

SIDNEY REED

2022 PORTFOLIO OF WORK

ABOUT

Hi, I'm Sidney Reed!

Marketing became the perfect marriage of creativity and business development. I have made my way up from videographer, to Creative Director, to the Director of Marketing of a \$750 million aerospace startup.

Please enjoy this capabilities portfolio and let me know if you have questions.



WORK EXPERIENCE

AT A GLANCE

2016

Microsoft / Uber

Built a creative department from scratch.
Developed and published content for the Bing Maps division for social media, press publications, Youtube channels, and internal marketing.

2017

CEAVCO Audio Visual

Creative Director and head of the department.
Did marketing for the core company while creating content for our external clients. Met with multiple clients and stakeholders weekly to oversee all creative projects. Most clients were Fortune 500 or government backed agencies.

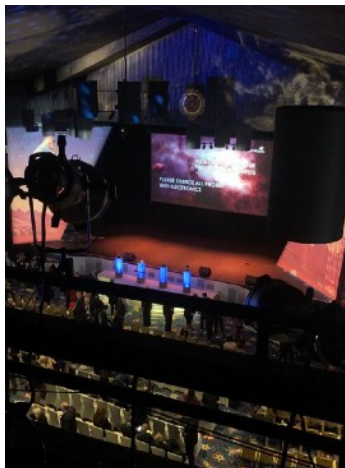
2021

Vita Inclinata Technologies

Director of Marketing and head of department.
Grew the company from a small startup to a profitable and highly evaluated tech company within one year. Introduced and developed everything - marketing, public relations, advertising, sales support, branding, etc.

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01.

PRESS RELEASES

At Vita Inclinata, we currently publish one press release a week. My team is tasked with researching, interviewing, adding content, and publishing under my guidance and supervision.

Using a combination of Meltwater and Fast Company, along with a network of media relations, we strategically published our releases on Tuesdays and Thursdays to maximize engagement in the technology and military sectors, with excellent results.

Vita Inclinata 2021 End of Year Momentum Report

[Read more at VitaTech.co >](#)

US Army Purchases Vita Rescue Systems

[Read more at Vertical Magazine >](#)

Sling Load and Hoist Rescue Sneak Peak at Heli Expo

[Read more on Yahoo Finance >](#)

Innovation of the Year Award - BizWest

[Read more on BizWest >](#)



02. PUBLISHED WORKS

I work in the behind-the-scenes to help companies have powerful marketing that reaches the right audiences. Here are a few notable publications where my work has been featured.

(Click each square to view webpage)





03.
PHOTOGRAPHY



04.

VIDEOS

Buckley Steel Fence Digital Ad Campaign Commercial

3.4 million Facebook views and counting

[Watch on my website >](#)



Montana Dual Hoist Rescue Vita vs. Taglines

2021 MarCom Award Gold Recipient

[Watch on Youtube >](#)



The Smart City Forum

2019 Emmy Submission for City of Denver

[Watch on Vimeo >](#)

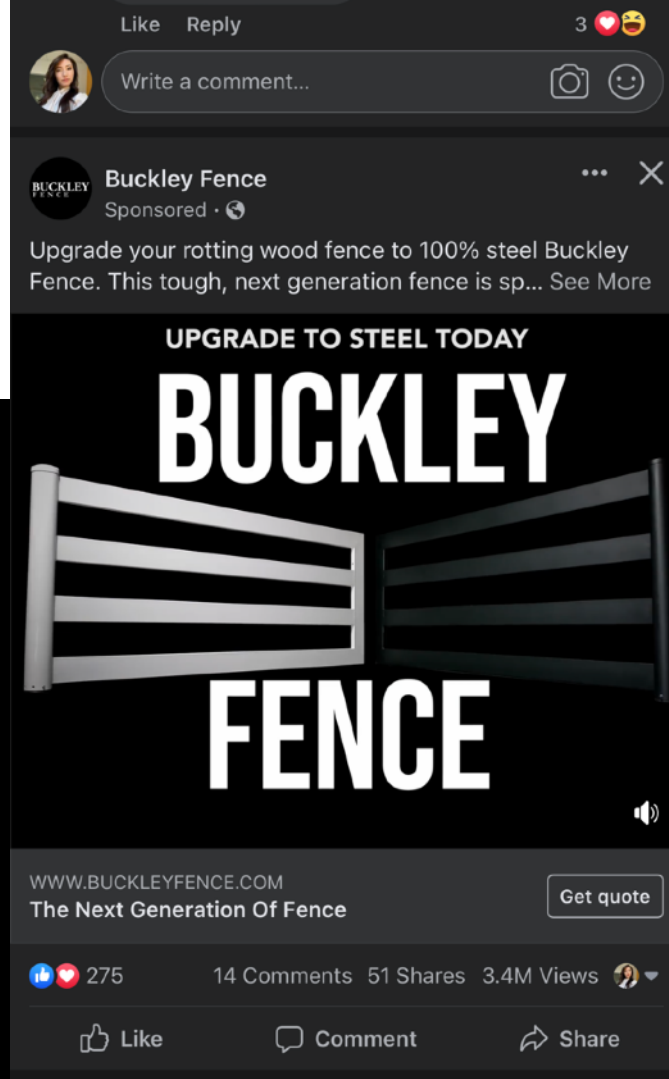
05.

DIGITAL ADS

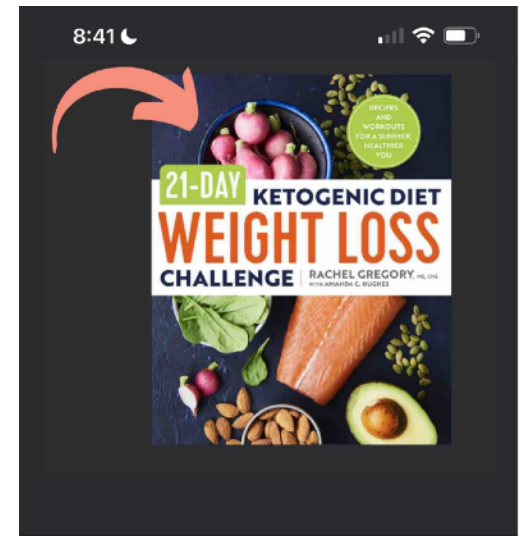
CLIENTS INCLUDE:

Jordan Peterson
Buckley Fence
Vita Inclinata Technologies
Matrix Events
MetFlex Keto

The ever-changing digital ads world means that I have to stay updated weekly on the latest trends, best practices, and security issues to ensure the campaigns integrated with websites, newsletters, and social media accounts as effectively as possible.



A screenshot of a Facebook post from Buckley Fence. At the top, there are interaction buttons for 'Like' and 'Reply', and a notification for 3 reactions. Below this is a comment input field with a camera icon. The post header shows the Buckley Fence profile picture and name, with a 'Sponsored' label. The main text of the post reads: 'Upgrade your rotting wood fence to 100% steel Buckley Fence. This tough, next generation fence is sp... See More'. The central image features a white steel fence against a dark background, with the text 'UPGRADE TO STEEL TODAY' above it and 'BUCKLEY FENCE' in large white letters below it. At the bottom of the image, the website 'WWW.BUCKLEYFENCE.COM' and the tagline 'The Next Generation Of Fence' are displayed, along with a 'Get quote' button. The post's engagement statistics show 275 likes, 14 comments, 51 shares, and 3.4M views. At the very bottom are buttons for 'Like', 'Comment', and 'Share'.

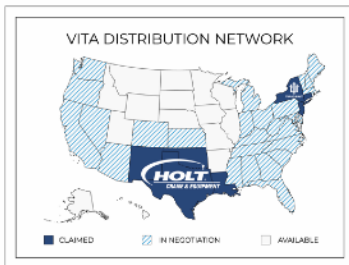


A screenshot of an Instagram post. The top status bar shows the time as 8:41 and various icons. The post features a vibrant image of keto-friendly foods like salmon, avocado, and leafy greens. Overlaid on the image is the text '21-DAY KETOGENIC DIET WEIGHT LOSS CHALLENGE' in bold, colorful fonts. Below the main title, it says 'RACHEL GREGORY, MS, RD' and 'WITH ANASTASIA C. RUDDER'. A small green circular badge in the top right corner of the image says 'RECIPES AND WORKOUTS FOR A SUSTAINED HEALTHIER YOU'. A large red arrow points from the top left towards the food image.

What Others Are Saying
About Working With
Rachel...



Become a Distribution Partner

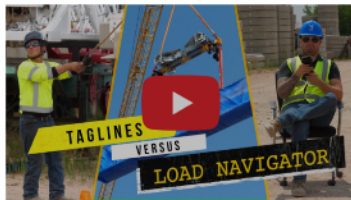


Distributors who provide the right tool for the right job lead the pack. As an exclusive Vita Lifting Systems (VLS) partner you can gain an edge over the competition and offer the only tool that reduces job site risk and allows customers to catch up on job delays by eliminating days lost to wind.

With 30 states currently in negotiation, and seven already claimed, Vita's Distribution Network is filling up fast. Apply now to become the exclusive provider of load stability technology in your market.



Next Generation Lifting Systems



My name is David Lee, Managing Director of Industrial Sales at Vita Inclinata. We build transformative technology solutions for the crane and heavy lift industries – solutions that are proven and effective. Watch the above video and find out how you can gain next level control demanded by modern job sites.

[LEARN MORE](#)



Transformative Control

Next gen sensors continuously read the environment keeping loads within 1" of deviation.

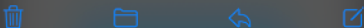
[Learn about our tech »](#)



Absolute safety

Achieve a 31% baseline risk reduction overnight with Vita Lifting Systems.

[See it in action »](#)



06.

NEWSLETTER CAMPAIGNS

I have some wonderful initial data from our first email of the industrial drip campaign (sent yesterday afternoon)

Open rate: 20% - this number will rise as more people check emails today.

Click through rate: 8% - the Bench mark for construction marketing is 1% (8x benchmark = 🔥))

Click through rate among people who have opened the email: 38% (officially this = 🔥🔥)

David and Hayden - I will follow up directly with you regarding data on the emails/prospects which showed the most engagement.



07.

SOCIAL MEDIA

CONTENT ISSUES

For Vita Inclinata, the previous creative manager posted intern-focused content that was fun for employees, but didn't help for company brand, image, voice, and sales. Proper formatting and photography quality was also an issue.

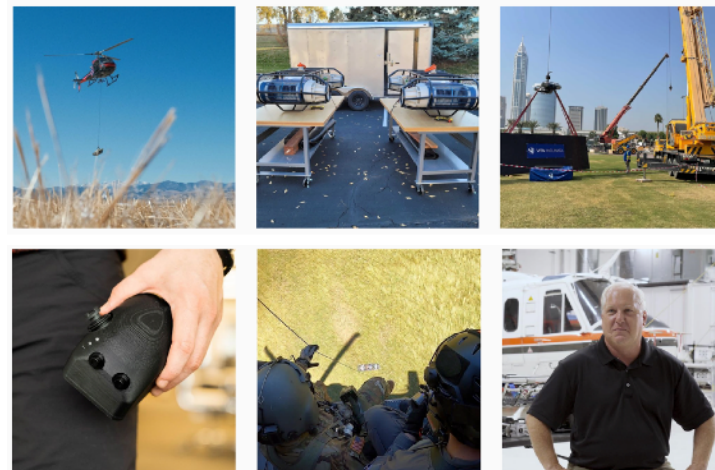
ACCOUNT OVERHAUL

With a few quick changes, we increased audience engagement by 1250% by cycling between product facts, company mission statements, and event announcements.

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08.

WEBSITE DEVELOPMENT

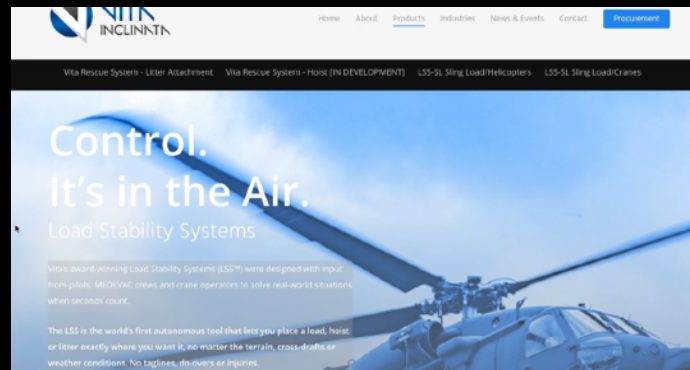
CONFUSING MESSAGES

The previous website was difficult to manage, with long sections of text that didn't include keywords to support SEO. The design was unprofessional and visitors were confused as to what the company did. Links and contact forms were broken. The term "Control. It's in the Air." was mistaken for "it's up in the air" (which is opposite of what the product does)

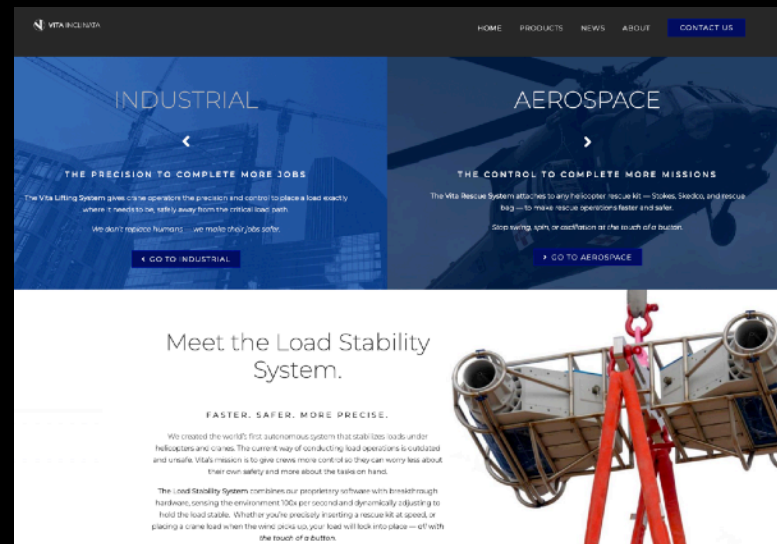
NEW DESIGN

In two weeks, I designed the website from scratch with fresh branding, clean designs, new product photography, and SEO rich copy. New messaging said exactly what the product does ("The control to complete more missions.") I integrated a Facebook Pixel, added analytics, and increased traffic to the site by over 1000% within months.

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09.

SEO & TRAFFIC ANALYTICS



01

Increase Website Traffic

It took a massive website overhaul for Vita Inclinata to see positive traffic results. Clean design, selective SEO, back linking, and retargeting ads with a Pixel had a huge impact in a short period of time.

02

SEO Ranking in Google

White Hat methods are easy to implement to rank for keywords in a company. My favorite method includes updating website copy, publishing articles with backlinks, and tagging photos and other media.

03

Product Name Consistency

Vita was struggling to be found in Google searches due to naming products after other industrial products, or renaming them monthly. Picking a unique name and sticking to it created massive results in ranking.

10. TRADESHOWS AND EVENTS

Design & Engage

One of my key jobs while working as the Creative Director of CEAVCO was to pitch, conceptualize, design, build, and direct conferences main stages for major companies.

Additionally, I designed their satellite trade show booths with digital signage and marketing materials to support their sales team. Vertical format video walls, VR experiences, and beautiful booth designs meant more visitors and better results.





11. LIVESTREAMING

BEFORE COVID

Livestreaming conferences onto TV was an intense experience. As the director, I made sure the show flowed smoothly and on time according to the script, and gave instructions to the on-screen graphics and camera teams.

DURING COVID

Livestreaming took on a different face - as a way to reach employees and customers during lockdown. My directing skills came into play as I consulted companies that were suffering due to the pandemic restraints. I assisted them in creating engaging content over Zoom without sacrificing quality.

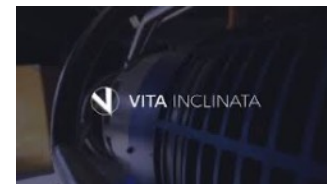
12. BRAND PACKAGES

Quite possibly my favorite marketing project to do for companies.
The brand is the first thing a customer “feels” when interacting with
a company. Getting that right...is critical.

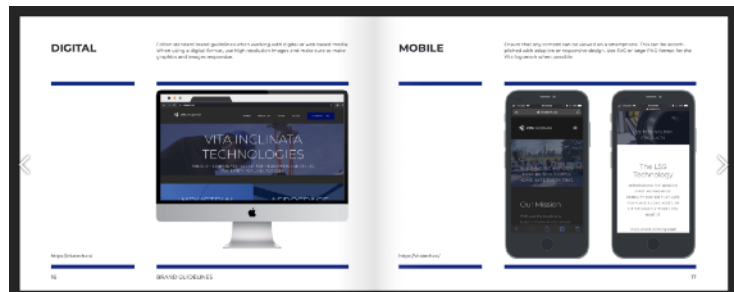
- Logo Variants
- Color Palette
- Composition Guides
- Font Families
- Photo / Image Looks
- Voice & Mission
- Website Design
- Swag Suggestions
- Marketing Prints
- Social Media Templates



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[View the full brand guide here >](#)

13.

PARTNERS & FRANCHISES



Target Partners

For CEAVCO Audio Visual, having a network of partners and franchises across the country made it easier to serve conference and AV equipment to shows and events nationwide (without relying on a single headquarter location to deploy from).



Increased Profits

For Vita Inclinata, having distribution and manufacturing partners in the UAE meant cutting the high costs of shipping industrial equipment overseas to Europe and the Middle East.



Marketing Milestones

Finding high-quality franchise and distribution applicants meant having clear verbiage from the beginning. For Vita, I used a combination of newsletter campaigns, webinars, and networking events to help them secure appropriate partners for their products.



Customer Success

A significant part of my marketing work came after securing the partnerships. For Vita and CEAVCO, I build custom login portals on the website with automated help resources in place, including FAQ video series, A.I. help desk messaging, and pre-made promotional materials.

MY CONTACT INFO



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**THANK
YOU**