

BRAND & CONTENT SPECIALIST

classpop!



creative
PORTFOLIO

JOLEE SULLIVAN



MAY 2022 - MAY 2023

36%

Increase in social media following

Over a four-week time span, I boosted social media engagement by 2.6% and increased following by creating a new content strategy and interactive visual content.

9000+

New product launches

Created product profiles, including unique class titles, descriptions, and imagery for over 9,000 new products.

233%

Increase in email marketing revenue

Implemented new strategy and design for email campaigns and spearheaded full launch of weekly personalized email marketing campaigns and five post-event drip email campaigns.

82%

Decrease in spending on freelance writers

Worked with engineering team to auto-fill select product description copy.



In my roles as Content & Experience Specialist and Brand & Content Specialist at *Classpop!*, I increased website traffic, clicks, conversions and revenue by optimizing webpages, streamlining new product launch processes, and creating new forms of content.

PROJECT 1

Be-a-Host Webpage

To kick-off the growth of the Classpop! brand, I wrote copy for and helped design a new webpage for recruiting partners.

YOU HAVE THE SKILLS, WE'VE GOT THE REST.

A platform where your classes are visible to thousands of eager customers, exposure via online ads and social media, top-tier support for you and your guests, and lots of new eyes on your individual talent are just the beginning of the benefits you'll get from becoming a host on Classpop!

Salit | SHEBA Bellydancing

"I'm thankful to Classpop! for featuring our bellydance school on their website in such a fun, positive way that encourages new students to sign up and discover our experience. The platform is good at extracting the class schedule and info from our website so we don't need to do anything. Just sit back and wait for the students to show up. Payout is super quick and easy as well, and their fee is lowest of all other similar platforms. Thanks, Classpop! You're awesome!"

[View Experiences →](#)

Liz | Bone Up Brewing

"We love that Classpop! makes it easy for us to book a variety of events in our side room to fill it up on weeknights. Booking, ticketing, and notifications are super easy and the communication with Classpop! staff is top-notch. The chefs and instructors that we work with are always timely and professional."

[View Experiences →](#)

Chef Chris | Atlanta

"Partnering with ClassPop has been a great way to broaden the students and spaces I work with as an instructor. ClassPop handles the space-hunting, the marketing, and the booking details. So, all I have to think about is giving my students a one-of-a-kind experience where they can learn."

[View Experiences →](#)

THE ULTIMATE TOOLKIT FOR SUCCESS

Our team is your most valuable tool. From strategic marketing to customer support, professional sales help and beyond, we're prepared to make you succeed.

- Marketing
- Confirmed Bookings
- Payments
- Private Event Requests

classpop! Search

Message us

Cooking Classes Paint and Sip Pottery Classes Dance Classes Online Classes Team Building Gift Cards Magazine Be a Host

TEACH CLASSES ON CLASSPOP!

Fill classes and book group events. Increase your earnings. Expand your audience.

JOIN A MARKETPLACE

full of engaging classes and experiences at incredible local venues.

- Expand Your Audience**
Create your own schedule and share your skills with eager learners in new markets.
- Increase Income**
Increase your earning potential by hosting events or becoming a partner venue.
- Support System**
With our professional marketing, sales and customer support team, you can do what you love stress-free.

Working with expansion managers, SEO manager, UX designer and existing partners, I decided on strategic H1 and H2 copy, FAQ content, and webpage layout for successful B2B advertising on this webpage.

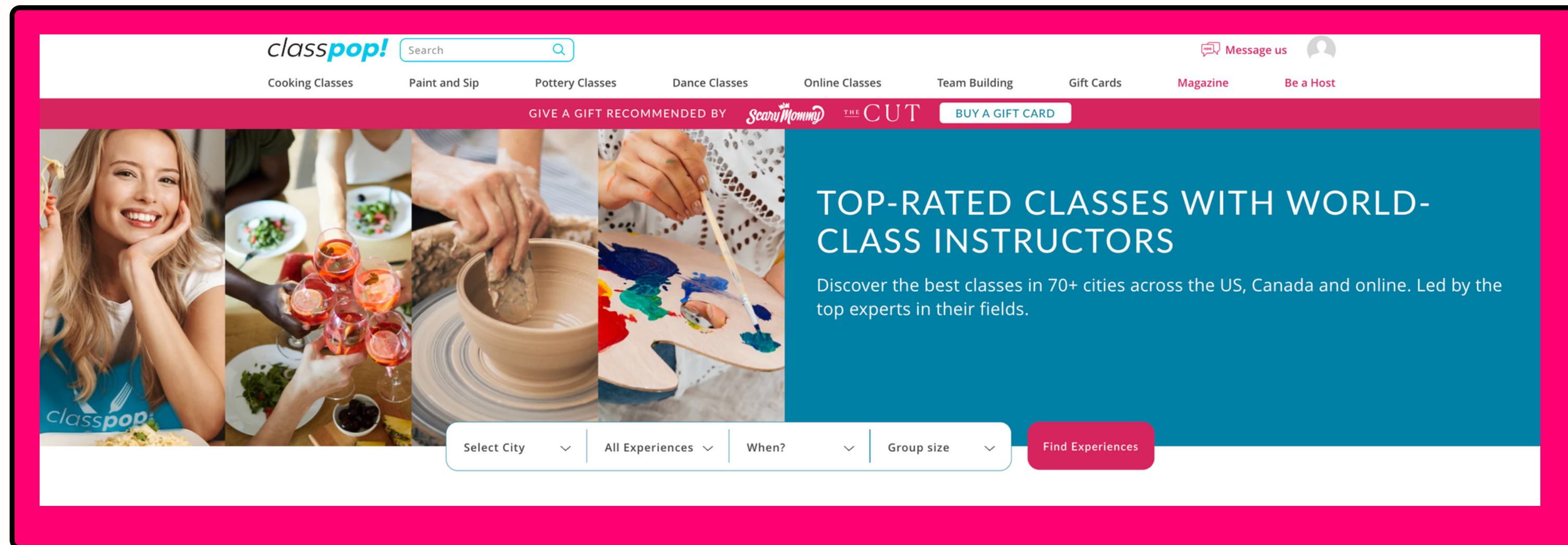
Over 350 new venue partners and class hosts have been onboarded since the launch of this webpage.

PROJECT 2

Homepage Redesign

Working with engineering, UX designer and CEO, I helped rebrand and optimize the Classpop! homepage.

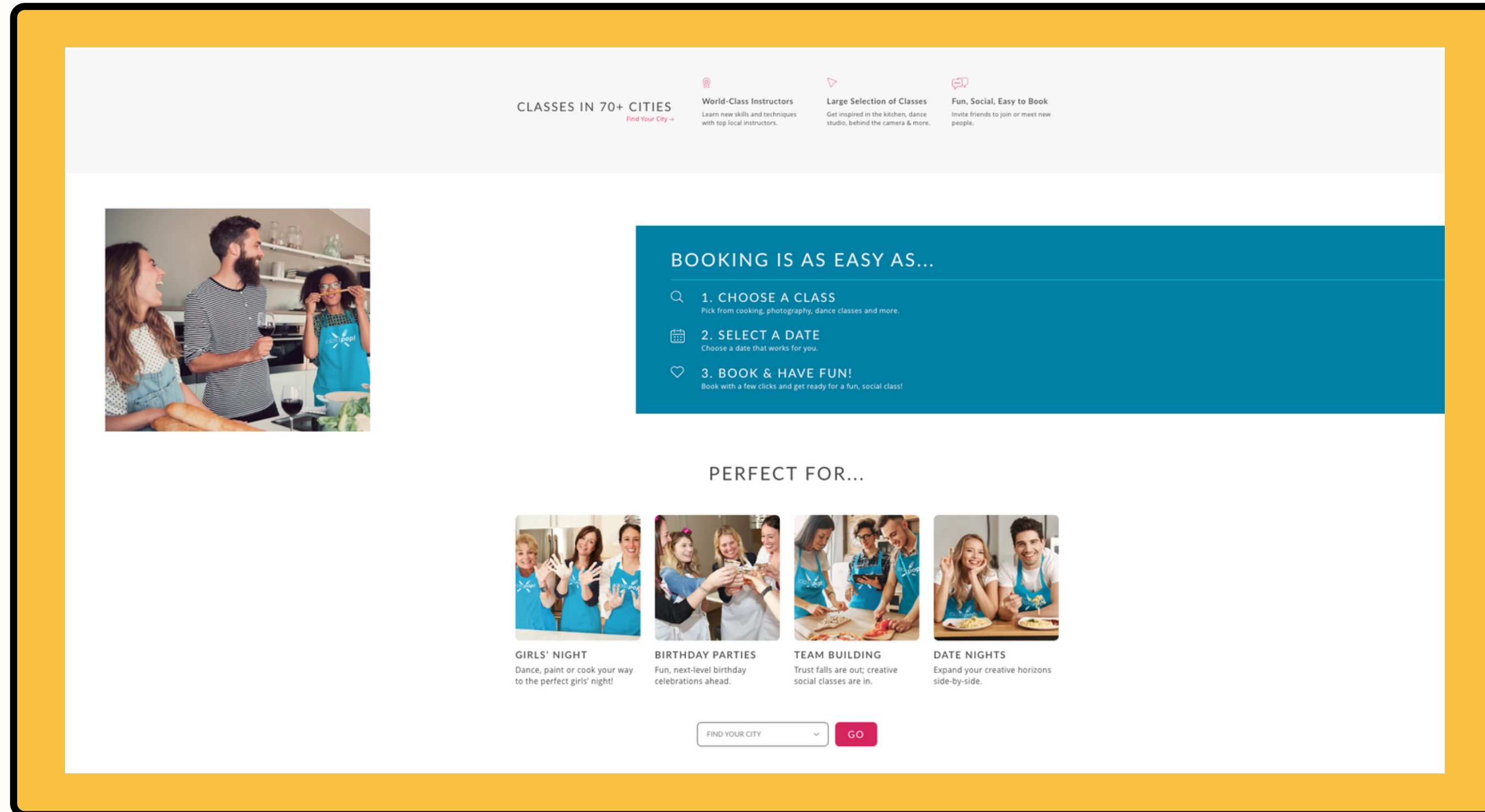
- Wrote all copy
- Selected all imagery
- Added easy-to-read blocks throughout page
- Added sticky banner with PR promotion to boost gift card sales



PROJECT 2

Homepage Redesign

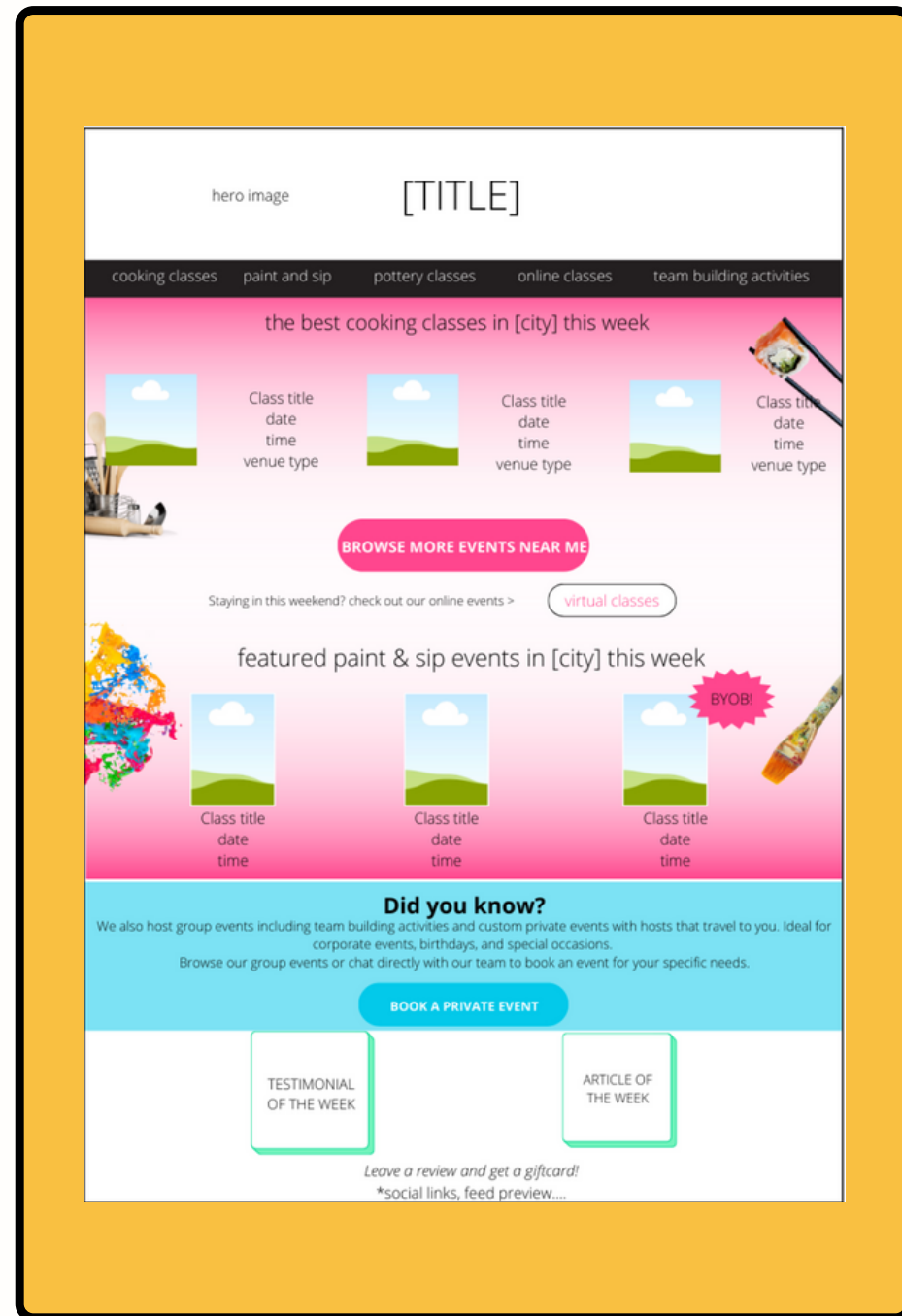
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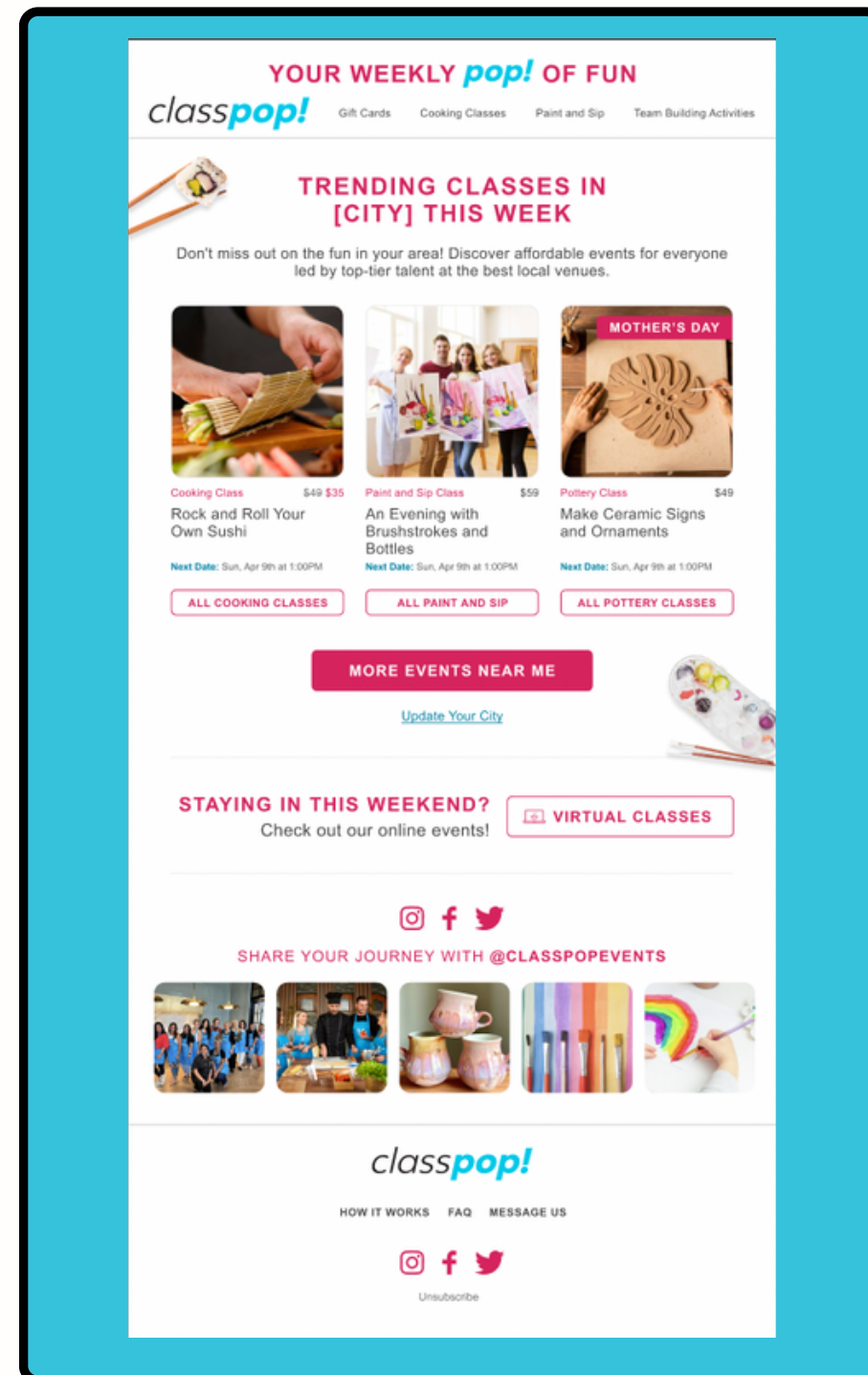
PROJECT 3

Weekly Marketing Email Campaign

I spearheaded the creation of location-specific weekly marketing emails.



Initial rough mockup



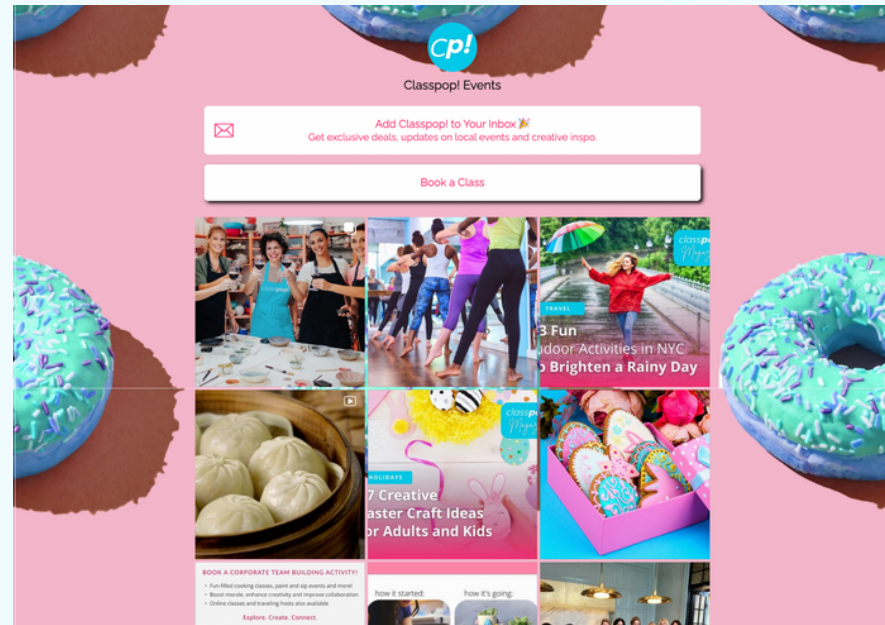
Final implemented design

From creating a rough mock-up to working with our engineering team and UX designer on copy, format, and imagery before and after A/B testing, I saw this project from start to (successful!) completion.

These emails were launched in 50 markets across the US, and earned 233% more revenue within the first three months implemented than previous email campaigns.

OTHER NOTABLE PROJECTS

BRANDING



Launch of Instagram page for Classpop! to increase brand awareness.

VIDEO DIRECTING



Conceptualized and executed complete production of three commercial videos. Recruited and hired videographer and models, wrote script and storyboard, selected audio, and collaborated with videographer on edits before strategically implementing final product on social media and website.

MARKETING INITIATIVES



Launch of third-party platform marketing on Groupon, AirBnb, and Viator.