

ALEXIS KWAN

alexiskwan.com | [instagram](https://www.instagram.com/alexiskwan) | [linkedin](https://www.linkedin.com/in/alexiskwan)

SOCIAL MEDIA MARKETING PORTFOLIO

During my internship at Fox Restaurant Concepts, I curated and monitored all organic social media starting in September 2019. Although my internship ended in January 2020, we saw growth in followers and post engagement for the 9 restaurant brands accounts I oversaw. Our focus platforms were Instagram and Facebook. We designed calendars based on content pillars and created goals for each brand and I created branded highlight covers.

SAMPLES

@thehenryrestaurant

The greatest neighborhood restaurant.

- Incorporate more user-generated content and video
- Continue on-going giveaways with charitable donations
- Highlight beverage program
- Create a blue-toned aesthetic to match the restaurant's ambiance



220 likes 3 comments 7 shares 8 saves

@blancotacostequila

Tacos. Tequila. Enough said.

- Incorporate more user-generated content and video
- Highlight beverage program
- Create content tag #CheesyAF
- Hit 10k followers



174 likes 7 comments 46 shares 20 saves

ALL BRANDS

@foxrestaurantconcepts



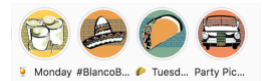
@culinarydropout



@thehenryrestaurant



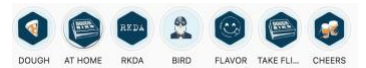
@blancotacostequila



@eatzburger



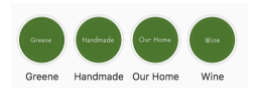
@eatdoughbird



@oliveivym



@thegreenehouse



@wildflowerucson

