

P O R T F O L I O

KRISTA MASON

2 0 2 5

WELCOME

HELLO! I'M KRISTA MASON



PASSIONATE CREATIVE MARKETER AND BRANDING PHOTOGRAPHER

Unique Blend of Creativity, Organization, and
Entrepreneurial Spirit for Impactful Marketing

I have built a successful photography business, which has been immensely rewarding, and now I find myself seeking new opportunities to channel my passion for driving brand growth, crafting captivating marketing campaigns, and making a lasting impact.

From a young age, I have been fascinated by the arts and people, becoming a tastemaker and relationship builder. Obsessed with branding, beauty, fashion, design, technology, and photography, I strive to create a collaborative, compassionate, and creatively charged environment. As a strategic thinker and attentive listener, I embrace new technologies and trends, keeping pace with the evolving marketing landscape.

I excel in developing compelling branding strategies, nurturing client relationships, crafting impactful marketing messages, and delivering exceptional customer service.

Krista Mason

KRISTA MASON

TESTIMONIAL

OUR FAVORITE CLIENT EXPERIENCES

Krista spent so much time trying to understand my brand and the feel that I wanted to it and what I wanted to project. You had some great ideas that I wouldn't have thought of, which were very helpful and marketable.

JULIE MOLO
HOMES

The most impressive thing to me was the time you took to look at website, understand my brand, and suggest things that I would not have thought of.

LINDSEY LONG
EQUINE
PHOTOGRAPHY

Her content creation strategy has helped me immensely with social marketing. Her strategy with her attention to detail and organizational skills are next level. It's so inspirational, I could not wait to put her ideas to use!

REMY'S
KITCHEN

CASE STUDY

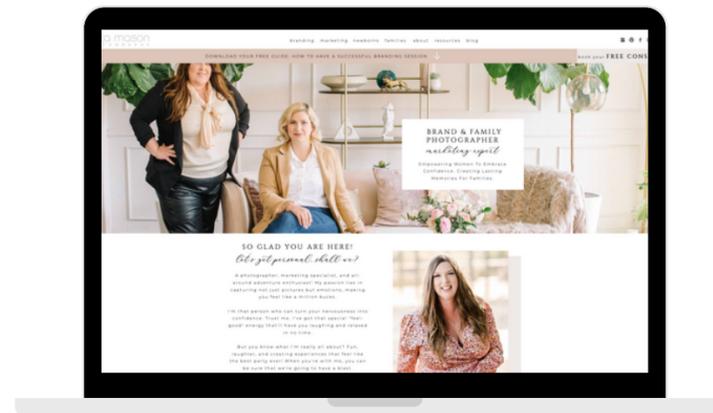
BRAND DEVELOPMENT AND MARKETING CAMPAIGN

ESTABLISH AND DEVELOP BRAND AND MARKETING FOR KRISTA MASON PHOTOGRAPHY

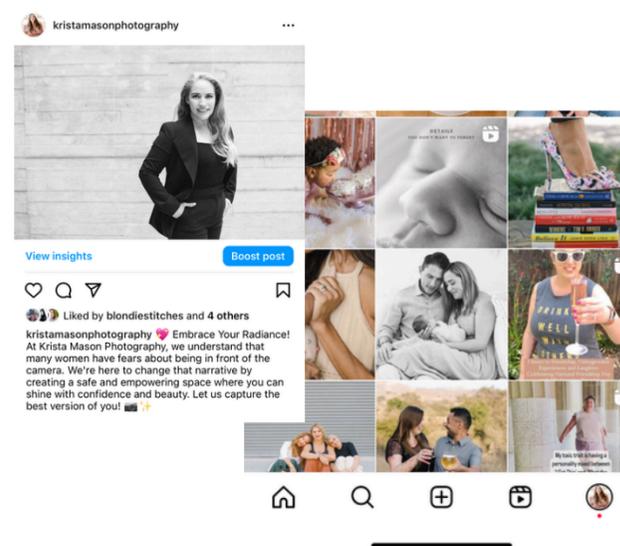
CONCEPT DESCRIPTION :

Shaped the brand identity and execute impactful marketing strategies. Responsible for conceptualization, strategy development, copywriting, and social media campaigns. I translated the creative vision into a compelling brand narrative. By refining the brand message, strategically positioning across various social platforms, and fostering engagement through well-crafted campaigns, we achieved remarkable results, including increased engagement and transformed brand identity,

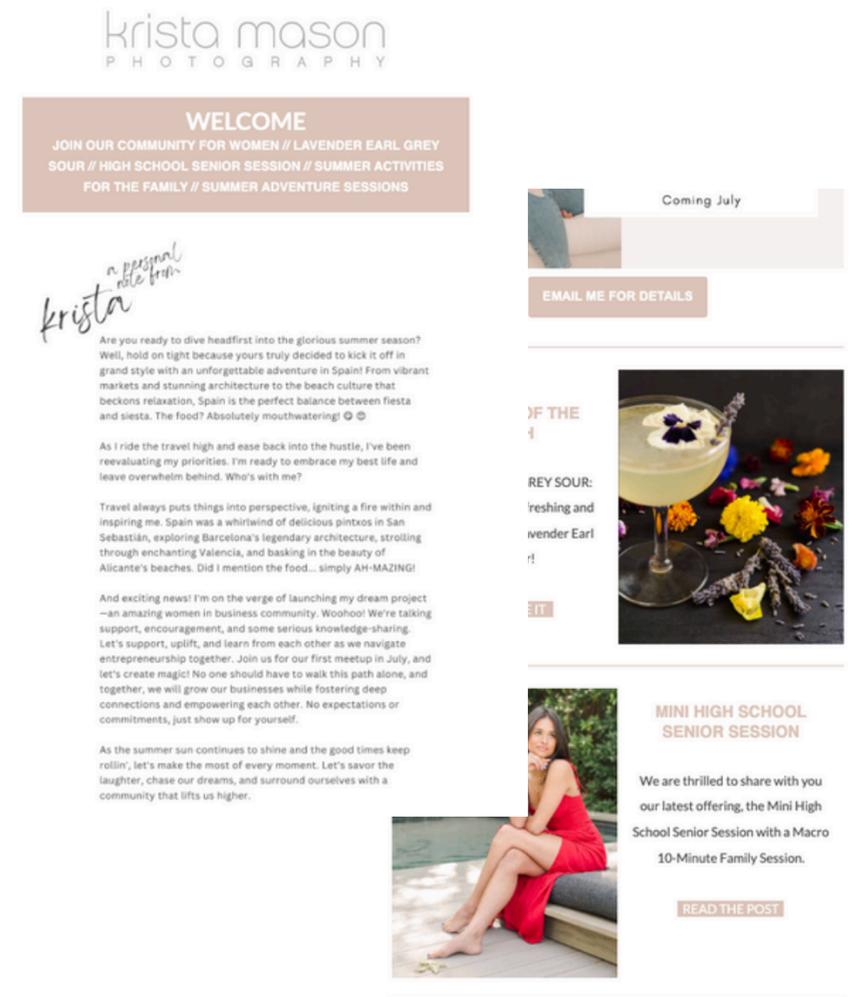
DESIGN, CONCEPT & COPYWRITING



WEBSITE



SOCIAL MEDIA



EMAIL CAMPAIGNS

CASE STUDY

BRAND PHOTOGRAPHY AND MARKETING STRATEGY

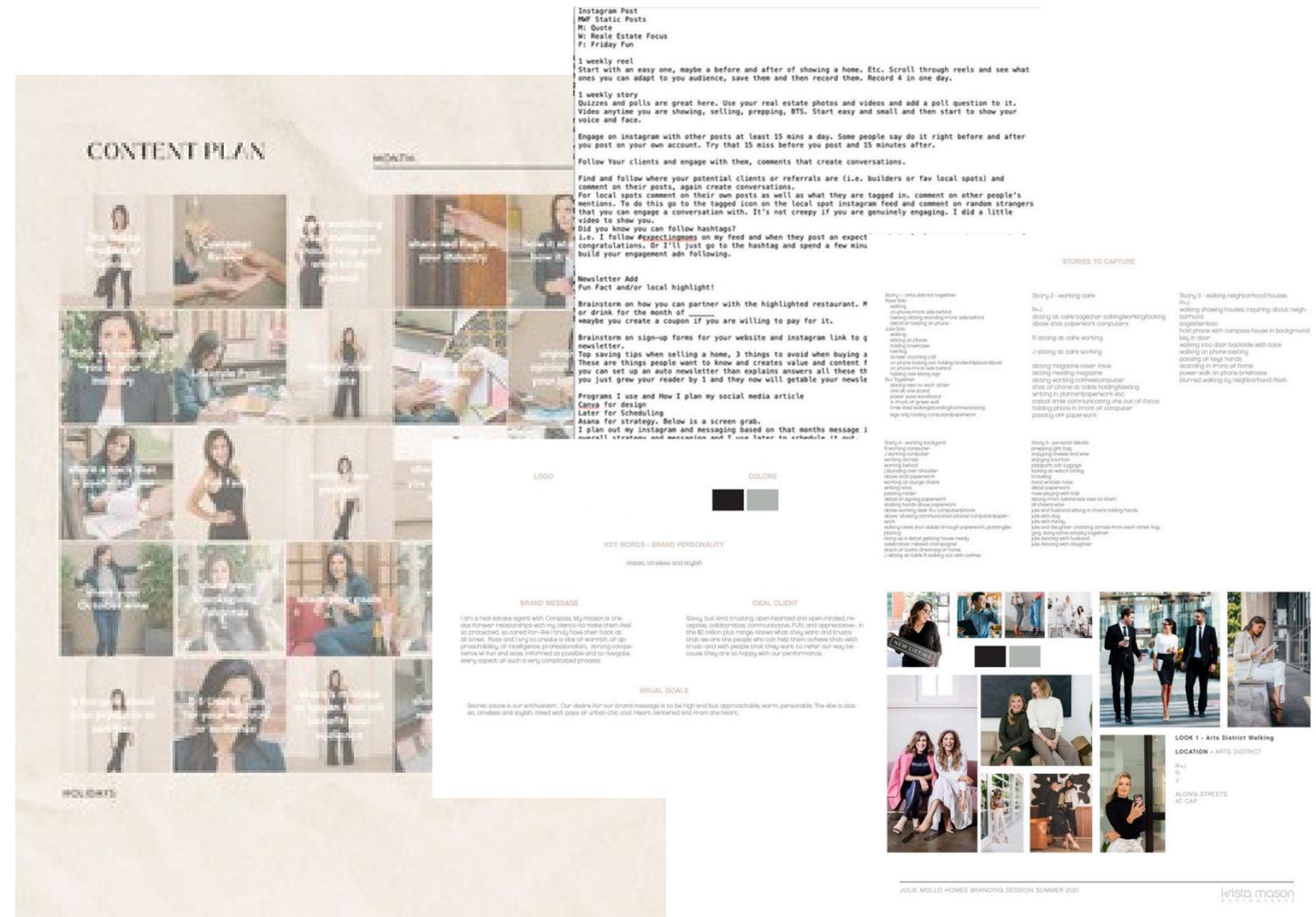
PROJECT DETAILS

Collaborated with Julie Mollo Homes to craft a compelling visual brand, enhance social media tactics, and develop a comprehensive marketing strategy guideline.

PHOTOGRAPHY AND MARKETING STRATEGY

By crafting compelling brand images and optimizing her social media strategy, we achieved heightened engagement and strategic market positioning, leading to a significantly enhanced online presence within the competitive real estate market.

PHOTOGRAPHY AND MARKETING STRATEGY



CONTENT PLAN

BRAND PHOTOGRAPHY

CASE STUDY

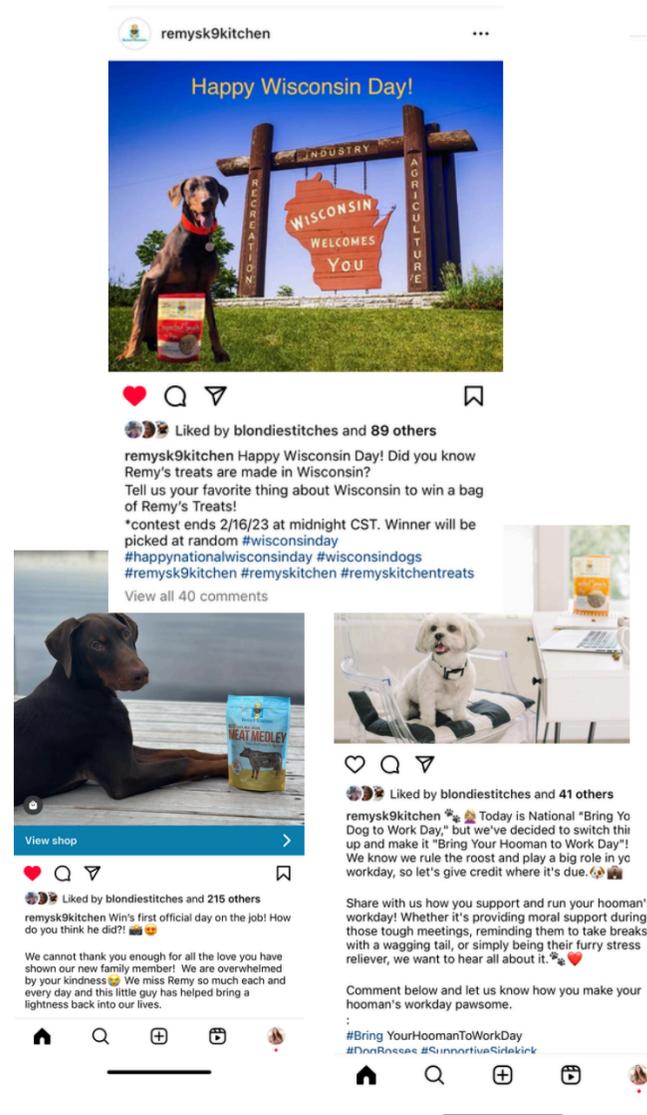
EMAIL CAMPAIGNS AND SOCIAL CONTENT

ONBOARDING EMAIL CAMPAIGN AND INSTAGRAM COPY

CONCEPT DESCRIPTION :

I orchestrated an efficient onboarding email campaign and curated engaging Instagram copy for Remy's Kitchen. Through strategic email sequences and compelling captions, we successfully transformed initial interactions into lasting relationships, achieving elevated customer engagement and reinforcing Remy's Kitchen's digital presence

DESIGN, CONCEPT & COPYWRITING



EMAIL CAMPAIGN

We're so glad you're interested in our delicious treats and can't wait to start sharing our adventures. After all, what is life without furry friends to share it with? Thanks for joining!

Oh, and if you just can't wait for the next email, make sure you check out all the goodies on our website by clicking here.

[VISIT THE SITE](#)

WELCOME EMAIL SERIES

CASE STUDY

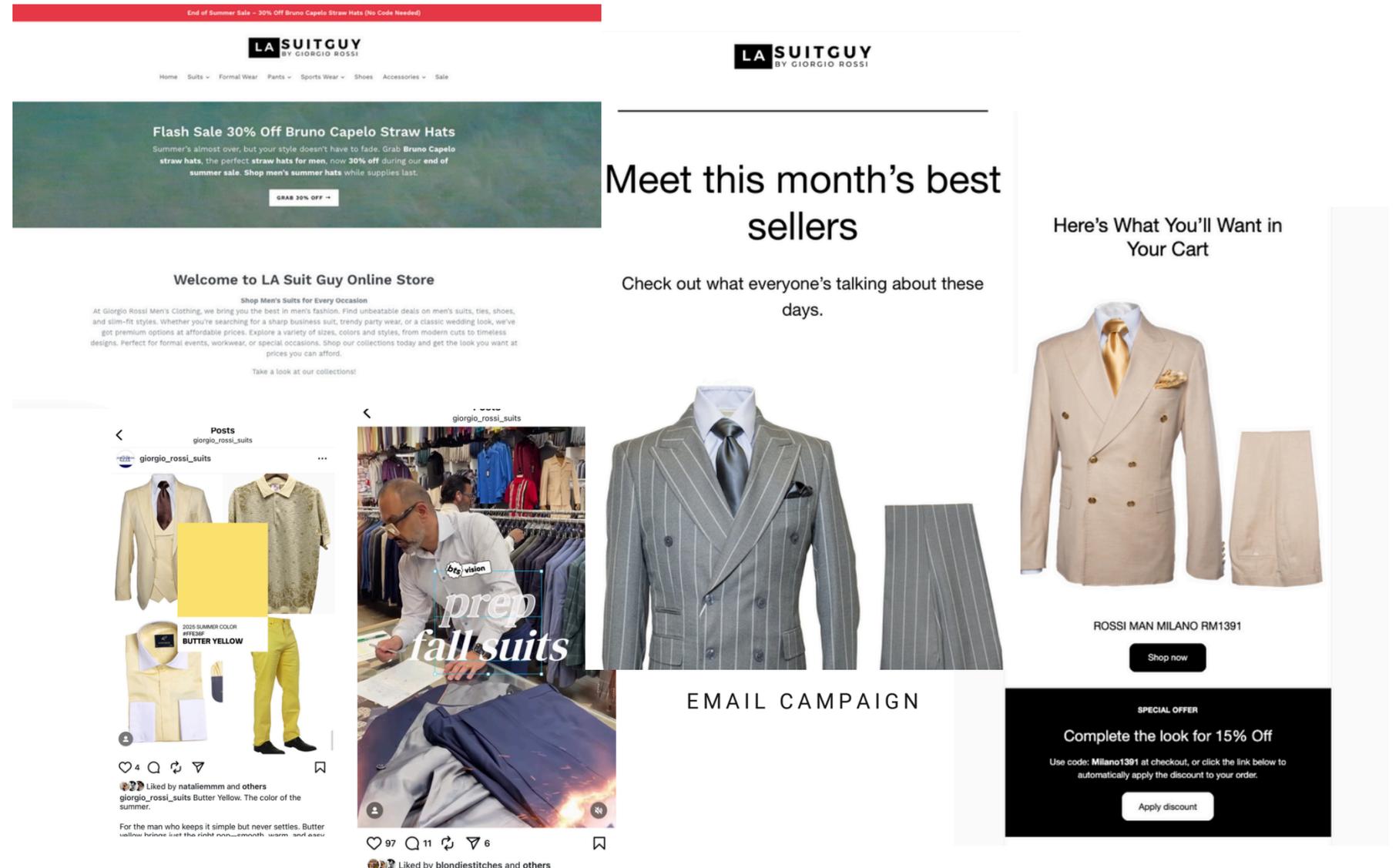
WEBSITE, EMAIL CAMPAIGNS, SOCIAL AND GOOGLE ADS

BOOST ENGAGEMENT,
CONVERSIONS, AND SALES

CONCEPT DESCRIPTION :

I led LA Suit Guy's digital transformation by redesigning the website, updating content and product listings, and creating a streamlined product catalog, driving a 128% increase in sessions and 147% growth in online sales in three months. I developed email campaigns with 35% open rates, curated social media content that boosted profile activity 214% and business taps 280%, and ran Google Ads that increased conversions 25%. By blending creative storytelling with data-driven strategy, I elevated brand awareness, engagement, and revenue across all digital channels.

DESIGN, CONCEPT & COPYWRITING



SHOPPE AMBER INTERIORS

Part 1: Campaign Launch Storyline

Step into the blossoming beauty of spring with us! The fresh, crisp air chases away the winter chill, and flowers bloom to enhance the world around us. Our Spring 2024 Collection is here to sweep you away from those gloomy winter days with its blend of modern elegance and timeless charm. Immerse yourself in the embrace of our latest fabric selections, boasting lush textures with whispers of new beginnings.

Nestle in the sun-kissed corner nook and sink into comfort, wrapped in our Lewis Armchair dressed in the coziest, most luxurious fabric – an embrace as warm and inviting as spring itself, available in multiple colorways. Create an inviting space in your home where laughter and conversations flow freely, centered around our contemporary, stylish Doherty Coffee Table. Its clean, contemporary lines draw attention and set the tone for the room. Choose from three different shades of driftwood oak and two sizes to perfectly match any room. Let the spirit of the garden infuse your dining room with the fragrant scents of herbs, showcased in a large statement arrangement within our bright white cement Petras Vase. Place it atop our Marcel Dining Table, crafted from reclaimed teak, salvaged from centuries-old buildings, filling your space with stories of old-world charm. Welcome spring with these pieces that capture the season's essence and make your space feel like a fresh, vibrant sanctuary.



SHOPPE AMBER
INTERIORS

SKILLS TEST

SHOPPE AMBER INTERIORS

Part 2: Email Marketing Campaign

Must Have Kitchen Essentials – Shop Now!

Prepare for the entertaining season with essential items that are a must-have for your kitchen. The kitchen is truly the heart of the home, and thoughtfully curated pieces create an ambiance for cherished moments.

Shop Our Collection:

Discover our charming and versatile Abigail Scalloped Platter, perfect for sharing and delighting your guests. Pair it with our chic Capri Dinnerware, meticulously crafted by artisans in Honduras using locally sourced clay. Finished with a safe enamel glaze, these plates boast raised edges and come in three sizes for graceful stacking. Elevate your table's style with the opulent Rectangular Lienzo Tablecloth – its refined design, intricate hand-drawn embroidery, and meticulously finished edges offer an effortlessly elegant look.

Create Unforgettable Moments:

Gather for heartwarming conversations and connections, and let your friends and family experience a unique sense of togetherness. The combination of our carefully curated pieces will transform these moments into truly unforgettable experiences.

Shop now to elevate your entertaining space and create lasting memories!

©KRISTAMASON

SHOPPE
AMBER INTERIORS



Spring Table

Must Have Kitchen Essentials

Prepare for the entertaining season with must-have kitchen essentials. The kitchen is truly the heart of the home, and thoughtfully curated pieces create an ambiance for cherished moments.

EXPLORE SHOPPE

ABIGAIL SCALLOPED PLATTER

Our charming and versatile Abigail Scalloped Platter is the ideal dish for sharing and delighting your guests.

RECTANGULAR LIENZO TABLE CLOTH

For an effortlessly elegant look enhance your table with Lienzo Tablecloth, a neutral design, intricate embroidery, and meticulous edges.

CAPRI DINNERWARE

Chic Capri Dinnerware, crafted by Honduras artisans using local clay. Finished with a safe enamel glaze, the plates have raised edges and stack gracefully in three sizes. meant to stack

MOCK EMAIL

ENHANCE YOUR DINING EXPERIENCE

Create a cozy and inviting atmosphere for your loved ones as they gather around the table.

now you'll love these...



Table Pillow 22 x 22



Nour Ceramic Dinnerware



Kochin Nour Bathen Pillow



Arrowhead Pillow

VOW TO ELEVATE ENTERTAINING

Artfelt connections, and let
...el a special togetherness.
Our curated pieces will turn these
moments into unforgettable experiences.

Shoppe Now. Pay Later. Use AFFIRM at checkout.

SHOPPE AMBER INTERIORS

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CASE STUDY

BRAND PHOTOGRAPHY

STRATEGIC BRAND PHOTOGRAPHY FOR MARKETING

CONCEPT DESCRIPTION :

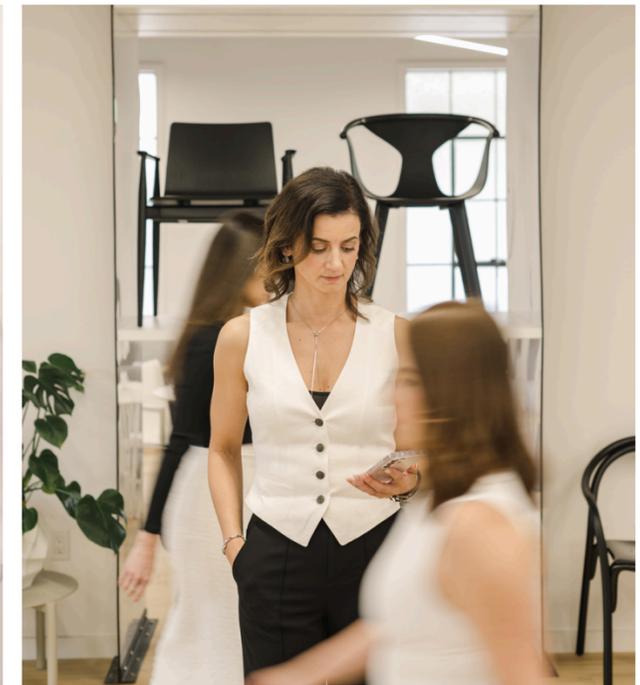
Meticulously planned and executed visual content that aligns with a brand's identity and marketing objectives, effectively conveying its message and values to the target audience.



COMPOSED LIVING



IN SOCIAL



ERGONOMIA

THANK YOU

LET'S
CONNECT!



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