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MARKETING / CREATIVE / ENTREPRENEUR

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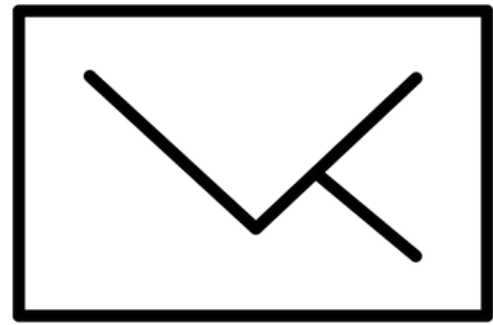
# Professional Brand & Job Search Marketing

Capstone Project Case Study

For Digital Marketing Immersion Certificate Course

Vivian Kvitka - August 2023

**CAREER**FOUNDRY



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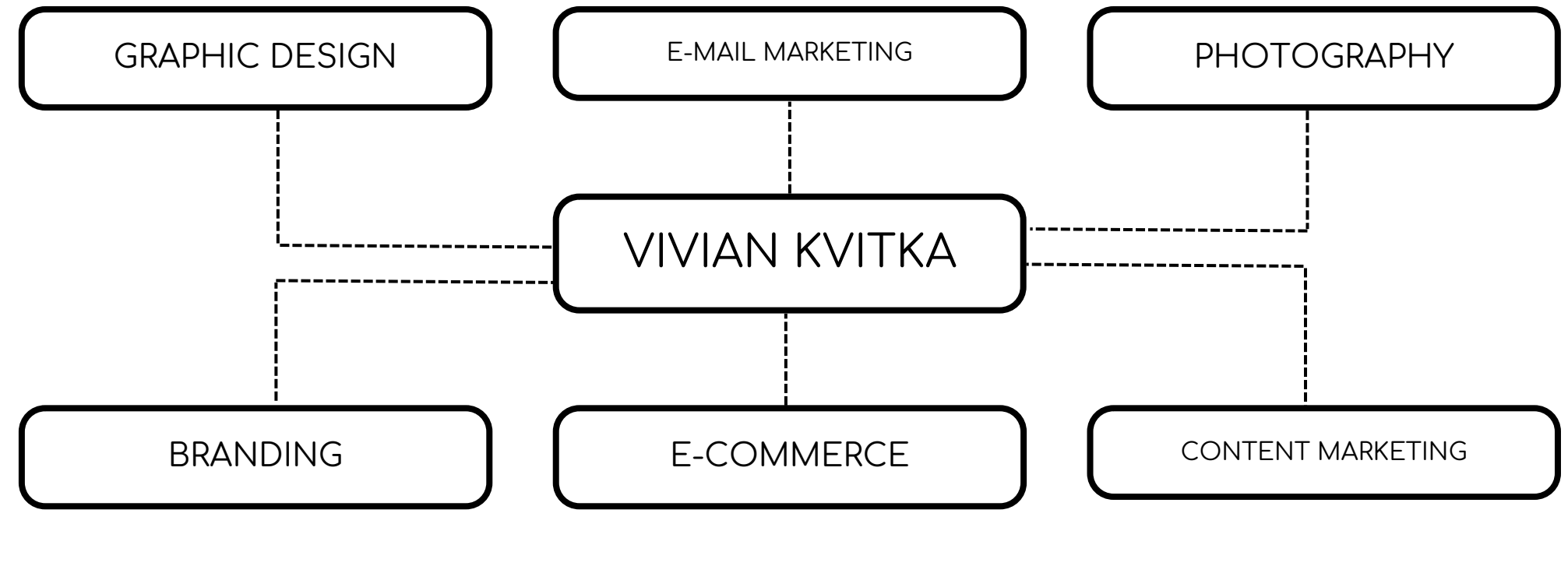
## BRAND INTRODUCTION

Throughout the Digital Marketing Course with Career Foundry, I developed and began the execution of my professional brand. The project is both a marketing exercise and a professional tool to secure a position as an E-mail and Content marketer.

For this project, I was responsible for:

- Brand Development
- Profile Building
- Customer Journey & KPIs
- Content Strategy & Execution
- Keyword Research
- Multi-Channel Analysis & Insights

# BRAND DEVELOPMENT



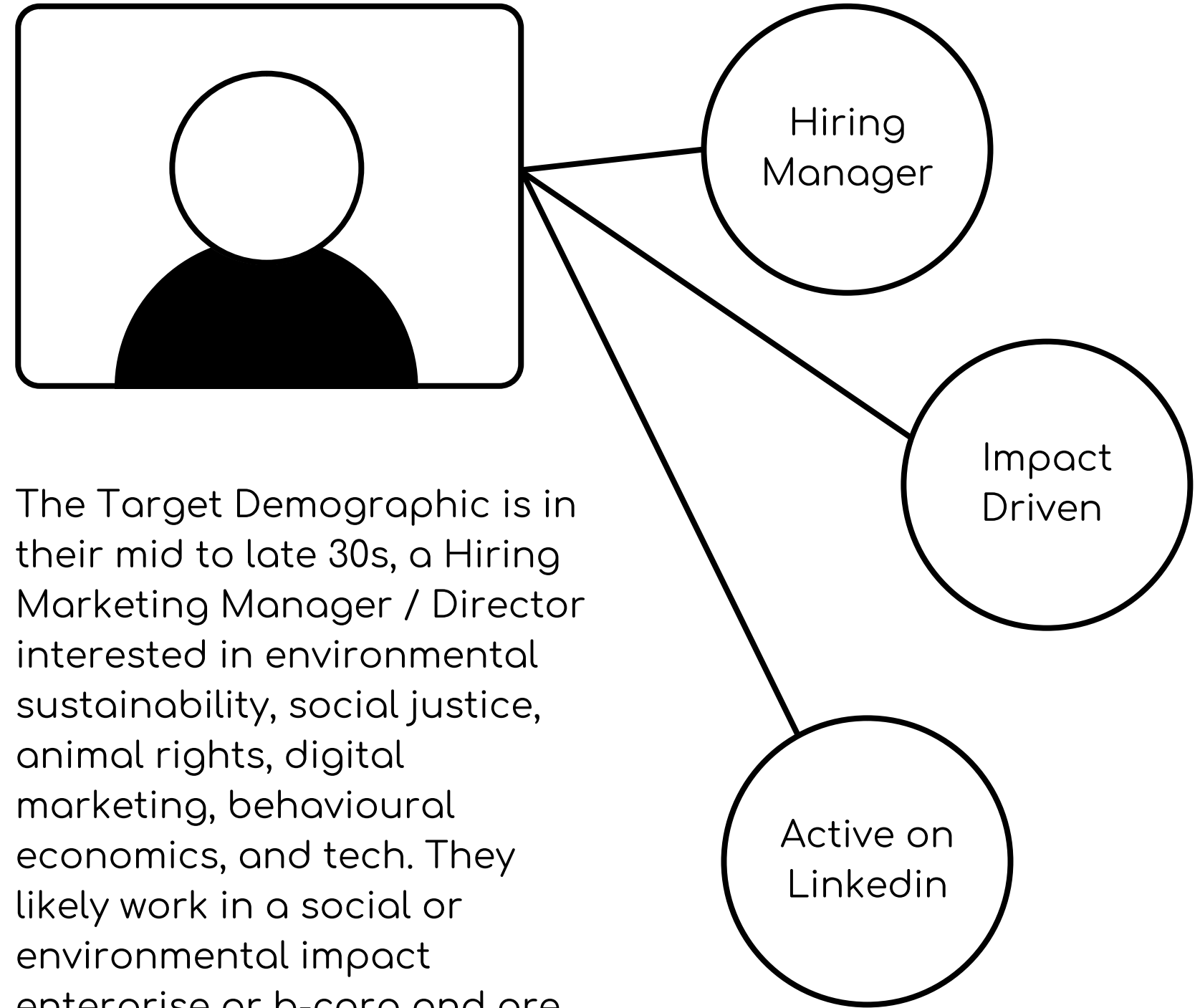
Distilling my professional experience and skills into a UVP and brand was one of the hardest steps. I began by collecting my most relevant skill sets and deciding how to communicate them.

## UVP:

As a digital marketer with a background as a serial entrepreneur, brand manager, and freelance graphic/brand designer, I possess a unique ability to seamlessly communicate and collaborate with diverse departments while developing and executing holistic strategies that drive impactful results.

# PROFILE BUILDING

The next step, and one of my favorites, was to clarify who I was speaking to. Building customer avatars, profiles or target demographics is fascinating and a great way to generate content ideas.



The Target Demographic is in their mid to late 30s, a Hiring Marketing Manager / Director interested in environmental sustainability, social justice, animal rights, digital marketing, behavioural economics, and tech. They likely work in a social or environmental impact enterprise or b-corp and are looking to expand their team.

# CONTENT STRATEGY & EXECUTION

Then it was time to think about content pillars and platforms and types of posts.

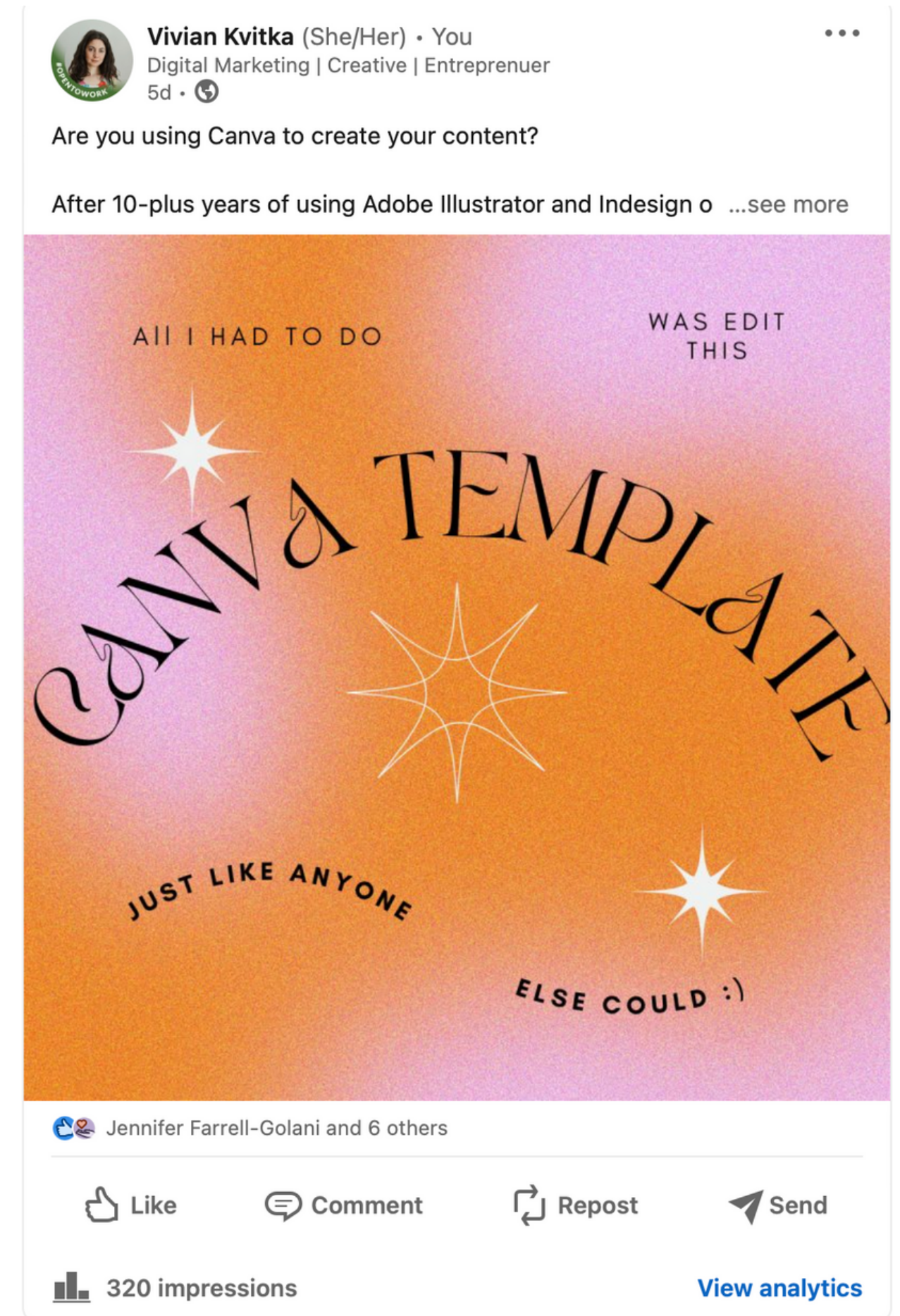
Since the Target Demographic is active on LinkedIn it follows that content should be produced for this platform. I also need to produce similar content for my website to pull them from organic LinkedIn posts to the website where they are more likely to convert.

The content needs to be:

- Useful or informative
- Relatable or timely
- Expressing expertise or making an announcement

The Channels used:

- LinkedIn Organic Posts
- Long-form Blog Articles
- Monthly Newsletters



A screenshot of a LinkedIn post by Vivian Kvitka. The post text asks "Are you using Canva to create your content?" and mentions "After 10-plus years of using Adobe Illustrator and Indesign o ...see more". The main image is a graphic with a pink-to-orange gradient background, featuring the text "CANVA & TEMPLATES" in a large, stylized font. Other text on the graphic includes "ALL I HAD TO DO" and "WAS EDIT THIS" at the top, and "JUST LIKE ANYONE" and "ELSE COULD :)" at the bottom. The post shows engagement from Jennifer Farrell-Golani and 6 others, with options to Like, Comment, Repost, and Send. It also displays "320 impressions" and a "View analytics" link.

Vivian Kvitka (She/Her) • You  
Digital Marketing | Creative | Entrepreneur  
5d • 🌐

Are you using Canva to create your content?

After 10-plus years of using Adobe Illustrator and Indesign o ...see more

ALL I HAD TO DO WAS EDIT THIS

CANVA & TEMPLATES

JUST LIKE ANYONE ELSE COULD :)

Jennifer Farrell-Golani and 6 others

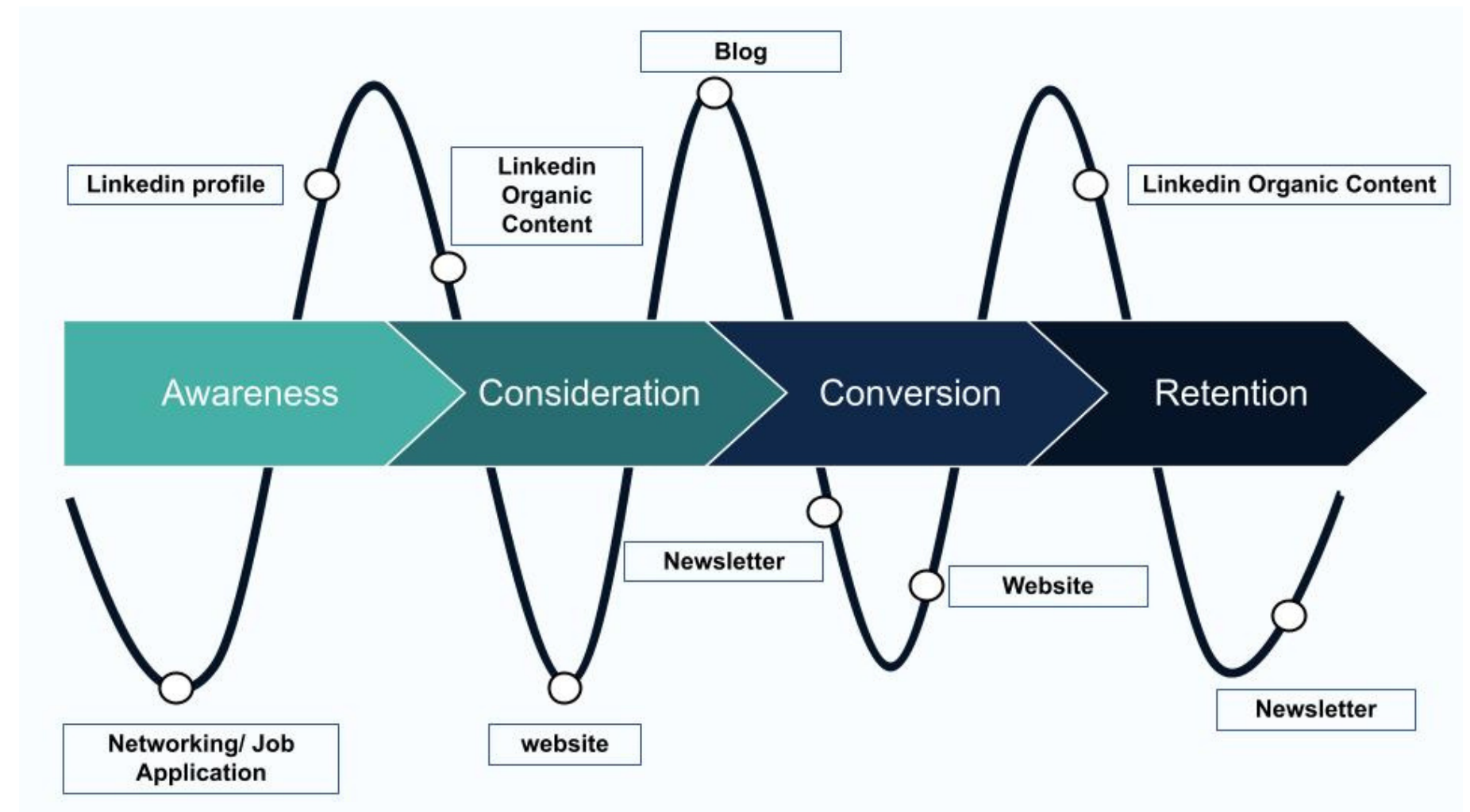
Like Comment Repost Send

320 impressions View analytics

# CUSTOMER JOURNEY

This brand is low-budget with a single stakeholder - me! This means the number of platforms is limited and word of mouth/ networking is going to be a heavy lifter.

- The audience is extremely narrow and/or local, so the funnel starts with word-of-mouth / in person networking or through a job application.
- The main push or CTA is to my LinkedIn profile where customers either find my organic posts or click through to my website.
- Based on my data, the blog is the next most likely touch point followed by the contact or about page.
- The continuing engagement/retention would happen on LinkedIn as that is where new informational content is posted weekly, as well as via a monthly newsletter.

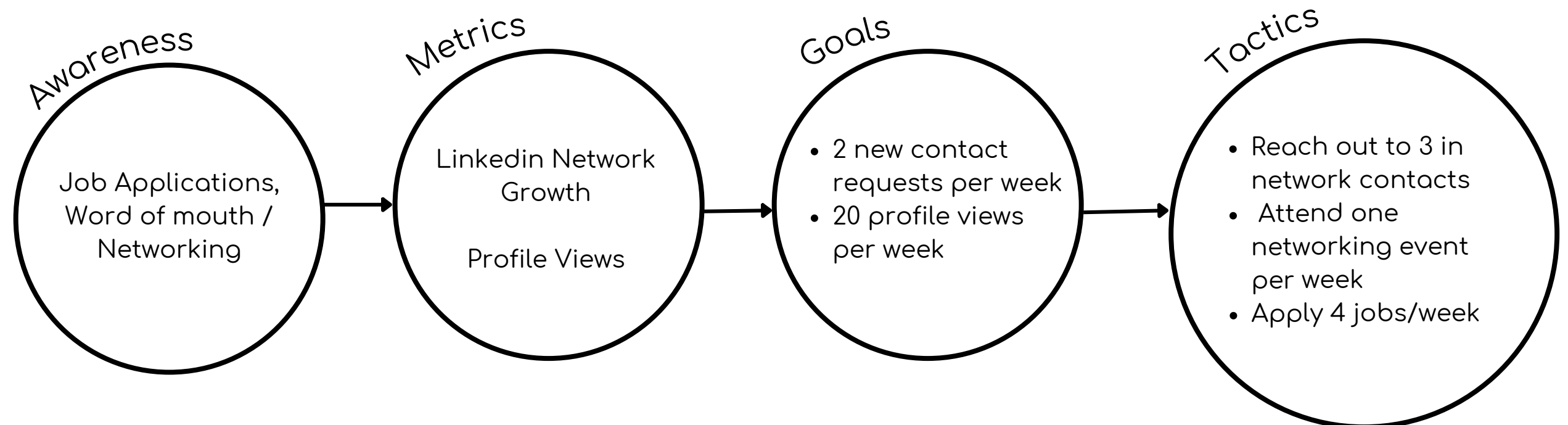


# FUNNEL KPIs

Regardless of my campaign scale, KPIs for each funnel and platform are a must and a directional motivator. Tracking and analysing these metrics will keep me focused on what is working and how to improve.

Defining the metrics and goals for each stage helped to define the tactic used for each touchpoint and in turn guided the content strategy.

Below is an example of the first stage's KPI break down:



# KEYWORD STRATEGY FOR SEO BLOG POST

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## How to Write a Design Brief as a Digital Marketer

20th April 2023

How to Write a Design Brief as a Digital Marketer Working with designers can feel fun and exciting at first and then become a headache once you're deep into a project that isn't going as well as you had hoped. This guide will help you: Give your colleague enough information. Think like a designer. Define ...

[Read More »](#)

After speaking with my mentor Emilia Petkova, I understood that my previous experience as a designer was unusual. With that in mind, I found relevant keywords using SEM Rush and wrote a how-to blog article that breaks apart the importance of a well-prepared and thought-through design brief.

Keyword	Search Volume	Difficulty
How to write a design brief example	100-1k	Low
How to write a graphic design brief	30	Low
Social impact marketing	450	Moderate - Low

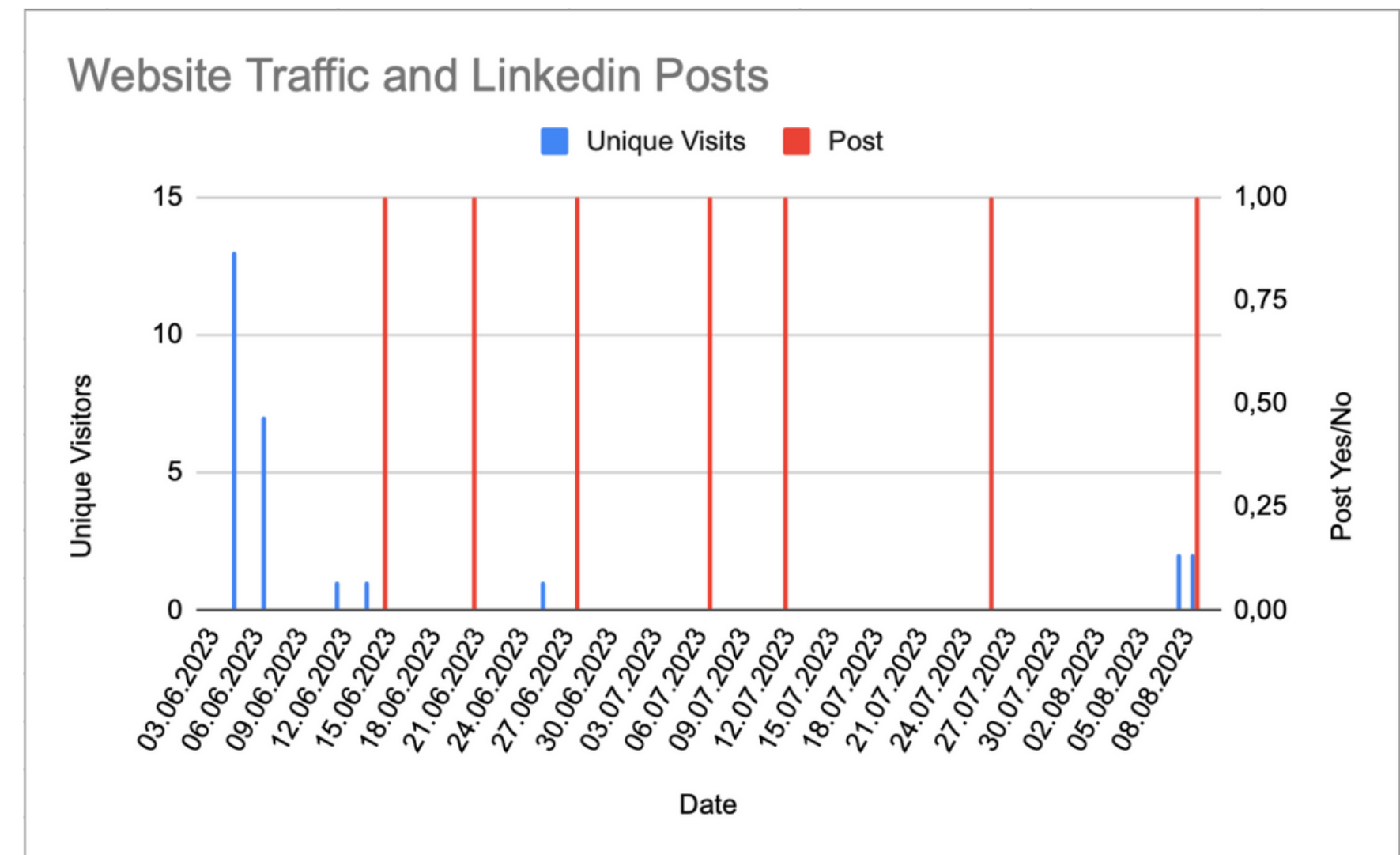


# MULTI-CHANNEL CORRELATION ANALYSIS

After 8 weeks of posting on LinkedIn, submitting job applications and attending networking events in Berlin, I took a look at the data collected from GA4 and from LinkedIn.

What I learned:

- Pushing customers from my LinkedIn posts to my website was not deliberate enough.
- CTAs need to be more direct
- I should try offering more informative content on the website, like downloadable content as lead generators.
- My website link on my profile should be more prominently displayed

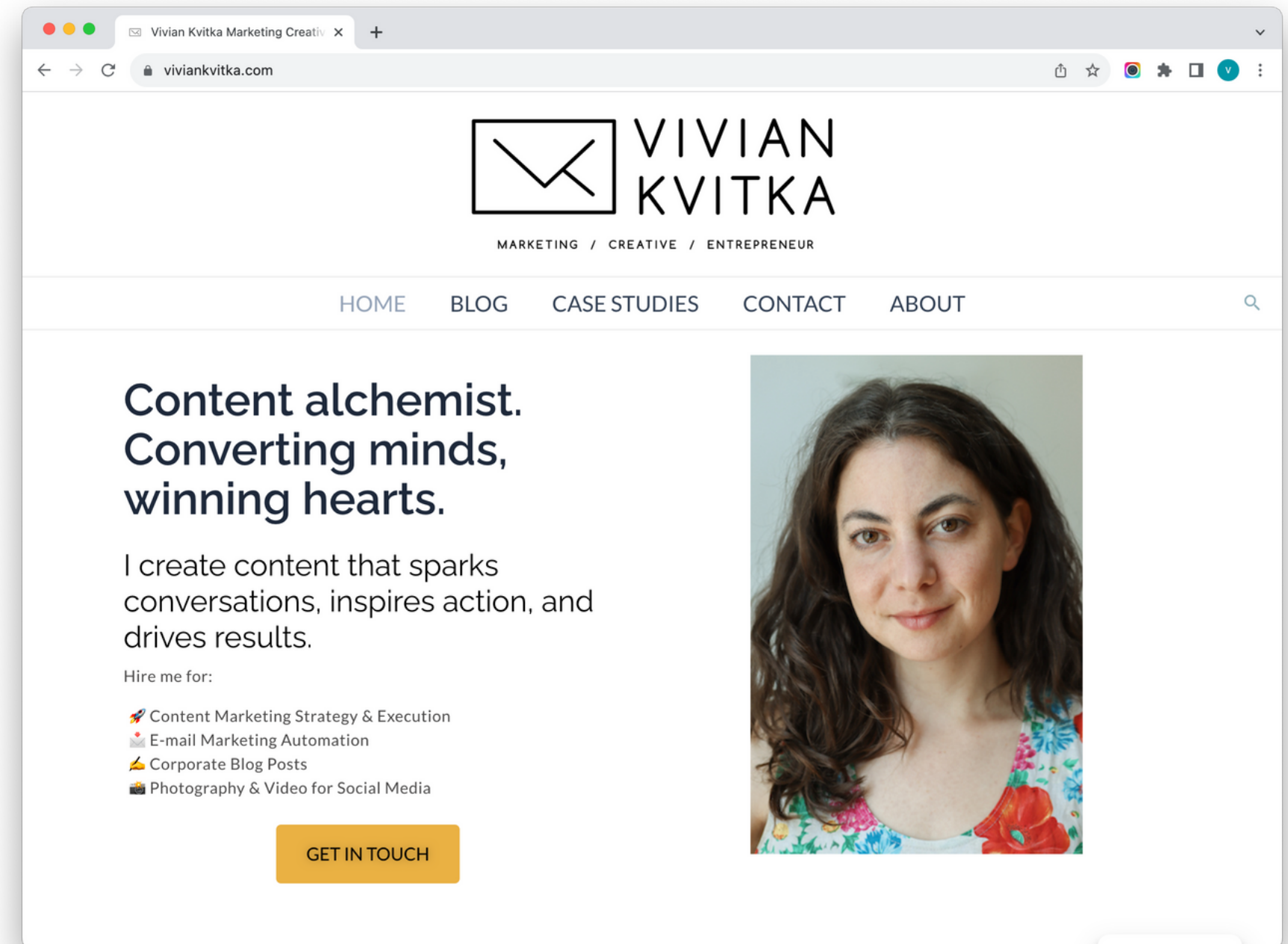


# LESSONS LEARNED

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Building and marketing a professional brand for myself was tricky because I lack a degree of separation from the subject matter. I questioned my judgment because of my inherent bias, but I found that returning to data took the emotional edge off, and allowed me to know what was working and what wasn't.

I also learned that reaching out to a web developer was necessary to make sure my WordPress site was following GDPR law.





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# Thank you!

For your attention and interest!

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