

VIRTUAL ASSISTANT, SOCIAL MEDIA MANAGEMENT & BRAND AWARENESS AMBASSADOR.

Gabrielle Dann

The Copper Lens Photography

April 2017-January 2018

Revamped 'The Copper Lens' social media platforms to align with its new company name and style. Worked with client on all major social media platforms creating graphics, content and engagement.

Sample Blog Post:

Alex & Andrea | Plantation Oaks Farms | Callahan, FL

May 8, 2017 | Elle Dann

It was a beautiful day at Plantation Oaks Farms and every image captured the love Alex and Andrea have for each other. Their wedding was simple, elegant with a modern rustic touch. Their wedding palette was lavender, eggplant, pastel yellow and grey. Florist, Megan Rubin, did an amazing job in blending these beautiful colors for the couple's floral arrangements. Andrea's gorgeous A-line gown from One Fine Day, was elegant and modern with a touch of traditional.

Not only is the couple head over heels in love with each other, but they were extremely fun to photograph. Their wedding party showed off their individual personalities, as well as the friendships with the bride and groom in all of their pictures.

We are honored we were able to be a part of the beginning of their happily ever after. Congratulations, Alex and Andrea.

Photography: [The Copper Lens Photography](#)
 Wedding Planner: [Christina Burghart](#)
 Floral: [Parker & Co Florals and Design](#)
 Venue: [Plantation Oaks Farm](#)
 Sweets: [Sweet by Holly](#)
 DJ: ABC DJ's
 Hair & Make-Up: [Cassie Norwick](#)
 Bride's Gown: [One Fine Day](#)
 Bridesmaids Dresses: [Azazie](#)
 Groom's Tuxedo: [Jos A Bank](#)



RECENT POSTS



GOLDEN HOUR
MATERNITY SESSION AT
CAMP MILTON HISTORIC
PRESERVE

July 16, 2019



ASHLEY'S RIVERSIDE
SENIOR SESSION

April 26, 2019



PLANTATION OAKS
FARMS WEDDING IN
CALLAHAN FLORIDA

February 14, 2019



VERA'S BOHO SENIOR
SESSION AT CAMP
MILTON HISTORIC
PRESERVE |

JACKSONVILLE, FL
February 11, 2019



ROMANTIC RAINY
WEDDING AT THE
DELAMATER HOUSE IN
NEW SMYRNA, FL

January 24, 2019



The Copper Lens:

- Writer
- Editor
- Social Media Management
- Virtual Assistant
 - Scheduling
 - Primary contact for all clients
 - Sales
 - Accounting
 - Album Designer
- Brand Awareness
 - Showcasing work to blogs and magazines
 - Client Engagement
 - Client Point of Contact
 - Vendor Point of Contact



Social Media layouts were created one week ahead of time in order to create an aesthetic flow. I worked closely with the owner to learn their style and wishes in order to create a social media feed that best showcased their brand and style.

Displayed to the left is a sample of the Instagram feed for The Copper Lens Photography.



JAZZIZ

August 2009- February 2012

Founded in 1983, world renown, JAZZIZ had a great influence in the jazz community. In 2009, JAZZIZ hired me to assist in branching out to the new generations by creating social media accounts and fully taking it over. The company started out using a personal Facebook page to engage with customers. They trusted me to create a new path and trusted my confidence in knowing that I knew we could achieve so much more. JAZZIZ's Facebook now has nearly 70k page "Likes" and even more followers.

The image is a screenshot of the Jazziz Magazine Facebook page. On the left, the profile picture is a circular logo with the word 'JAZZIZ' in a stylized font. Below it, the name 'Jazziz Magazine' and the handle '@JazzizPublishing' are visible. A navigation menu on the left includes 'Home', 'About', 'Posts', 'Events', 'Photos', 'Videos', and 'Community'. The main content area features a cover image with the text 'JAZZIZ DIGITAL SUBSCRIPTIONS ARE NOW AVAILABLE' and a photo of a person's face with hands covering their mouth. Below the cover image are buttons for 'Like', 'Share', 'Suggest Edits', and '...'. To the right of the cover image are buttons for 'Sign Up' and 'Send Message'. The 'Posts' section shows a post from Jazziz Magazine, dated 7 minutes ago, with the text 'New music by Harry Connick Jr, ALA NI and more on this week's #NewMusicMonday!'. Below the post is a photo of a man in a blue suit. The 'Community' section shows '69,970 people like this' and '70,466 people follow this'.

JAZZIZ

The Authoritative Voice in Jazz

JAZZIZ

- Social Media Management
- Assistant to Publisher
- Advertising (Sony, Universal Music Group, EMI and more)
- Assistant Editor
 - o Editorial Pieces
 - o Magazine Issue Flow
 - o Advertisement Flow

- Brand Awareness
 - o Festival Representative
 - o Client Engagement
 - o Client Point of Contact
 - o Vendor Point of Contact
 - o Artist Point of Contact
 - o Advertiser Point of Contact