



CREATIVE PORTFOLIO



*Connecting Leaders to Creative Solutions in Marketing,
Sales, Technology, Operations & More*

www.kr1stna.com





Welcome

TO THE CREATIVE PORTFOLIO

of KRISTNA Media. Connecting Leaders to Creative Solutions in Media, Marketing, Sales, Technology, Operations among other powerful products and services through Consulting, Project Management, Fractional Services, Staffing & Resource Opportunities, Team Building, Virtual Assistance and more.

LIST OF CONTENTS

Allow this list of contents guide you through our presentation.

4

INTRODUCTION

5

OUR AUDIENCE

6

SOLUTIONS

7

EXAMPLES

14

CONSULTING & PM

15

PROJECTS

18

OUR TEAM

20

THANK YOU

Introducing **KR1STNA MEDIA**

From sophisticated business consulting and 1-to-1 coaching services in marketing, sales and technology, to Fractional CMO, Project Management and Virtual Assistant services, KR1STNA Media offers a diverse array of customizable creative solutions in media, marketing, technology, operations, sales, and more.

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Connecting Leaders
to Creative Solutions



Get your content in front of our business-focused audience of over 25,000 for as low as \$100 per post with consecutive buys!

www.kr1stna.com

25000+

Followers

400+

Engagement Rate

5000+

Posts

3

Dedicated Social Managers

SOLUTIONS


Business Consulting • Full-Service Marketing • Sales Enablement • Project Management • Virtual Assistance • Fractional CMO Services • Optimize the MQL Process • Marketing Automation • Marketing Operations • Sales Operations • Media Advertising • Paid Media Management • Influencer Marketing • Educational Training Programs • Social Media Management • Online Review Management • Loyalty Program Development • Audience Growth • Consumer Engagement • Motivational Speaking • Business Presentations • Career Coaching • Group Training • Team Building • Live Events & Entertainment • Digital Event Strategy

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SOCIAL MEDIA MARKETING EXAMPLES

We specialize in high-quality social media marketing management. Let us handle your entire social media marketing, using a team of pros at the same cost of just one employee.




The graphic features a stylized illustration of four people (three women and one man) in business attire, standing around a large, abstract, multi-colored shape that resembles a puzzle piece or a stylized letter 'F'. The background is a light pink with vertical stripes. In the top left corner, there is a logo with a blue circle containing a white 'F' and the word 'FORUM' below it. At the bottom, there are two purple rectangular boxes with white text. The left box says 'Providing small to mid-sized businesses best in-house marketing teams' and the right box says 'For as low as \$5,000 a month'. Below the graphic is a solid orange rectangular button with the text 'Graphic Design' in white.

Providing small to mid-sized businesses best in-house marketing teams

For as low as \$5,000 a month

Graphic Design




The graphic has a dark blue background with various white icons related to healthcare and technology, such as a heart with a pulse line, a pill, a plus sign, a radiation symbol, and a DNA helix. In the center, there is a white rectangular box with a thin teal border containing text. The text reads: 'Design and development, production planning, manufacturing and quality control. Here at **Pathway NPI**, we guarantee that the design we do will be **the gateway to your success.**' Below the text is the 'pathway' logo, which consists of the word 'pathway' in a sans-serif font followed by a teal square icon with a white diagonal line. At the bottom of the graphic, the word 'INSURANCE' is written in a light blue, all-caps, sans-serif font. Below the graphic is a solid orange rectangular button with the text 'Copy Writing' in white.

Design and development, production planning, manufacturing and quality control. Here at **Pathway NPI**, we guarantee that the design we do will be **the gateway to your success.**

pathway

INSURANCE

Copy Writing



The graphic shows a photograph of a modern outdoor patio area with a round table, four chairs, and a large potted plant. The background is a lush green landscape with palm trees and a body of water. Overlaid on the image is a white rectangular box with a thin white border containing text. The text reads: 'Just like a painting, your home requires fine finishing touches to become the ultimate masterpiece.' Below the text is the 'MONUMENTAL WINDOWS AND DOORS' logo, which features a blue square icon with a white 'M' and the words 'MONUMENTAL WINDOWS AND DOORS' in a sans-serif font. Below the graphic is a solid orange rectangular button with the text 'Hashtag Research' in white.

Just like a painting, your home requires fine finishing touches to become the ultimate masterpiece.

MONUMENTAL WINDOWS AND DOORS

Hashtag Research

SOCIAL MEDIA MARKETING EXAMPLES





















Below you will find a couple examples of social media marketing projects and a view of our organizational tactics.



Ad Creation



Lead Generation

Nombre	Propietario
 ALL BLOG POSTS 	John Kenneth Roque
 Digital Forum #13 	John Kenneth Roque
 Social Media Planner - ClearFuze 	KR1STNA Media
 Social Media Planner - Digital Direction 	KR1STNA Media
 Social Media Planner - Forum Digital Marketing 	KR1STNA Media
 Social Media Planner - GSE Pro 	KR1STNA Media
 Social Media Planner - HDA Technology 	KR1STNA Media
 Social Media Planner - HDA Technology 	KR1STNA Media
 Social Media Planner - Monumental Windows ... 	KR1STNA Media
 Social Media Planner - Pathway NPI 	KR1STNA Media

Content Strategy

SOCIAL MEDIA MARKETING EXAMPLES

You can never be too safe. Our editorial calendars, quality assurance testing and approval systems keep our clients and employees on track with deadlines and .

Date	Day	Topic	
6/6/2022	Monday	Review	https://www.canva.com/design/FA4NqiSul/pPi7Kx_reP8ne7eniA/edit?utm_content=designshare&utm_medium=link2&utm_source=sharebutton
6/13/2022	Monday	Blog1	https://www.canva.com/design/FA4NqiSul/pPi7Kx_reP8ne7eniA/edit?utm_content=designshare&utm_medium=link2&utm_source=sharebutton

Editorial Calendars

Image FB/IG	Source	
https://www.canva.com/design/FA4NqiSul/pPi7Kx_reP8ne7eniA/edit?utm_content=designshare&utm_medium=link2&utm_source=sharebutton	https://clearfuze.com/	At ClearFuze, we strive to leave a want any experience or service t absolutely stellar by bringing you
https://www.canva.com/design/FA4NqiSul/pPi7Kx_reP8ne7eniA/edit?utm_content=designshare&utm_medium=link2&utm_source=sharebutton	https://www.techradar.com/features/top-data-breaches-and-cyber-attacks-of-2022	Check the link #technology #cybersecu Regrettably, cyberattacks and endless stream of nefarious m insecure data a There's no shortage of attacks an you like to keep We're here to protect you. C #CyberSecurity #Hack #B
https://www.canva.com/design/FA4NqiSul/pPi7Kx_reP8ne7eniA/edit?utm_content=designshare&utm_medium=link2&utm_source=sharebutton	https://clearfuze.com/	Private equity firms bet on the gro profitable portfolios. But there' invest Whether a company has limited ir collaborating with ClearFuze wil resourc

Quality Assurance Testing

March 2022

April 2022 - Weekly View of Content


Internal Approval	Added to Sendible	
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Apr 1
<input type="checkbox"/>	<input type="checkbox"/>	Apr 2


Approval Systems

SOCIAL MEDIA MARKETING EXAMPLES


Check out some of the images we've created in the past below. The client was appreciative of our detailed research, project management, and reporting and analysis.


FEEL LIKE YOUR TECHNOLOGY NEEDS A **LIFT**?



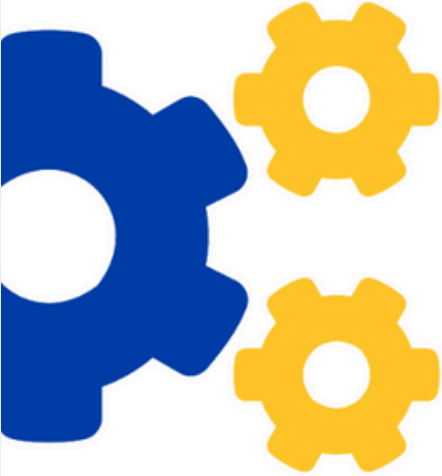
 CLEARFUZE

Research

WE ARE  CLEARFUZE



Project Management



We develop a strategic plan to help you recover from any disaster and get back to business fast.

Reports & Analysis



A hand points at a glowing 'SEO' text in the center of a blue background. Surrounding the text are four hexagonal icons labeled 'OPTION 01' (gears), 'OPTION 02' (bar chart), 'OPTION 03' (circular arrows), and 'OPTION 04' (person icon). Below the main text, there is a 'JOIN US' button and contact information.

SEO Agency with Experience

For more information

+1 858-442-2167
info@forumdgtl.com
forumdgtl.com



A small green seedling with two leaves grows out of a pile of dark brown soil inside a clear glass lightbulb. The background is a soft-focus green. The GSE logo is in the bottom left corner.

GSE Your allies in Operational Efficiency



A collage background featuring a resume for Samantha Black, a bar chart titled 'Business items', and a line graph. Overlaid on this is a dark blue box with white text listing three key results.

60-Day Results

- 303% Increase in Leads
- 107% Increase in Website Visitors
- 36% Increase in Conversions

THE FORUM

A DIGITAL MARKETING AND PR AGENCY

**TOOLS
PROCESSES
RELATIONSHIPS**

to make sure your story is told to the right people at the right time.

CONTACT US

FORUMDGT.COM

Tools

Processes

Relationships

MARKETING CONTENT

DELIVERS

11X BETTER ROI

THAN TRADITIONAL DIGITAL MARKETING



By the Numbers

First-Rate Choice
#13 on San Diego Business Journal's Best PR Firms List.

Reachability
15 employees across the U.S.

Experience
Combined 60+ years of marketing and PR services

Evolving
Founded in 2015.

We've worked with the BEST, you can be the NEXT



bkm. **loan remedy** **T&A** **VETERANS FIRST** **KLEINFELDER**

BEACON **PROWEST** **PRASILI** **SERVING SENIORS** **FORECAST** **IBM**

BLUE BOOK **Blue Jay** **HOME OFFICE SOLUTIONS** **MONUMENTAL** **TWI-PR**





NEW REALITY OF MANUFACTURING

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OUR BEST SERVICES

Our team of medical development professionals brings decades of experience to creating innovative medical products. We produce proof of concept prototypes and first articles quickly and efficiently.



ELECTRONIC DESIGN



SOFTWARE DEVELOPMENT



MECHANICAL ENGINEERING



INDUSTRIAL ENGINEERING



SYSTEMS ENGINEERING



CONCEPT DEVELOPMENT AND REFINEMENT



PROCESS DEVELOPMENT



FEASIBILITY EVALUATION



HUMAN FACTORS (USABILITY) ENGINEERING



PRE-COMPLIANCE EVALUATION AND TESTING

HDATECHNOLOGY.COM

Build a More Efficient and Sustainable Business



KWH reduced:
151,152,532



Energy Cost Savings:
\$ 16,152,530.03



Lbs CO2 Avoided:
107,119 Tons



HVACs
7,500



Walk-In Coolers & Freezers
\$ 5,000



GSE Your allies in Operational Efficiency



NEW REALITY OF MANUFACTURING

We are passionate about creating important new products that improve people's lives.

[CONTACT US](#)

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Our solutions, Your results



Energy Management



Equipment Maintenance Tracking



Gas Management



Kitchen Equipment Monitoring



Lighting Management



Refrigeration



Utility Expenses



GSE Your allies in Operational Efficiency

PRODUCT DEVELOPMENT - CONTRACT MANUFACTURING

YOUR VISION, DELIVERED.



<https://hdatechnology.com/>

MEDICAL CONTRACT MANUFACTURING





GSE Your allies in Operational Efficiency



\$357,318 Savings

173,466 kWh

189 Restaurants



Consulting and Project **MANAGEMENT**

We offer both high-level and deeper-level consulting as well as project and team management solutions, virtual assistance, staffing, team development, fractional services, and much more. Let us know how we can help you. Check out some of our past projects.



www.kr1stna.com



Project 01

Wunderman Thompson Project for Ford



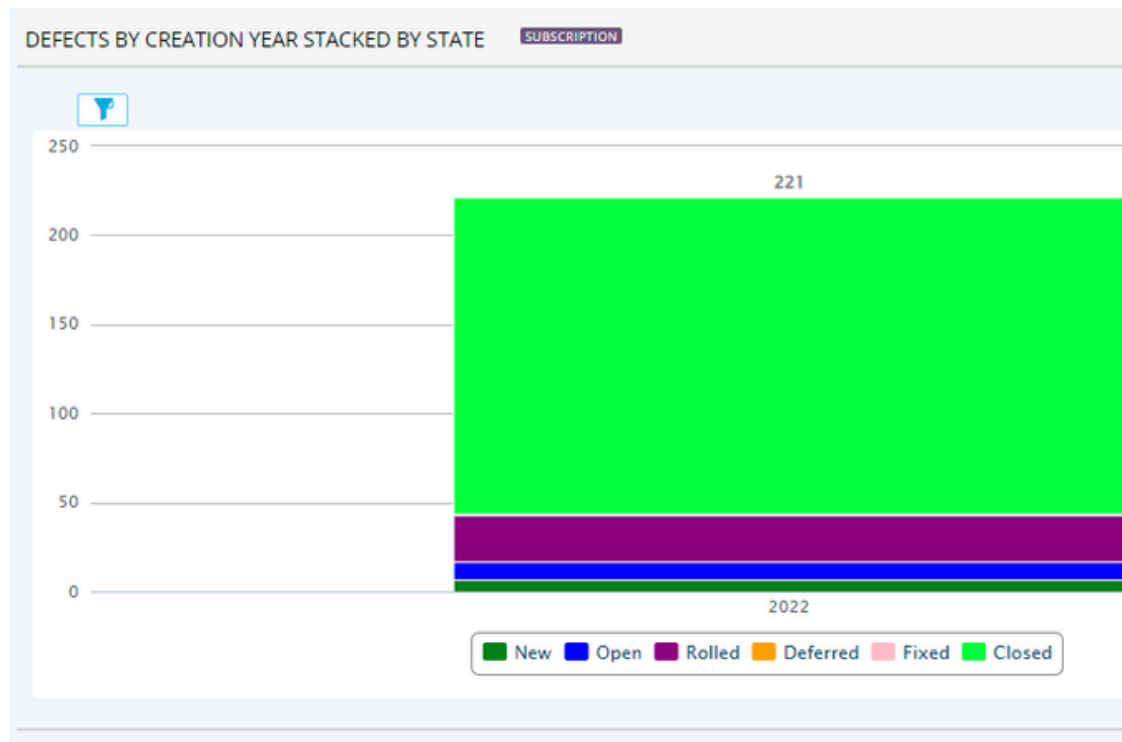
Project 02

Metricool Project with Multiple Influencers



Project 03

Webinar Project Management for SparkCognition



PROJECT 01

Consulting in Salesforce Marketing Cloud Email Marketing. Creation of Quality Assurance Testing Processes & Procedures, Provide Hands-on Resources for Execution via QA Specialists, Project & Team Management, Reporting & Analysis

January
in Newsletters / 2021

Summary

Builder

Previews & QA

Proof

Analytics

CHECKLIST SECTIONS

Previews

First Impressions 1

Accessibility 2

Links

Tracking

Image Blocking

Loading Speed

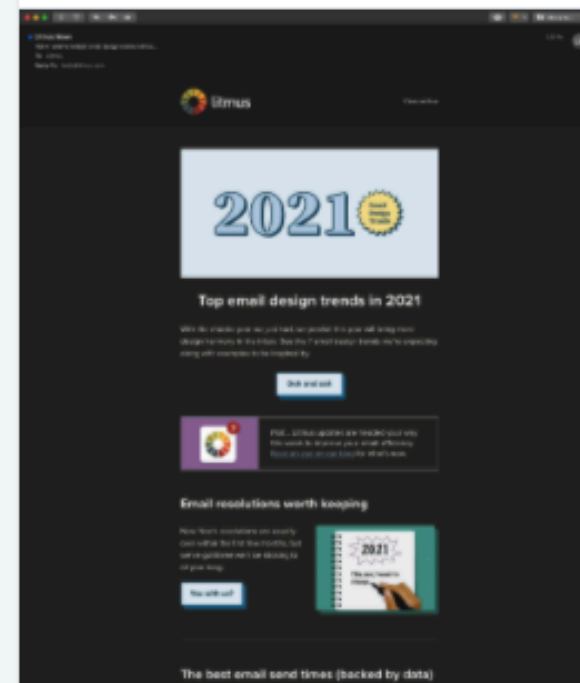
Spam Testing 1

Previews via test address

View full-size email client renders side by side to make sure your email looks great.

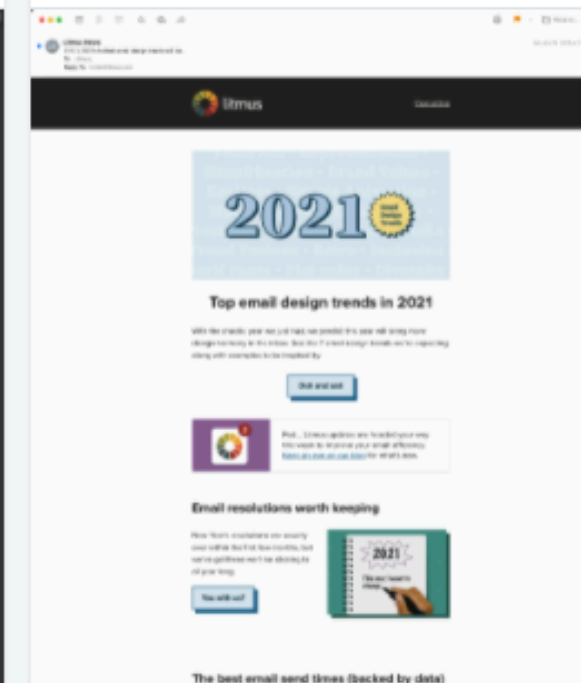
Desktop clients

Apple Mail 13 Dark macOS 10.15



Flag this for review

Apple Mail 14 macOS 11.0



Flag this for review

Apple Mail 14 Dark



Flag this for review

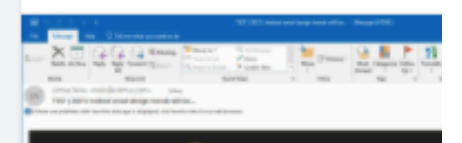
Outlook 2016 macOS 10.12.6



Outlook 2016 Win 10



Outlook 2019



PROJECT 02

Metricool, a social media marketing and web data analysis tool came searching for solutions in Influencer Marketing. Their goals was to reach US-based audiences.

Page 12 of 20

800%

INCREASE IN INFLUENCERS

KR1STNA Media delivered a detailed strategy and execution plan to assist the Metricool team in growing their US-based audience through high-quality influencers, increasing their number of high-quality influencers by more than 800%.





PROJECT 03

Webinar Project Management for a business offering AI solutions to address core infrastructure challenges, including asset optimization, preventing cyberattacks, augmenting skill gaps, and enabling climate change initiatives.



AI-Powered Performance Management For Sustainable Energy

INTRODUCTION

Renewable energy providers face enormous challenges—and enormous opportunities as well—in analyzing and benefiting from the flood of data provided by their assets. These challenges include complex grid dynamics, increasing mixed-asset types, a wide range of OEMs, and ever-tightening margins. It's possible to spend immense amounts of time and resources sifting through all this data and still miss opportunities to optimize projects, identify and repair underperforming assets, and prevent failures and downtime.

SparkCognition™ Renewable Suite is the most advanced product in the market today for addressing these challenges, allowing operators to realize significant operational improvements, while also providing safer workplaces. As a cloud-based platform that is easily implemented and highly scalable, Renewable Suite is a comprehensive asset management and predictive analytics suite. Cutting-edge, easy-to-use tools allow owners to extract, manage, and make sense of large streams of wind, solar, and storage asset performance data.

Renewable Suite delivers the most actionable results from your data by combining the latest in our patented artificial intelligence (AI) and machine learning (ML) technology with the deep energy domain expertise of the SparkCognition team. Take advantage of predictive maintenance recommendations to optimize logistics, improve planning, perform timely maintenance, prevent failures, quickly identify underperforming assets, and ensure effective follow-through—all with the help of SparkCognition tools and experts. Unmatched data analytics, asset management, and O&M planning tools are all integrated into one platform.

The bottom line: the Renewable Suite platform helps you improve profitability by increasing energy production, reducing maintenance costs, increasing safety, and maximizing operational efficiency.

Monitor - Drill down to explore project- and device-level KPIs

Predict - Combine SparkCognition expertise, physics-informed models, and advanced AI to prevent failures and reduce maintenance costs.

Analyze - Turn data on asset health into valuable insights through extensive, intuitive self-service analytics.

FIGURE 2: Predictive Analytics



Maintain - Increase the efficiency of operations, maintenance, and asset management.

Report - Automatically create standard and custom reports

FIGURE 3: Report Example





FARID HEREA
Senior Operations Manager



KATHERINE CALDERON
Marketing & Project Manager



JOHN KENNETH ROQUE
Social Media Manager



PARAS MUGHAL
Business Development Manager

OUR TEAM

Our team of highly qualified and talented certified marketing and technology-focused Specialists are in the nitty gritty work of the detail-sensitive projects our clients look to us to execute. We offer exceptional customer service, as well.



KRISTINA HERNANDEZ
Chief Executive Officer

Kristina Hernandez, CEO of KR1STNA Media, is an empowering business leader based in the Greater Philadelphia area. Covering marketing and sales, events and travel, consumer engagement, business development, technology, and multimedia, among other key business areas, she uses industry knowledge, networking, inbound marketing, and deep understanding to create and optimize projects in many business areas.

Kristina offers a powerful talent in identifying gaps within communication systems, tools and processes. She is known for identifying and attacking the issues at their roots. Kristina brings a holistic approach to her work and her passion, knowledge of proven strategies, personable attitude, and professional abilities assist her in efforts to maximize results for customers, teams and partners.

OUR CEO



THANK YOU

KRISTNA Media | Connecting Leaders to Creative Solutions

