



ANDREA  REINDL

CONTENT MARKETING

PORTFOLIO

From blog content to email campaigns, I have spent the last 4+ years applying my storytelling skills to creating engaging and informative content that drives clicks, engagement, leads and conversions. My extensive marketing and editorial experience assist me in crafting campaigns that hit client KPIs while entertaining potential customers.

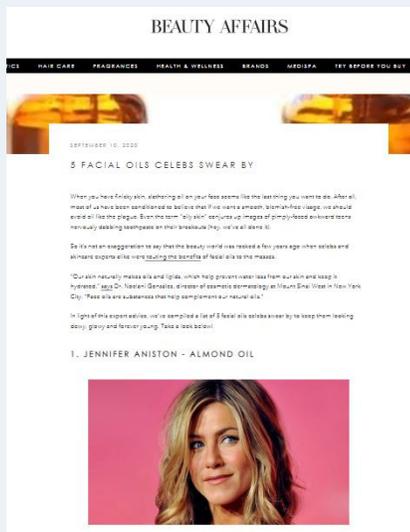


BLOG CONTENT

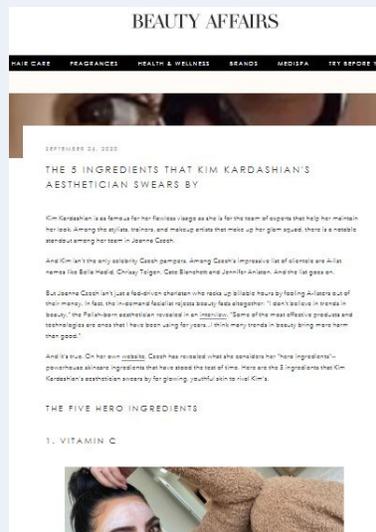
Beauty Affairs

- Time frame: September 2020

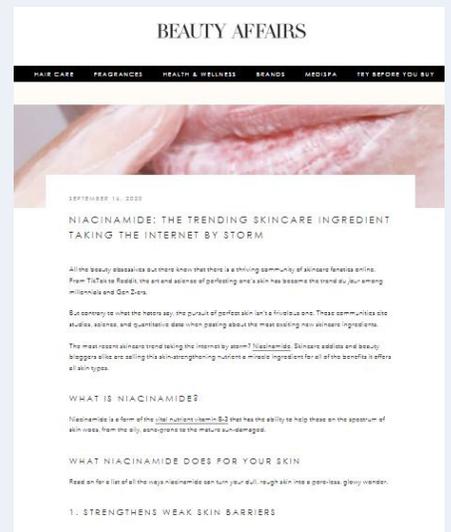
Goal: To drive users to their site and ecommerce store by generating organic traffic.



[Link](#)



[Link](#)



[Link](#)

BRANDED CONTENT

- Brand: Sephora
- Time frame: April 2021

Goal: To bring awareness to their Spring 2021 fragrance campaign and drive traffic to their site.

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Different Scents of Latinahood

BY SEPHORA | APRIL 8, 2021 AT 4:00 PM

As a Latina, the process of growing into a woman is so unique. Our madres, tías, abuelitas, and primas all gave us advice about the important stuff, whether that be beauty, boys, or schoolwork. As we live we experience different moments, and those moments are timeless, regardless of age. Sure, we may grow from a niña to a mujer, but the emotions we experience are universal. And the amazing thing about fragrances is that they can perfectly encapsulate how you're feeling in the moment: whether that's girly and flirtatious, sexy and bold, timid and mellow, or elegant and sophisticated.

Here at mitú, we asked our FIERCE staffers what perfumes best reflect the

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Pick a Fragrance & We'll Tell You What Kind of Spring You're Going to Have

BY SEPHORA | APRIL 29, 2021 AT 5:15 PM

Springtime is here! After what felt like the longest Latino despedida at the doorway, the darkness and gloom of winter are finally saying farewell, leaving us with the brightness of the days ahead.

Spring represents everything from rebirth, to renewal, to productivity. And one thing's for certain—spring is marked by distinctive scents. April showers. May flowers. Fresh-cut grass. Newly picked citrus fruits. Sephora has an endless range of scents that will make you feel like spring has come alive. Pick any Sephora

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BRANDED CONTENT

- Brand: Barefoot Wine

Goal: To expose mitú readers to the Barefoot Wine brand while employing light-hearted humor and maintaining the tone of the primary publication.

- Brand: McDonalds

Goal: To bring general awareness of McDonald's Hacer Scholarship to the mitú audience.

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7 Reasons to Celebrate Yourself ASAP

BY BAREFOOT WINE | AUGUST 31, 2021 AT 9:35 AM



Real talk: when you stop to celebrate the little moments in life, you feel so much happier. ¿Apoco no? Whether it's writing a gratitude list every day or just pausing to cherish a special moment, celebrating the small stuff makes every day feel como un pari.

And every day *should* be a party! After all, we have so much to be grateful for. Whether it's our family, our friends, or your fun weekend plans, you'll never run out of excuses to pop a cork. And what better way to celebrate life than with una copa

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5 Hacks for College Success

BY MCDONALD'S® | NOVEMBER 2, 2021 AT 11:41 AM



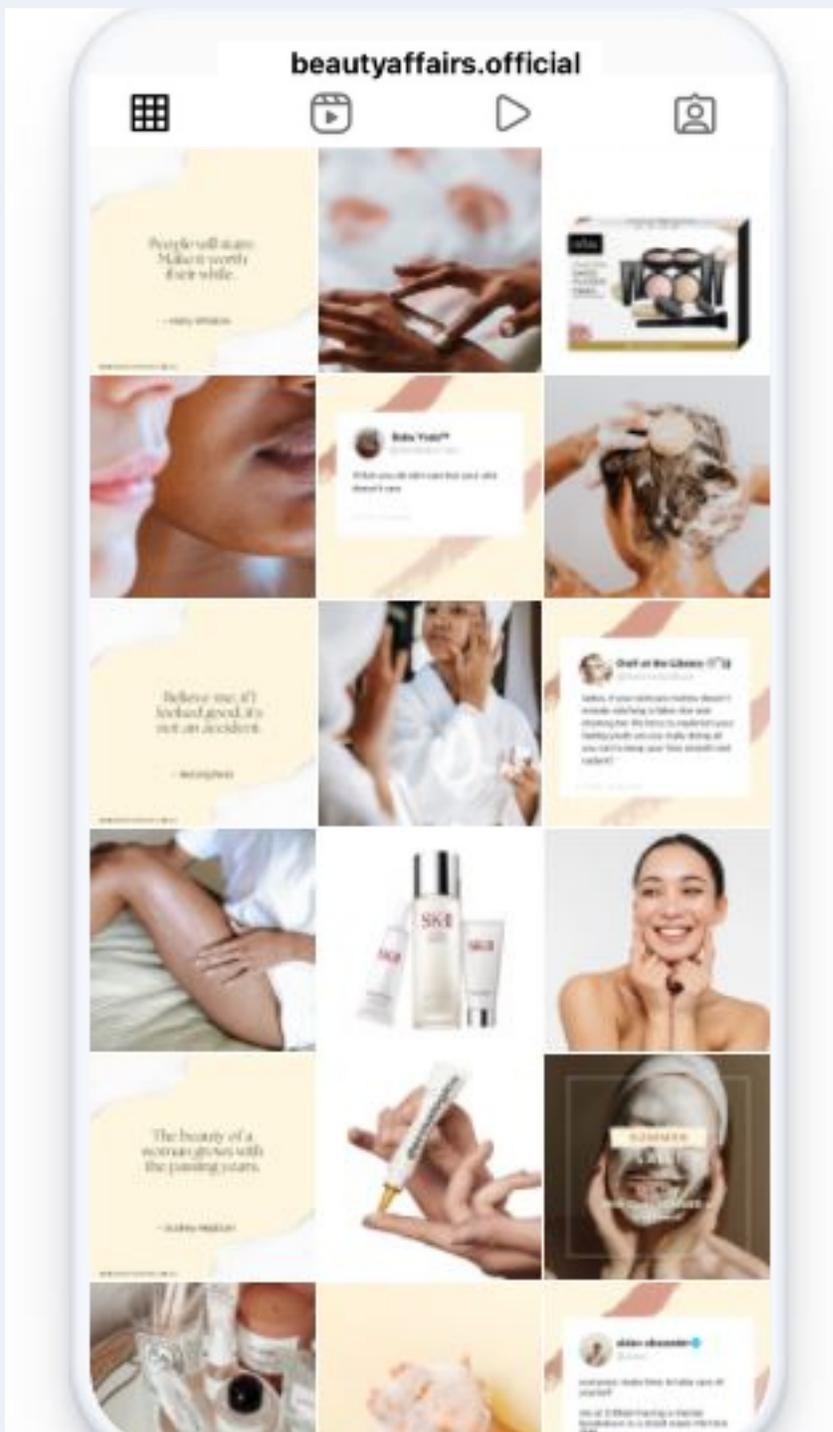
As the number of Latinos attending college from 2000 to 2015 shot up from 22% to 37%, more of us than ever are entering the world of higher education! The transition from high school to college is one that everyone could use a little help adjusting to, especially because Latinos are more likely to be first-generation college students than any other ethnic group. So while you may be incredibly proud and excited for your college experience, you may be wondering how to navigate your first year.

Luckily, there are resources in place. The McDonald's HACER® National Scholarship is here to help Latino students in their journeys to make their mark on

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SOCIAL MEDIA CAMPAIGNS

Instagram Feed: Beauty Affairs



I curated an aesthetically pleasing Instagram feed, which included sourcing images, designing grid layout and writing captions.

Goal: Drive user engagement and generate leads to ecommerce store.
Time frame: Fall 2020

SOCIAL MEDIA CAMPAIGNS

#JusticeForMoniqueMunoz

Goal: Generate awareness around a human interest story through keyword research and audience targeting and a hashtag campaign.

- Results: 700k site visitors in 24 hours, half of whom were new users. Front page of Reddit. Ranked #1 on SERP for KW: "Monique Munoz"

The image displays a collage of social media posts related to the #JusticeForMoniqueMunoz campaign. The posts are arranged in a grid-like fashion, showing various content types:

- Top Left Post:** A photo of a man, a woman in a graduation cap, and another woman. The caption reads: "Los Angeles Millionaire Is Accused of Covering Up His Teen Son's Involvement in a Crash that Killed a Latina Woman" by andrea reindl. It has 9,221 likes.
- Top Middle Post:** A portrait of Monique Muñoz with a large red rose. The caption reads: "Monique Muñoz's Family Refuses Financial Settlement, Calls Millionaire's Instagram Apology 'Fake'" by andrea reindl. It has 1,535 likes.
- Top Right Post:** A photo of a woman in a graduation cap next to a damaged car. The caption reads: "The Driver That Killed Monique Muñoz Has Finally Been Sentenced, Her Family Is Not Satisfied With The Outcome". It has 545 likes and 25 comments.
- Bottom Right Post:** A photo of a man in a colorful shirt sitting in a car. The caption reads: "The Unlicensed Teen Who Killed Monique Muñoz In a Car Accident Has Been Arrested, Teen's Father Apologizes". It has 422 likes and 54 comments.

The posts are from the account "fiercebymitu" and "We are mitú". The posts include various social media icons like hearts, comments, and shares, indicating their popularity and engagement.

I wrote the captions in all social media post related to this editorial campaign.

EMAIL NEWSLETTERS

An email newsletter I wrote, designed and formatted for Beauty Affairs.

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NEWSLETTER



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