

# PORTFOLIO --- SERVICES



ANGELIQUE  
RODRIGUEZ

[HYPERIONDIGITALAGENCY.COM](https://hyperiondigitalagency.com)

HYPERION





# I AM ANGELIQUE.

DIGITAL MARKETER | SOCIAL ENTREPRENEUR | PODCAST HOST

## ABOUT *me*

I'M A FREELANCE MARKETING AND DIGITAL MARKETING CONSULTANT BASED IN DELAWARE WITH A NETWORK OF CLIENTS AND TALENT FROM ALL OVER THE WORLD.

I GRADUATED FROM MONTCLAIR STATE UNIVERSITY WITH A DEGREE IN JUSTICE STUDIES WITH VARIOUS CONTINUED EDUCATION CERTIFICATIONS SUCH AS DIGITAL MARKETING.

I'VE WORKED IN GOVERNMENT AND PUBLIC ADMINISTRATION SINCE 2006. SPECIALIZING IN DIGITAL MESSAGING AND COMMUNICATION. I CURRENTLY WORK WITH SMALL & MEDIUM SIZED BUSINESSES AS WELL AS PARTNERSHIPS WITH OTHER AGENCIES AND FREELANCERS.





# CERTIFICATIONS

BACHELOR'S OF SCIENCE (BS) IN SOCIOLOGY  
JUSTICE STUDIES MAJOR

- MINI-MBA DIGITAL MARKETING
- US DOJ REGIONAL FINANCIAL MANAGEMENT TRAINING SEMINAR
- NCJA PICKETT INSTITUTE FOR CRIMINAL JUSTICE PLANNING
- NATIONAL VICTIM ASSISTANCE ACADEMY LEADERSHIP INSTITUTE.





# AGENCY EXPERIENCE

- CTV/OTT ADVERTISING
- SOCIAL MEDIA MANAGEMENT
- CONTENT CREATION
- SEARCH ENGINE OPTIMIZATION
- BILLBOARDS
- GRAPHIC ART
- WEBSITE DESIGN
- DIGITAL AD CAMPAIGNS
- SHORT & LONG FORM VIDEO PRODUCTION
- PODCAST HOSTING, PRODUCTION & EDITING
- BOOK CREATION & PUBLISHING
- EVENT & BUSINESS PHOTOGRAPHY
- LIVE EVENT PRODUCTION



\*WHILE OUR SPECIALTY IS THE DIGITAL REALM, WE ALSO HAVE PRACTICAL EXPERIENCE IN TRADITIONAL MARKETING CAMPAIGNS.



# MARKETING CONSULTANCY

SPECIALIZING IN DIGITAL MARKETING, I HELP BUSINESSES MAKE A SIGNIFICANT IMPRESSION ONLINE. MY SERVICES COVER ALL ASPECTS OF DIGITAL MARKETING, INCLUDING WEBSITE HEALTH CHECKS, CONTENT MARKETING, SOCIAL MEDIA MANAGEMENT, AND DRAFTING CRUCIAL MARKETING COMMUNICATIONS.

FREELANCERS ARE A VITAL RESOURCE FOR BUSINESSES. UNLIKE LARGER AGENCIES THAT CHARGE RETAINER FEES, FREELANCERS OFFER A PAY-AS-YOU-GO SERVICE. THIS APPROACH PROVIDES FLEXIBILITY, PERSONALIZED ATTENTION, AND COST-EFFECTIVE SOLUTIONS. BY CHOOSING MY FREELANCE CONSULTANCY, YOU ENSURE THAT YOUR MARKETING EFFORTS ARE TAILORED TO YOUR SPECIFIC NEEDS, DELIVERING IMPACTFUL RESULTS WITHOUT THE HIGH COSTS ASSOCIATED WITH BIG AGENCIES.





# SOCIAL MEDIA

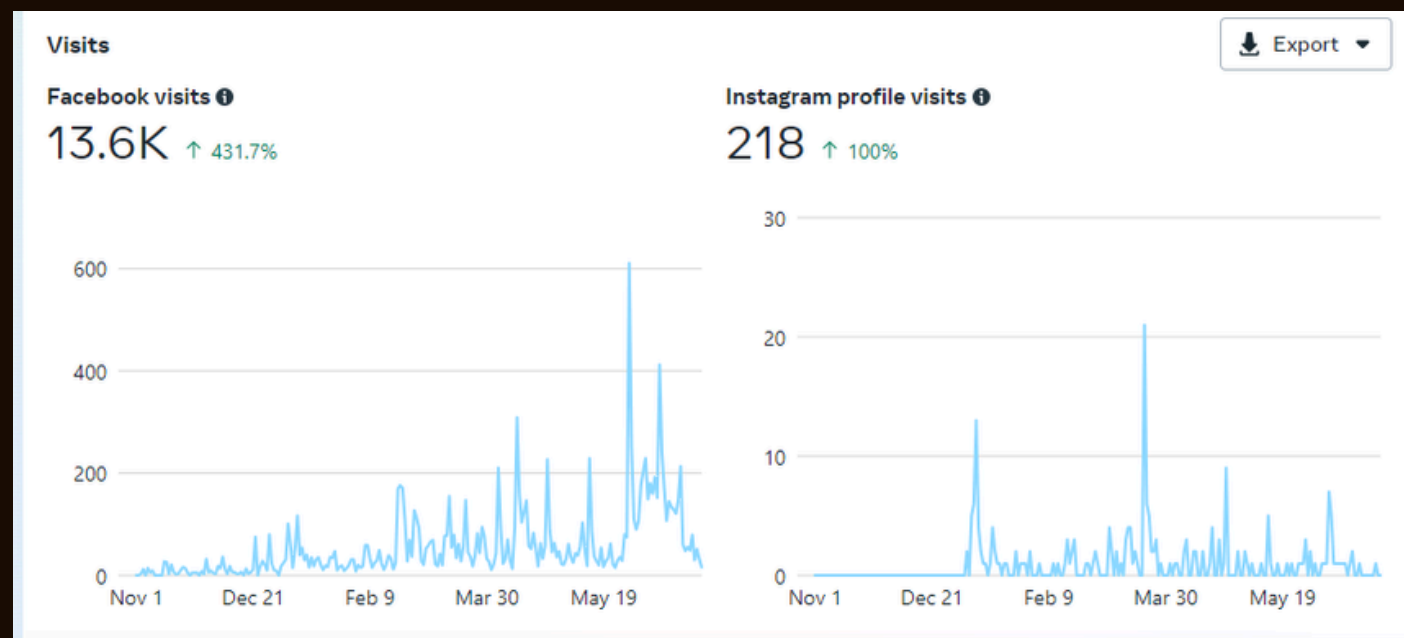
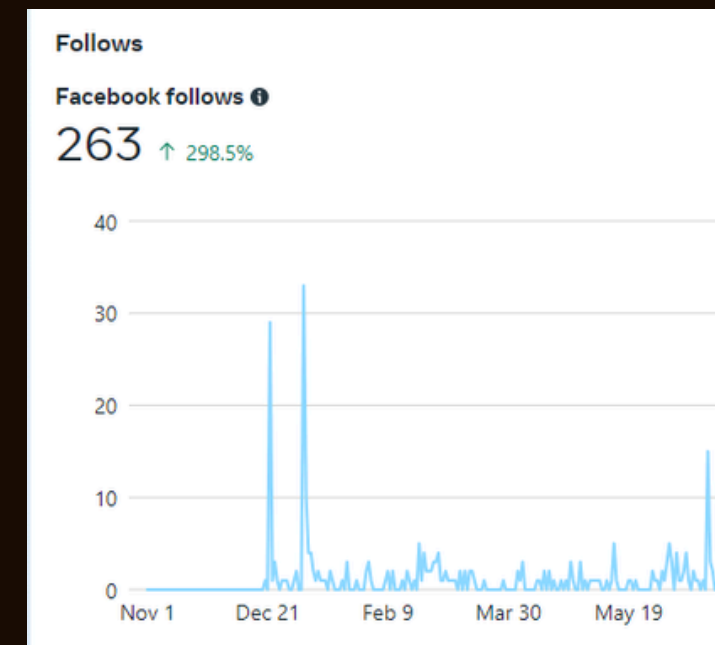
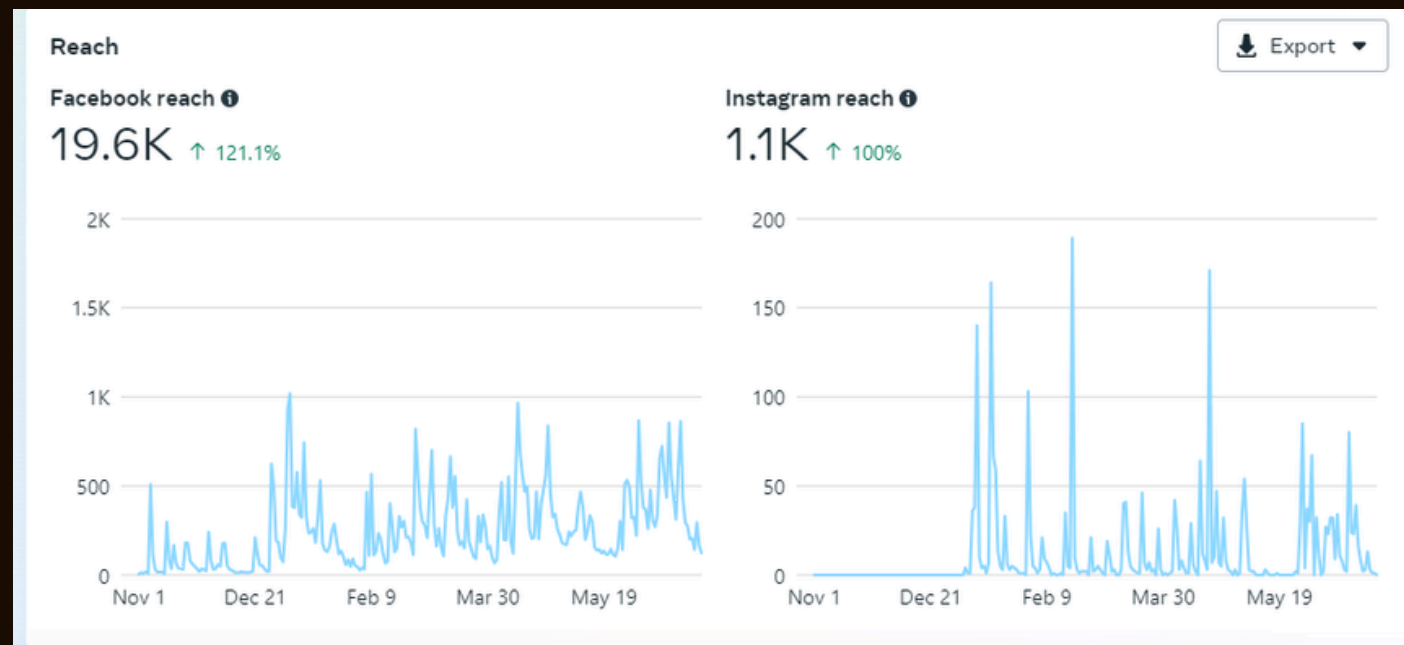
## SERVICES:

- CUSTOMIZED DIY SOCIAL MEDIA PLANS
- SOCIAL MEDIA MANAGEMENT
- PROMOTIONS/ADVERTISING
- LIVE STREAM EVENTS
- PAGE & GROUP MODERATION





# SUCCESSFUL SOCIAL MEDIA CAMPAIGNS = MORE CLIENTS





# INFLUENCER MARKETING & MANAGEMENT

## SERVICES:

- INFLUENCER MANAGEMENT
- IDEAL INFLUENCER  
RESEARCH & OUTREACH (W/  
CAMPAIGN MANAGEMENT)





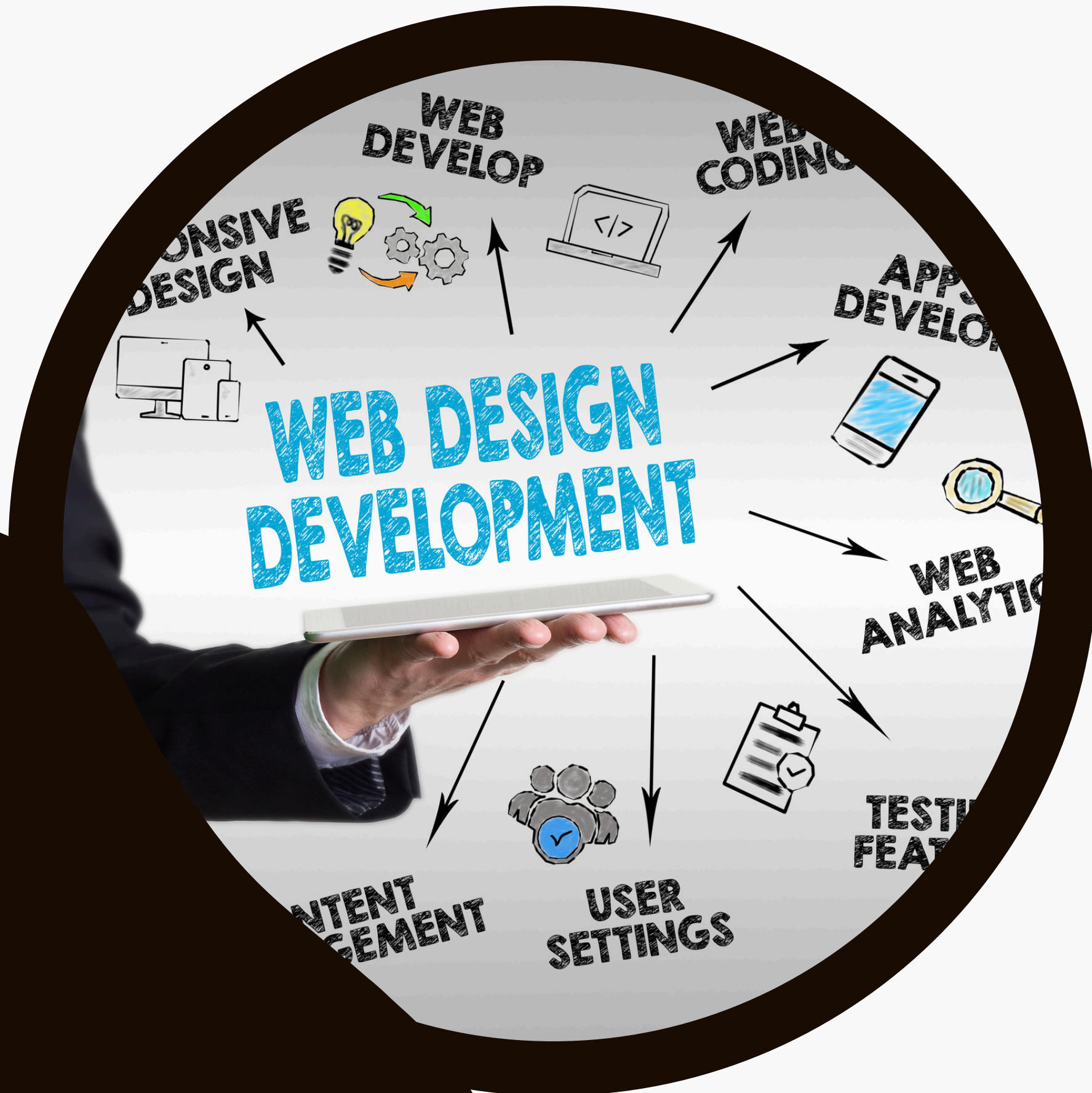
# BRANDING

## SERVICES:

- BRAND IDENTITY
- LOGO DESIGN
- COLOR PALETTE
- STATIONARY
- COMPANY PORTFOLIO
- PRODUCT IDENTITY
- STORE REBRANDING
- LEAFLETS/FLYERS
- OFFERS/DISCOUNTS/VOUCHERS







# WEBSITE DESIGNING

## SERVICES:

- CREATE FULLY CUSTOMIZED WEBSITES FROM START TO FINISH.
- MORE THAN HALF OF ALL WEBSITES ARE DESIGNED & DEVELOPED ON WORD PRESS. OUR AGENCY DOES TOO.



# GRAPHIC DESIGNING

## SERVICES:

- LOGO AND BRAND IDENTITY DESIGN
- MARKETING MATERIALS
- DIGITAL GRAPHICS
- PRINT DESIGN
- INFOGRAPHICS





# CONTENT WRITING

## SERVICES:

- WEBSITE CONTENT WRITING & EDITING
- COMPANY PORTFOLIO & PRODUCT DESCRIPTIONS
- TRANSLATIVE SERVICES
- SCRIPT DRAFTING
- BOOKLETS, BROCHURES & LITERATURE





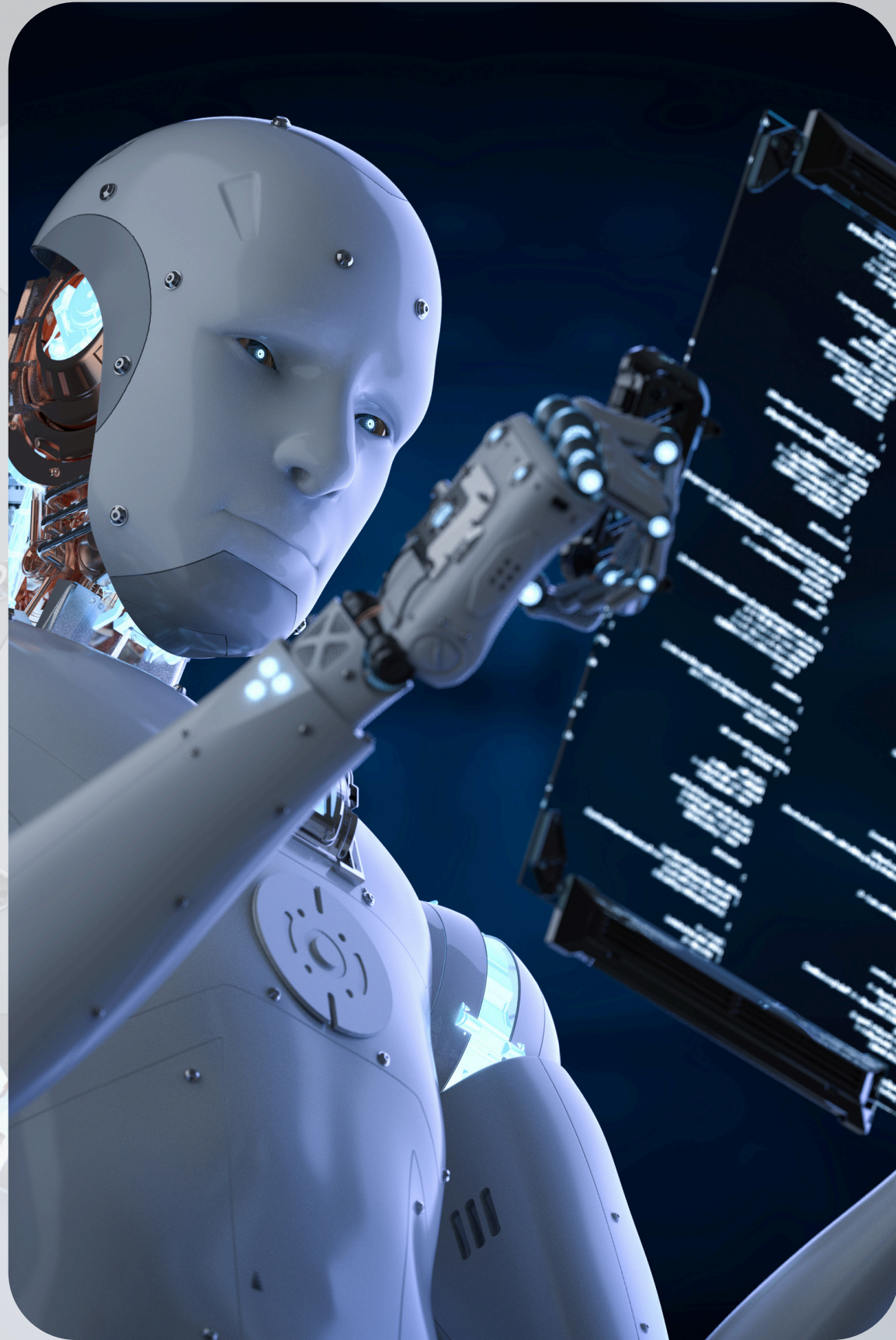
# CTV AND OTT ADVERTISING

## SERVICES:

- TARGETED AD CAMPAIGNS
- CREATIVE AD DEVELOPMENT
- PLATFORM INTEGRATION
- AUDIENCE INSIGHTS AND ANALYTICS
- PROGRAMMATIC AD BUYING
- CROSS-DEVICE TARGETING
- REPORTING AND OPTIMIZATION







# AI AND CUTTING-EDGE TECHNOLOGY SERVICES

## SERVICES

- AI-POWERED ANALYTICS
- CHATBOT DEVELOPMENT
- PERSONALIZATION AND RECOMMENDATION ENGINES
- AUTOMATED MARKETING SOLUTION
- MACHINE LEARNING INTEGRATION
- NATURAL LANGUAGE PROCESSING (NLP)
- AUGMENTED REALITY (AR) AND VIRTUAL REALITY (VR)
- BLOCKCHAIN SOLUTIONS



# SEARCH ENGINE OPTIMIZATION (SEO)

## SERVICES:

- BACKLINKS
- INTERNAL LINKING
- EXTERNAL LINKING
- CONTENT WRITING & EDITING
- KEYWORDS
- SPEED OPTIMIZATION
- TAGS
- GOOGLE INTEGRATION
- SOCIAL MEDIA LINKING & INTEGRATION





# SEARCH ENGINE MARKETING (SEM)

## SERVICES:

- KEYWORD RESEARCH & ANALYSIS
- PAY-PER-CLICK ADVERTISING
- AD COPYWRITING & TESTING
- LANDING PAGE OPTIMIZATION
- CAMPAIGN MANAGEMENT & MONITORING
- COMPETITOR ANALYSIS
- REPORTING & ANALYTICS





# PODCASTING

## SERVICES:

- PODCAST CONCEPT AND STRATEGY
- RECORDING AND PRODUCTION
- EDITING AND POST-PRODUCTION
- SHOW NOTES AND TRANSCRIPTIONS
- DISTRIBUTION AND MARKETING
- GUEST MANAGEMENT





# MYSTERY SHOPPING

## IN PERSON

- EVALUATING CUSTOMER SERVICE INTERACTIONS
- ASSESSING STORE CLEANLINESS AND LAYOUT
- MONITORING EMPLOYEE COMPLIANCE WITH COMPANY POLICIES
- MEASURING OVERALL CUSTOMER EXPERIENCE

## ONLINE

- EVALUATING WEBSITE NAVIGATION AND USABILITY
- ASSESSING ONLINE CUSTOMER SERVICE AND SUPPORT
- TESTING THE ONLINE PURCHASE PROCESS
- ANALYZING COMMUNICATION AND RESPONSE TIMES





# IMPACTFUL MARKETING



WE SPECIALIZE IN IMPACTFUL MARKETING THAT SEAMLESSLY INTEGRATES SOCIAL SCIENCE PRINCIPLES WITH STRATEGIC MARKETING EFFORTS. OUR UNIQUE APPROACH HELPS SMALL BUSINESSES CREATE POWERFUL MESSAGING AND BRANDING THAT RESONATES DEEPLY WITH THEIR AUDIENCE. BY LEVERAGING INSIGHTS FROM A SOCIATAL PRESPECTIVE, WE CRAFT STRATEGIES THAT NOT ONLY ENHANCE YOUR BRAND'S VISIBILITY BUT ALSO FOSTER GENUINE CONNECTIONS WITH YOUR CUSTOMERS.

CONTRARY TO POPULAR BELIEF, CORPORATE SOCIAL RESPONSIBILITY (CSR) INITIATIVES AREN'T JUST FOR LARGE CORPORATIONS. WE DEMONSTRATE HOW SIMPLE, THOUGHTFUL CHANGES CAN SIGNIFICANTLY ELEVATE YOUR MESSAGING AND IMPROVE PUBLIC PERCEPTION OF YOUR BUSINESS. OUR SERVICES INCLUDE:

- STRATEGIC MESSAGING: UTILIZING SOCIAL SCIENCE TO UNDERSTAND YOUR AUDIENCE'S BEHAVIORS AND PREFERENCES, WE CREATE COMPELLING MESSAGES THAT RESONATE.
- BRAND DEVELOPMENT: CRAFTING A BRAND IDENTITY THAT REFLECTS YOUR VALUES AND APPEALS TO YOUR TARGET MARKET.
- CONTENT MARKETING: PRODUCING CONTENT THAT EDUCATES, ENGAGES, AND BUILDS TRUST WITH YOUR AUDIENCE.
- CSR INTEGRATION: IMPLEMENTING CSR STRATEGIES THAT ALIGN WITH YOUR BUSINESS GOALS AND DEMONSTRATE YOUR COMMITMENT TO POSITIVE SOCIAL IMPACT.



# CLIENTS & PARTNERS

VAL FOR  
THE 5TH  
DISTRICT



ALLEN  
STRATEGIES, LLC  
GOVERNMENT  
SOLUTIONS



NCC  
COUNCIL  
9TH  
DISTRICT





# CONTACT

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LISTEN TO T.I.E. PODCAST HERE:

