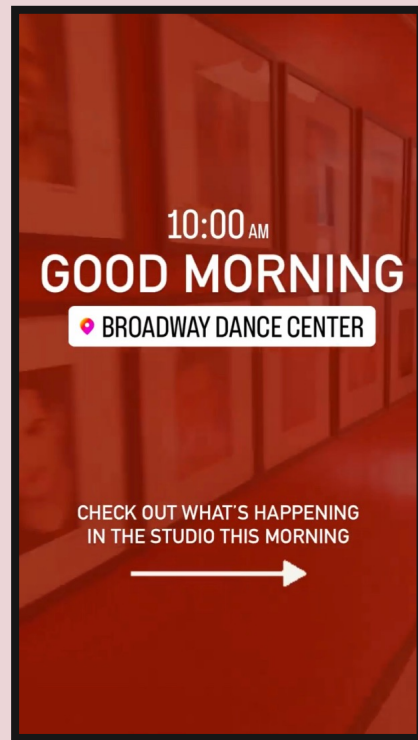
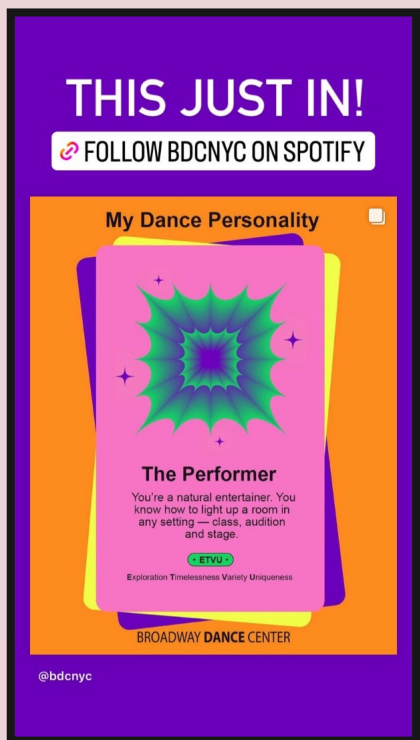
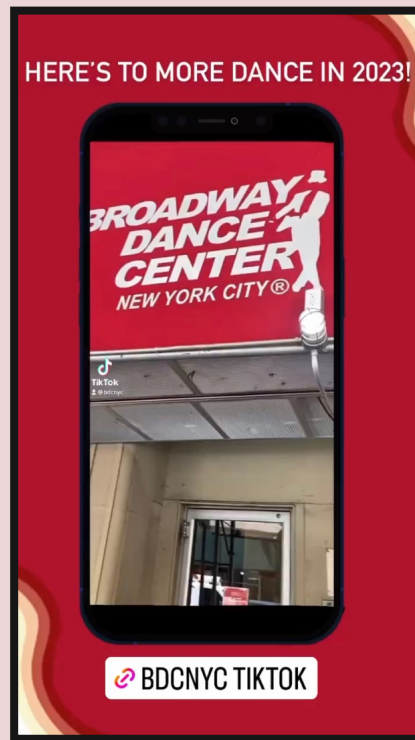
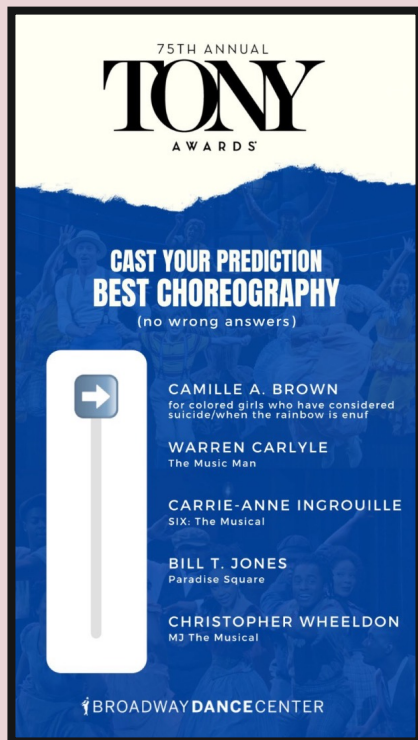
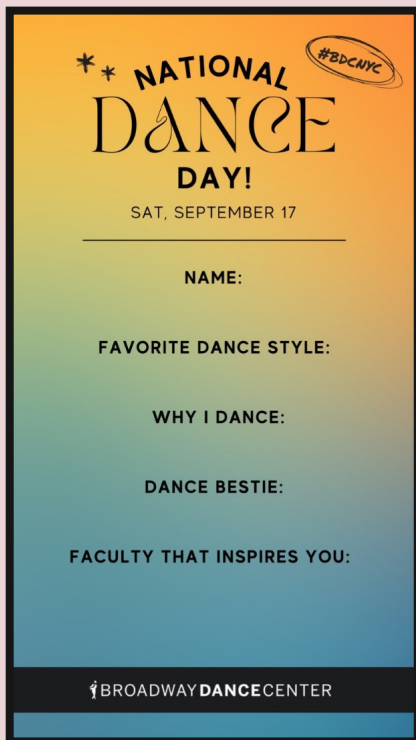
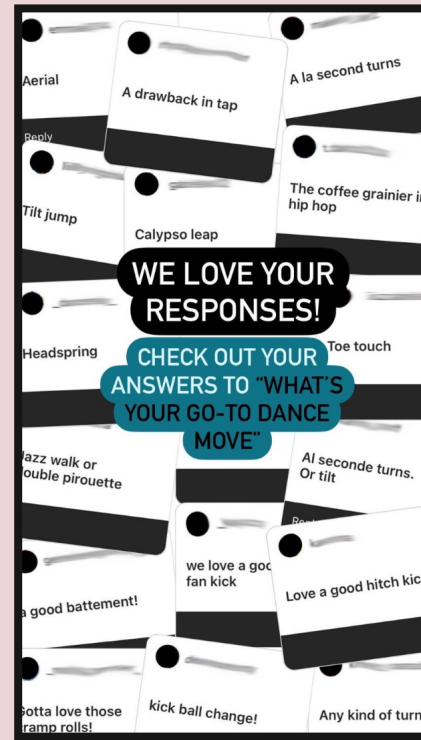
4.4M Views

TOP PERFORMING TIKTOK VIDEO IN 2022

4.4M Views, 1.1M Likes, 12.5K Comments, 40.2K Saves

Implemented more memes, audio clips from class, concept videos, day in the life content, video compilations and more.

@BDCNYC GRAPHIC EXAMPLES



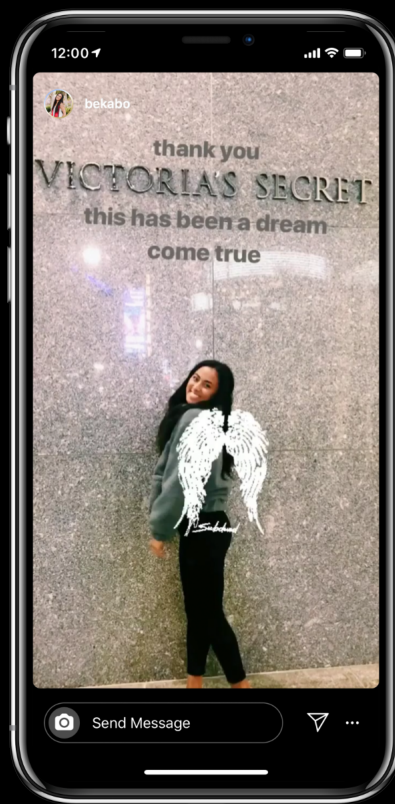
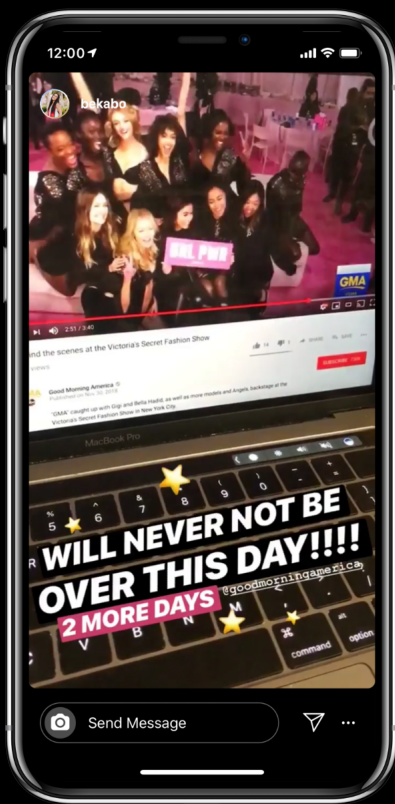
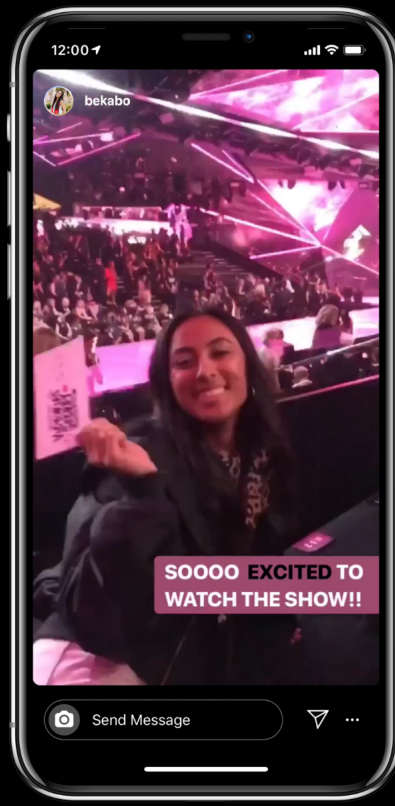
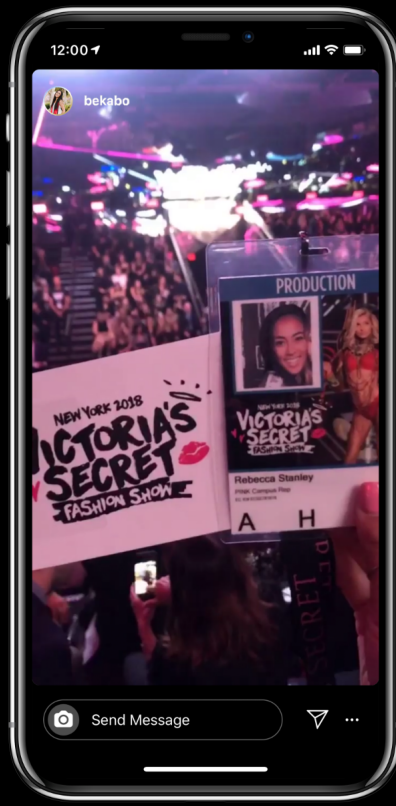


SOCIAL MEDIA CORRESPONDENT

Attended the **Victoria's Secret Fashion Show 2018** as a social media correspondent to bring @vspink social followers a behind the scenes look at what happened before, during, and after the show.



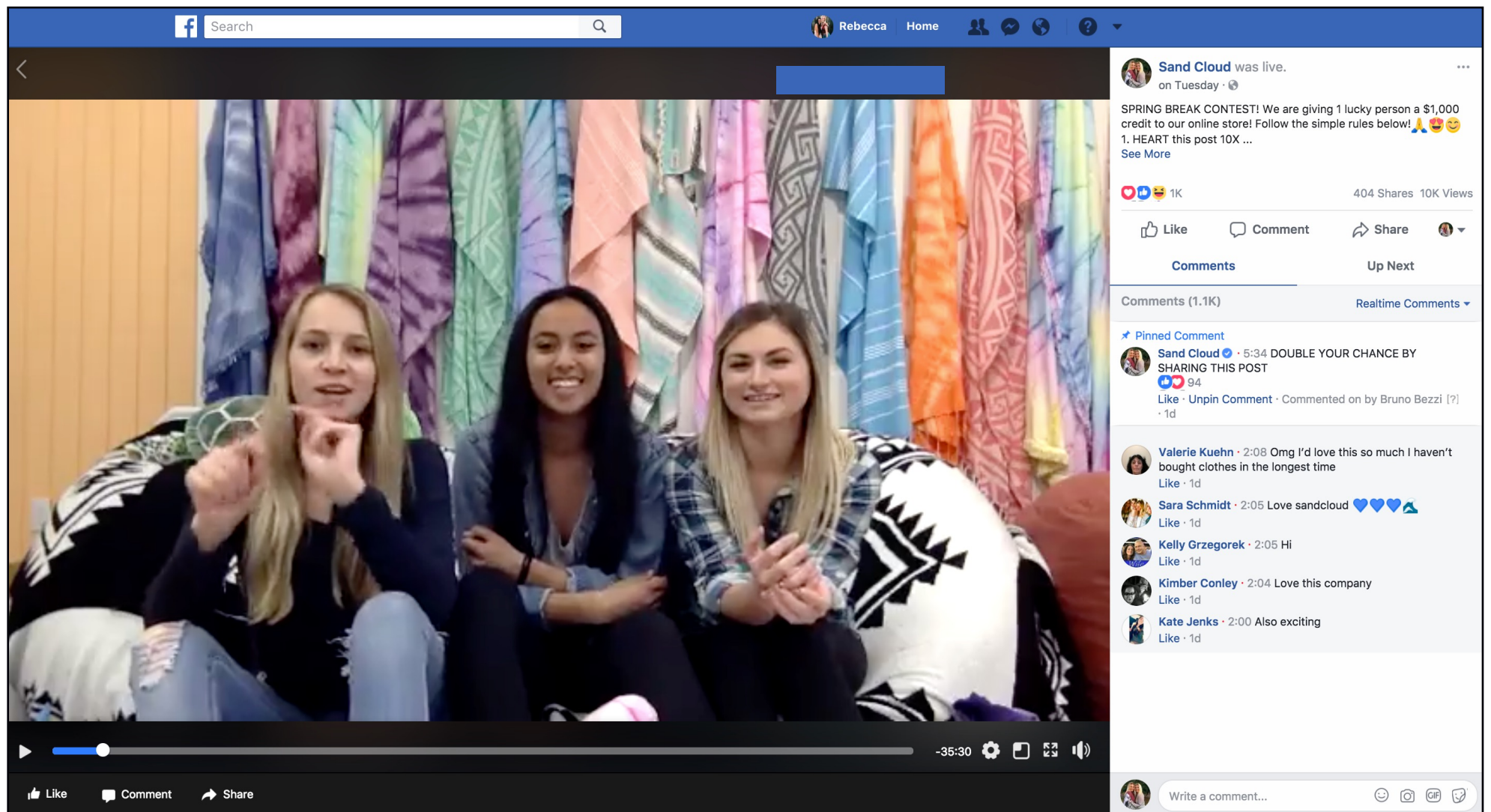
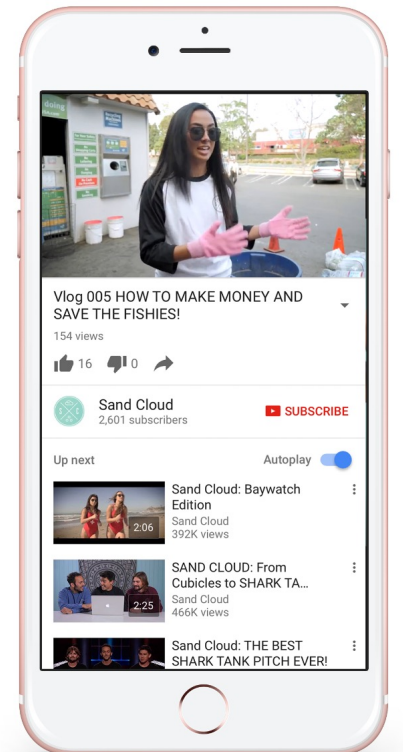
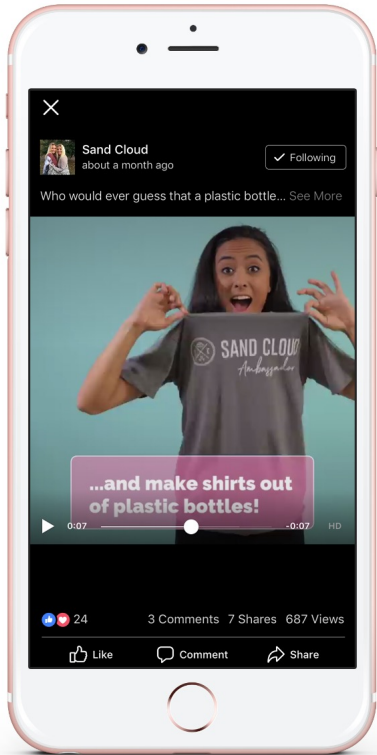
Only utilizing Instagram tools





SAND CLOUD SOCIAL MEDIA

As a **Social Media Intern** in 2018, I worked with The CEOs, Photographers and Videographers to produce engaging content on Facebook, Instagram, YouTube and sandcloud.com.



Branding

Developed **logo, brand guidelines, templates and creative assets** for dance workshop for pre-professional dancers in NYC.

Brand Guidelines

Studio to Screen
STUDIO TO SCREEN

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Studio to Screen
STUDIO TO SCREEN

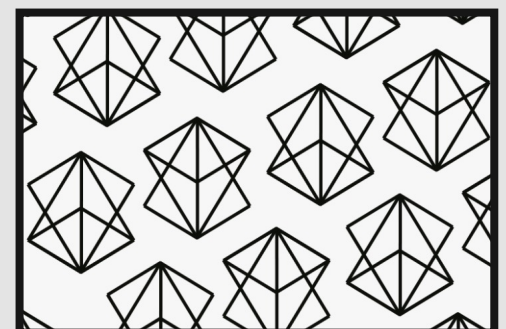
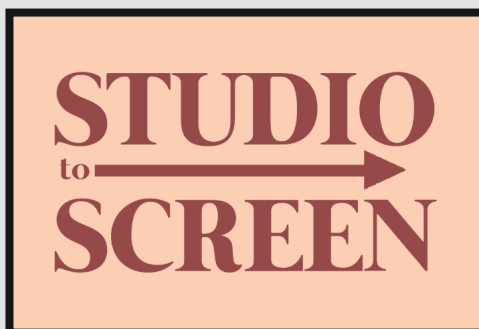
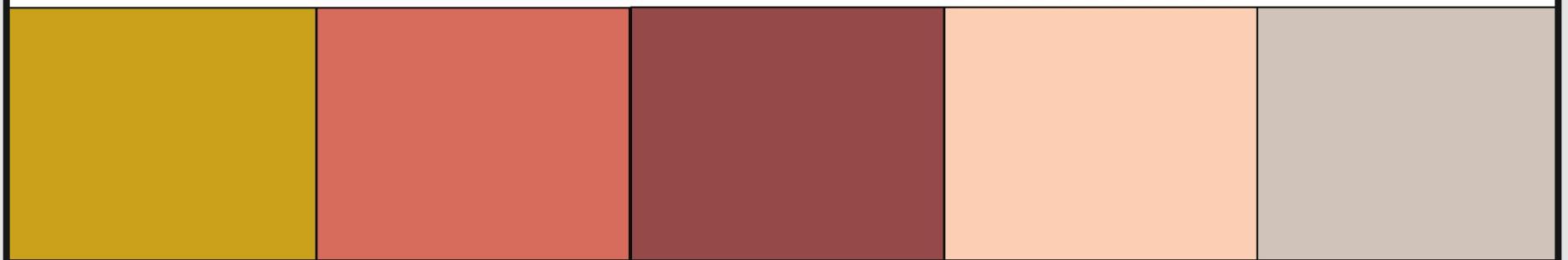
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Studio to Screen
STUDIO TO SCREEN

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STUDIO TO SCREEN ASSETS



thank you
THAT'S A WRAP!

#STSoncamera

ON-CAMERA WORKSHOP

New York, NY September 2-4, 2022

ON-CAMERA
workshop

September 2-4 12 to 4pm

Learn the complexities of performing in front of a camera and experience the ins and outs of dancing in front of a film team. Studio to Screen is held in an intimate setting of only 15 people. We'll start with the fundamentals at the studio and then move on-set where we will run a full production to include: rehearsals, wardrobe, hair & makeup, filming, artistic direction and more! Studio to Screen will be full of information that every professional dancer needs to stand out.

STUDIO
to
SCREEN

STUDIO
to
SCREEN

Next Session:
January 4-7, 2023



OUR GOAL

to develop your confidence in front of the camera for class, stage and commercial performances!

STUDIO
to
SCREEN

STUDIO
to
SCREEN

ON-CAMERA WORKSHOP
with Gina Menichino
New York City | September 2-4

sign up for the waitlist and be the first to learn about the next workshop



LAST CHANCE TO REGISTER
JAN 4-7

Here at STS, we pride ourselves in creating a space for you to be YOU. Take the next step towards reaching your dreams! Learn and experience the art of dancing in front of a camera in an intimate setting of hand-selected dancers. We will start with fundamentals at the studio and then move on-set where you will experience a full production: from makeup and hair to wardrobe, then onto high quality filming to use in your reels.

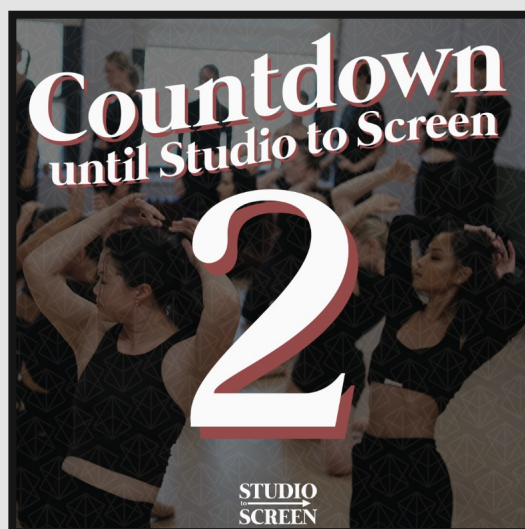
[register here](#)

studio discount: 15% if 4 or more people from the studio submit

Countdown
until Studio to Screen

2

STUDIO
to
SCREEN



My favorite thing about this workshop is how real world it felt

- participant Zoe

STUDIO
to
SCREEN

Meet Gina
Founder/Director of Studio to Screen

Gina has spent 6 years working as a commercial dancer and assistant in NYC. Gina has created countless concept videos, short films and continues to spread her on-camera passion and knowledge to aspiring dancers around the nation.



REGISTRATION NOW OPEN!
January 4-7, 2023 5-9pm

“take the NEXT critical STEP to reaching YOUR **DREAMS**”

STUDIO
to
SCREEN

STUDIO
to
SCREEN
By Gina Menichino

ON-CAMERA WORKSHOP
in New York City
September 2-4 12 to 4pm

Learn and experience the art of dancing in front of a camera in an intimate setting of hand-selected dancers. We will start with fundamentals at the studio and then move on-set where you will experience a full production from makeup and hair to wardrobe, then onto high quality filming to use in your reels.

Space is limited, register now!

Take the next critical step to reaching your dreams!



Visit ginamenichino.com/oncamera Follow us @studio_to_screen

Free Class
with Gina Menichino

Ripley-Grier
New York City
Dec 1, 2022
6:30-7:30pm

STUDIO
to
SCREEN



Events

VS PINK IN-STORE RETAIL EVENT

Generating \$10k in revenue with over 500 attendees, the event was successful in driving college students to the store during a two hour period. By partnering with a local coffee shop, Better Buzz, we were able to give the first 50 attendees to purchase from PINK a free “PINK Drink” (Pink Dragon Smoothie).



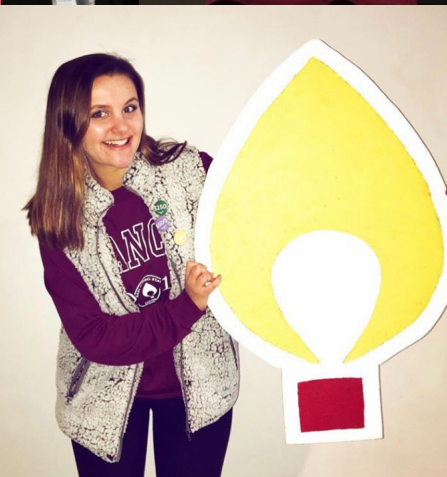
apparel

As the **Merchandise Director**, I created and executed all apparel, flyers, banners, and more for Aztec Dance Marathon. I oversaw every aspect of a merchandise campaign including the design development. I produced over \$2,600 in revenue from apparel launches. And at Aztec Dance Marathon's 15 hour event, the merchandise sold out within the first two hours and generated over \$1,500 in profit.



EVENT MERCHANDISE



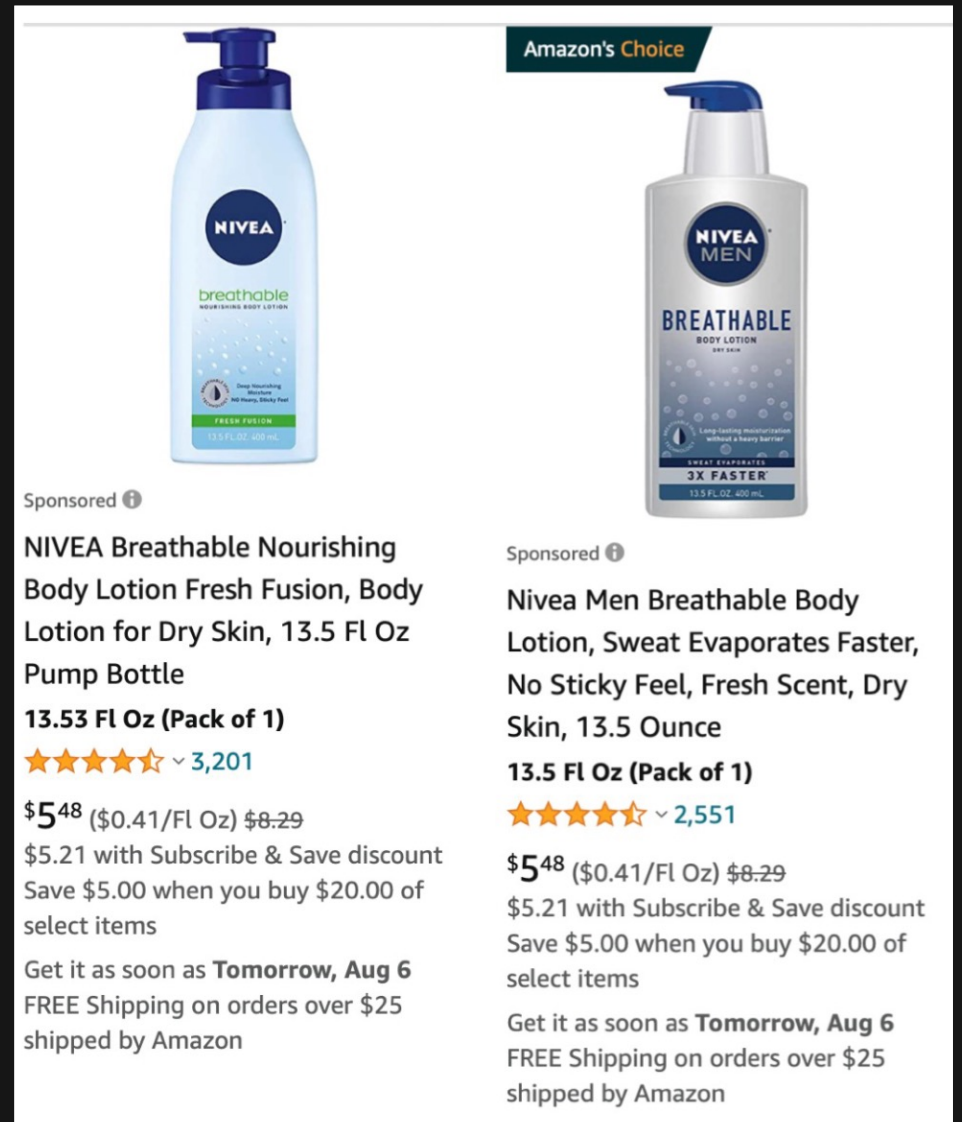


Paid Marketing

3X Sales

Driving Sales Volume 3x YoY, 2021

NIVEA eCommerce Growth Case Study
Drive 3x sales volume YoY in 2021. Enhances the Beiersdorf portfolio's marketshare through paid social, search, ecommerce and digital activation tactics.



The screenshot shows two sponsored Amazon product listings. The left listing is for 'NIVEA Breathable Nourishing Body Lotion Fresh Fusion, Body Lotion for Dry Skin, 13.5 Fl Oz Pump Bottle'. It features a blue pump bottle with a green and white label. The listing includes a 'Sponsored' badge, a price of \$5.48 (down from \$8.29), a 5-star rating with 3,201 reviews, and a 'Get it as soon as Tomorrow, Aug 6' delivery promise. The right listing is for 'Nivea Men Breathable Body Lotion, Sweat Evaporates Faster, No Sticky Feel, Fresh Scent, Dry Skin, 13.5 Ounce'. It features a white pump bottle with a blue and white label. This listing also includes a 'Sponsored' badge, a price of \$5.48 (down from \$8.29), a 5-star rating with 2,551 reviews, and a 'Get it as soon as Tomorrow, Aug 6' delivery promise. Both listings mention a \$5.00 discount when buying \$20.00 of select items and free shipping on orders over \$25.

AREAS OF EXPERIENCE

Facebook/Instagram Ads Manager
Google SEM, RSA, Display, YouTube
TikTok Paid Advertising, Pinterest Advertising
Amazon SEM, DSP, Vendor Central
Influencer Marketing
Walmart Search Advertising

CLIENT EXPERIENCE



YETI



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