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# Social Media & UA Portfolio

— Tricia Klos —

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# BAM Facebook Advertising

Effective Facebook advertising requires a combination of continuous market research, audience and traffic analytics, and AB testing of creative elements like copy and design.

I lead a UA team that creates engaging Facebook ads for a wide range of users and languages, employing constant testing and fast iterations to maintain a positive ROI.

The screenshot to the right is an excellent example of how the right combination of text, design, and audience targeting can boost user engagement (over 1K+ likes).



# SEAT on Instagram

Instagram posts are short and friendly to seamlessly integrate into the user's feed.

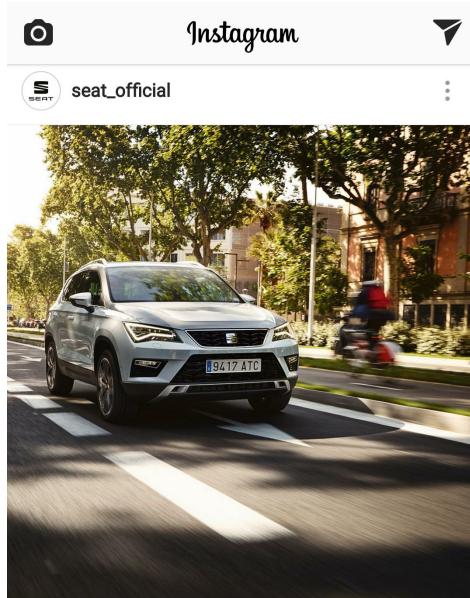


2,218 likes

seat\_official Summer is closer than you think.  
#SEATibiza #StartMoving

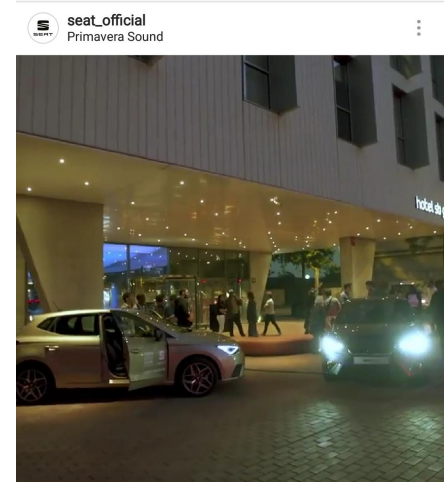
View all 22 comments

7 DAYS AGO



443 likes

seat\_official When you know where you're going, you can never be lost. #SEATateca Marvellous Routine #explore #road



3,296 views · Liked by seatuk

seat\_official We caught the city's eyes (and ears) when we invited international DJs to make their mark on Barcelona's skyline.

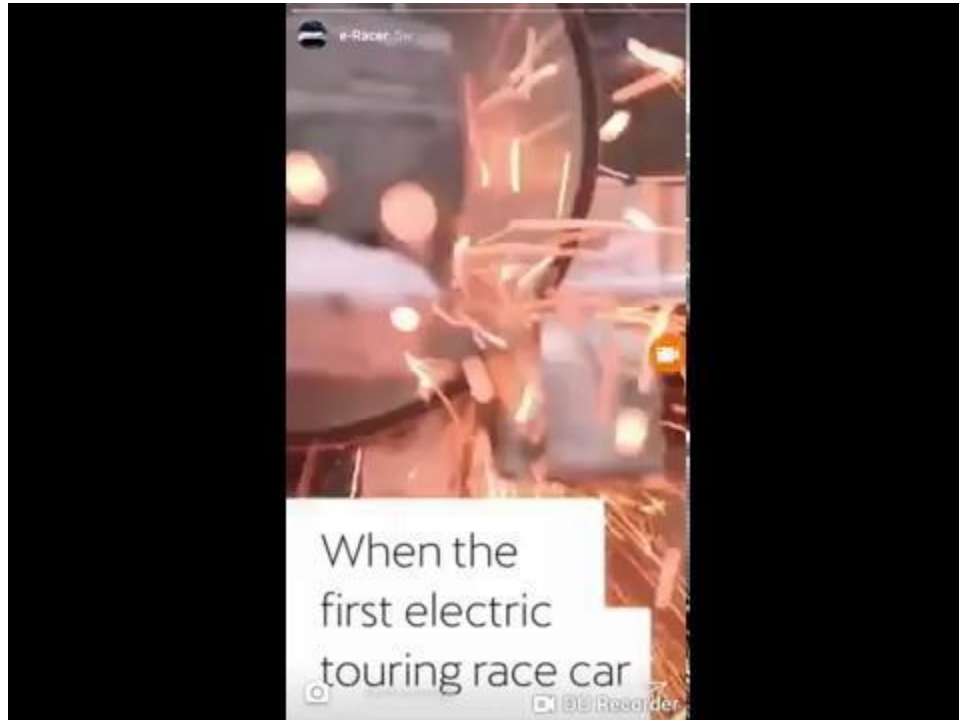
#beats #beatsaudio #AronaBeats #IbizaBeats #Barcelona #SEAT @beatsbydre @primavera\_sound

View all 2 comments

JUNE 2



# CUPRA Instagram Story



This Insta story for the CUPRA race car incorporates sound\*, video, and inspirational copy to draw in the user and encourage them to tap through the article to the “Read More” call-to-action on the final screen.

\*In the first screen, the user hears loud construction noises from the manufacturing. This contrasts against the video of the first run, in which the fully electric engine cruises around the track silently.

# SEAT on Facebook

Facebook posts encourage the user to view the attached video or link through a direct call-to-action or inspirational introduction that toes the line between corporate and casual.


 **SEAT**  
July 11 · 🌐

How do you survive the summer heat? Don't make these 5 common mistakes when using the air conditioning in your car: <http://bit.ly/2upkh7t>

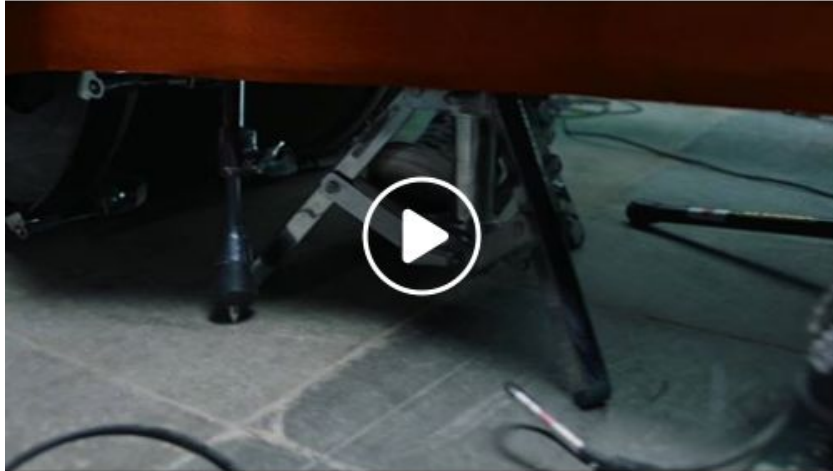



 20 1 Comment 14 Shares 1.5K Views




 Like  Comment  Share

 **SEAT**  
May 30 · 🌐

First row experience. Coming soon. The new SEAT Ibiza and Arona Beats are almost here. Built with a distinctive design and even better sound.




 8 2 Shares 829 Views


 Like  Comment  Share

# SEAT on LinkedIn

LinkedIn posts employ a corporate yet friendly tone which focuses on B2C while also addressing the company's B2B needs.




 **SEAT,SA**  
66,985 followers  
2w


The CUPRA e-Racer has successfully completed its first dynamic test on the track, verifying the highly competitive performance of the world's first fully electric competition touring car.




**The electric CUPRA e-Racer's first drive**  
seat.com

258 Likes · 4 Comments

 Like  Comment  Share




 **SEAT,SA**  
66,985 followers  
1mo

From coordinating strategies to forging partnerships, we're proud to pave the path for the Volkswagen Group's expansion into the emerging North African market.



**SEAT to lead Volkswagen Group's North Africa expansion | SEAT**  
seat.com

296 Likes · 10 Comments

 Like  Comment  Share