



Christina H. Davis

Social Media/Digital Marketing Portfolio

12/13/21


You Tube playlist of how-to videos

I shot and edited these videos for a client and created a [landing page on the website](#) featuring them.

The screenshot shows a YouTube video player for the video 'How to vacuum your pool' by Aqua Pool. The video is part of a playlist titled 'Pool Maintenance How Tos 2021'. The video player shows a blue water background with the Aqua Pool logo (a pink 'A' with a blue water drop) and the text 'How to vacuum your pool'. The video progress is at 0:03 / 3:03. Below the video, the title 'How to vacuum a pool' is displayed, along with 14 views and the date Jul 19, 2021. Interaction buttons for like (0), dislike, share, and save are visible. To the right, a playlist of five videos is shown, including 'How to vacuum a pool', 'How to empty your pool's pump basket', 'How to clean your pool filter', 'How to brush your inground gunite pool', and 'How to drain the water from your pool'. Below the playlist, there are tabs for 'All', 'Pumps', 'Related', and 'From Aqua Pool'. Two related videos are shown: 'Swimming Pool 101: A Crash Course for Rookies' and 'Paul McCartney Carpool Karaoke'.

Custom Instagram Reels

I've created multiple reels for clients to help broaden brand exposure on social media. Below is [an example](#).



The image shows a section of a pool store with various supplies on a green grid wall. There are yellow life preservers, blue pool bags, and several large blue and yellow jugs of pool chemicals. A white text box with a black border and a white play button icon is overlaid on the image, containing the text "New extended hours!".

New extended hours!

aquapoolct • Following
Otis McDonald • Hurry

aquapoolct It's officially pool season! That means our East Windsor pool store has extended hours. Stop by and stock up on your pool supplies. You can browse in store or call ahead for curbside service. Our phone number: 860-623-9886. Our store hours currently:

Monday, Tuesday & Friday: 8 am to 5 pm.

Wednesday & Thursday: 8 am to 6 pm.

Saturday: 9 am to 1 pm.

31w

aquapoolct #custompools #custom #pool #pools #swimmingpool #hartford #swimmingpools #improvement #homeimprovement #home #homerenovation #renovation #swim #swimming #backyard #ct #hottub #custommade #Connecticut #pools #luxury #hartfordct #landscape #newhaven #backyardfun #poolfun #poolday #pooltime #poolside #hottub

31w Reply

♥ 🔍 📌

🌐 Liked by **swisscleaners1913** and 18 others

MAY 6

😊 Add a comment... Post

Facebook/Instagram Paid Advertising

I've created multiple paid social media posts for clients. Below is an example of a sponsored Facebook posts targeting high-income Connecticut residents with an interest in landscaping/gardening.



EA Quinn Landscape Contracting Inc

Sponsored · 🌐



Start your outdoor living plan today with the landscaping design and installation experts at EA Quinn. Poolscapes, outdoor kitchens, paver driveways, fire pits and more!



EA Quinn CT Landscaping

[Learn More](#)



EA Quinn Landscap

Pay-per-click and banner advertising

I've created and managed multiple paid advertising campaigns for clients through Google Ads, including pay-per-click and banner ad campaigns. Below is an example of a pay-per-click ad for a client.

Patio Installation | Get a Free Quote Today

Ad www.eaquinn.com/patio/contractor ▼

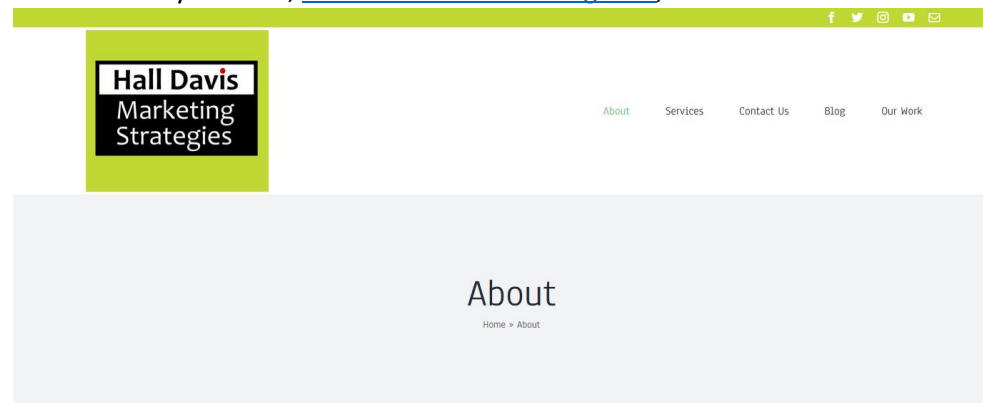
Maximize Your Time Outdoors and Share Time Surrounded by Family and Friends

Free Quote · Flexible & Durable

[Our Work](#) · [Meet the Team](#) · [About E.A. Quinn](#) · [Contact Us](#)

For more information

Please visit my website, www.halldavismarketing.com, for more information about me and what type of digital marketing work I've done.



Christina H. Davis
Owner & Founder

My name is Christina H. Davis and I founded Hall Davis Marketing Strategies in 2013. Here's how I got here:

I attended the University of Connecticut at Storrs and earned a degree in English and Journalism. After traveling around the U.S. for about two months in a red Ford Escort with my then boyfriend (now husband) I got my first job in newspapers as a town reporter at a daily paper in Central Connecticut. I lasted all of three months.

I gave it another go and got a job at the Willimantic Chronicle, the last of a dying breed: an independently owned afternoon paper. I had a wonderful time and learned a ton covering education and social services in Willimantic/Windham.

