



# DIGITAL MEDIA PORTFOLIO

*By Makayla Boyd*

# ABOUT ME

My name is Makayla Boyd and I am a Digital content creator and strategist. My specializations include videography, photography, social media design, and social media management. I attended the University of Cincinnati for my undergraduate Bachelor's degree in Media Production and am currently working on my Master of Science in Marketing.



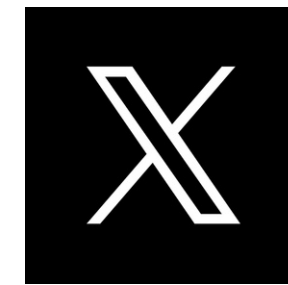
# TOOLS + SOFTWARES I USE

I am fluent in the following software:  
Adobe Premiere Pro, Adobe Lightroom,  
Adobe Photoshop, Adobe After Effects,  
Canva, Metricool, Sprout Social, and the  
Microsoft Office Suite.



# SOCIAL MEDIA PLATFORMS

I have managed the following social media sites: TikTok, Instagram, Youtube, and X formally known as Twitter. I have provided some examples of my work on different social media platforms on the following pages along with some of my analytics.



# SOCIAL MEDIA GRAPHICS AND VIDEOS

Click top row images to view videos.



**ROOM DECORATING CONTEST**

PHOTOS DUE SEPT. 12

Submit photos of your room by filling out the link in our insta bio! The categories are: Bearcats Pride, LED Light Up, Man Cave, and Most Aesthetic. Winners will receive Nike apparel prizes!

**FAST PASSES**

**\$15 UNTIL**

**APRIL. 30TH!**

Fast Pass

University of CINCINNATI

# YOUTUBE VIDEOS

Click images to view videos.



# CLIENT RESULTS: INSTAGRAM

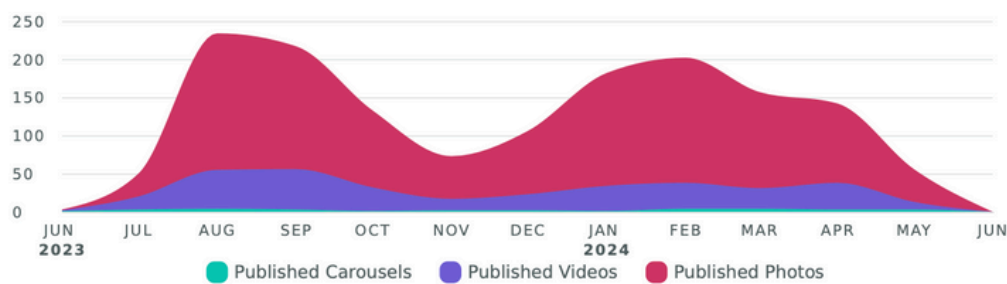
@UCMainStreet

Instagram Business Profiles | 3 of 11

## Publishing Behavior

View the different types of posts, stories, and reels you published during the selected time period.

Published Posts Content Breakdown, by Month



Publishing Behavior by Content Type	Totals	% Change
<b>Total Published Posts</b>	<b>1,555</b>	<b>↗ 17,177.8%</b>
Published Carousels	31	↗ 416.7%
Published Videos	328	↗ —
Published Photos	1,196	↗ 39,766.7%

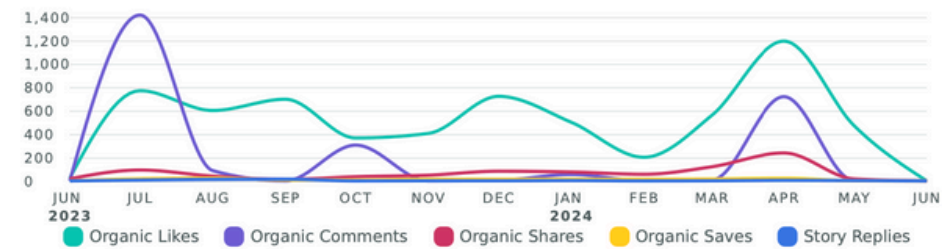
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## Engagement

See how people are engaging with your posts, stories, and reels during the reporting period.

Organic Engagements Comparison, by Month



Engagement Metrics	Totals	% Change
<b>Organic Engagements</b>	<b>10,170</b>	<b>↗ 14,025%</b>
Organic Likes	6,521	↗ 9,489.7%
Organic Comments	2,603	↗ 260,200%
Organic Shares	843	↗ —
Organic Saves	154	↗ 5,033.3%
Story Replies	49	↗ —

## Profiles

Review your aggregate profile metrics from the reporting period.

Profile	Followers	Net Follower Growth	Published Posts	Impressions	Organic Engagements
<b>Reporting Period</b>	<b>1,327</b>	<b>1,261</b>	<b>1,555</b>	<b>464,327</b>	<b>10,170</b>
Jun 1, 2023 - Jun 1, 2024	—	—	↗ 17,177.8%	↗ 28,143.7%	↗ 14,025%


# CLIENT RESULTS: YOUTUBE

Views

10.4K 

5.8K more than usual

Watch time (hours)

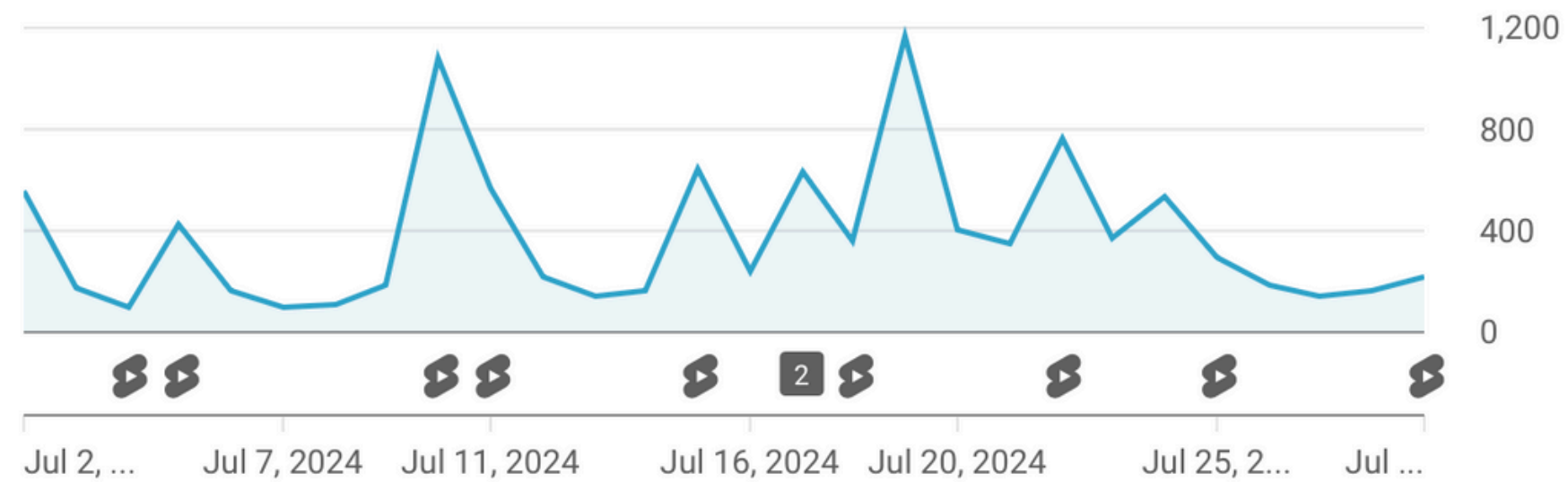
143.8 

63.8 more than usual

Subscribers

+11 

38% more than previous 28 days



See more



# PHOTOGRAPHY SAMPLES





*Let's Work Together*

makayla.boyd@gmx.com