

# *CREATIVE* PORTFOLIO

2024





# *PAST BRANDS*



*HOTPLATE*

01

The simplest all-in-one software for chefs and bakers to run a popup and preorder business



*EATALY*

02

An Italian marketplace, school, and restaurant based on the concept of *Eat, Shop, Learn*



*CHOTTO  
MATTE*

03

The London-based restaurant group specializes in Nikkei cuisine— Peruvian and Japanese flavors



*INK AND  
PORCELAIN*

04

A design studio and platform for female creatives based in the Bay Area



*LINDSEY  
LOUIE*

05

San Francisco based influencer focused on fashion and beauty content

# *HOTPLATE*

SAN FRANCISCO



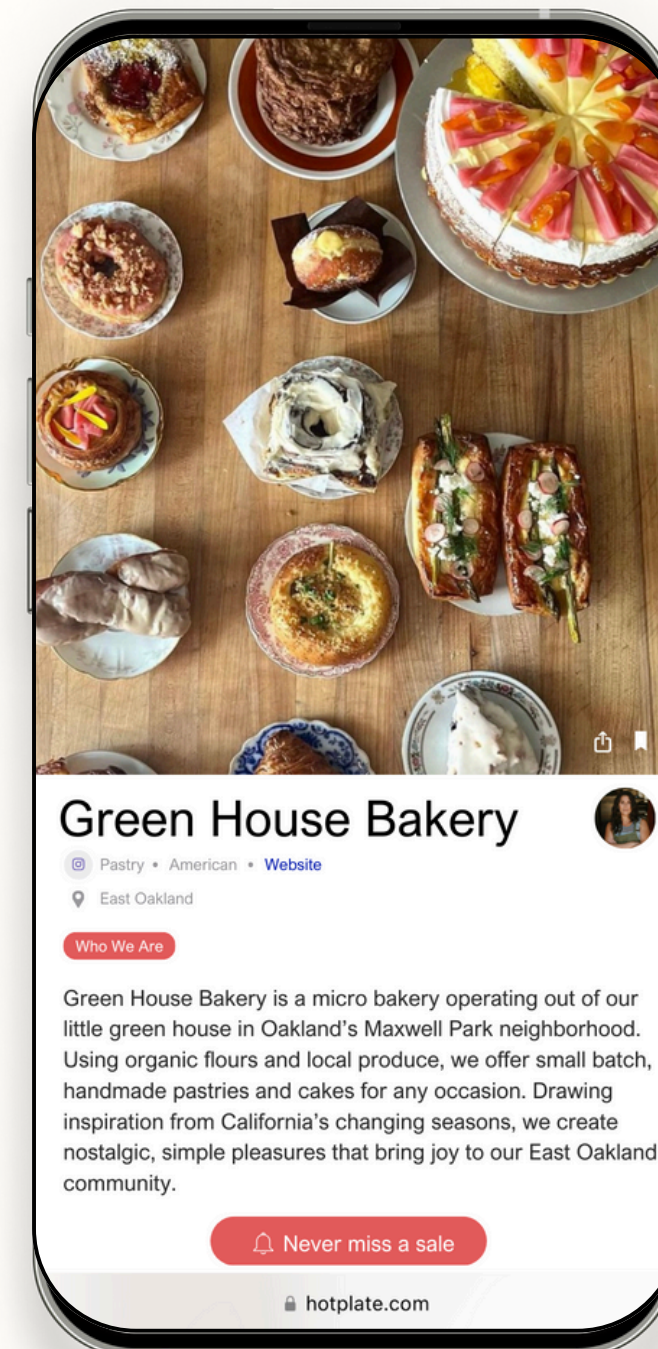
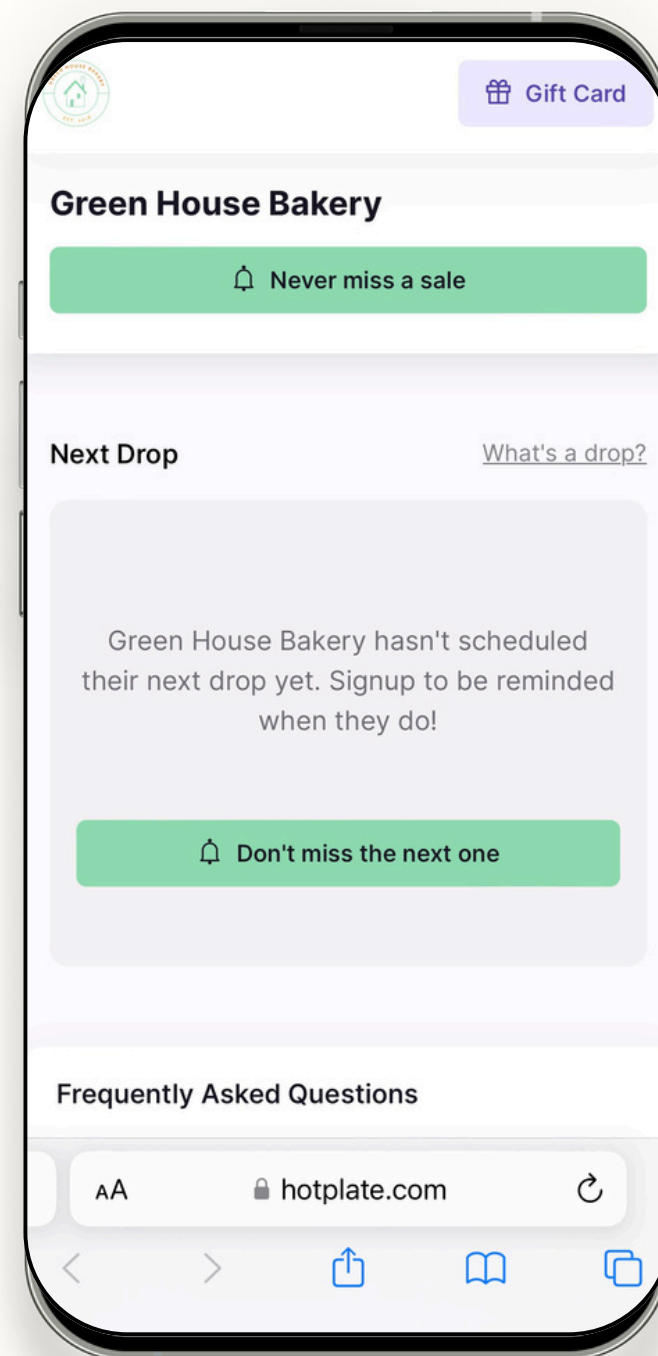
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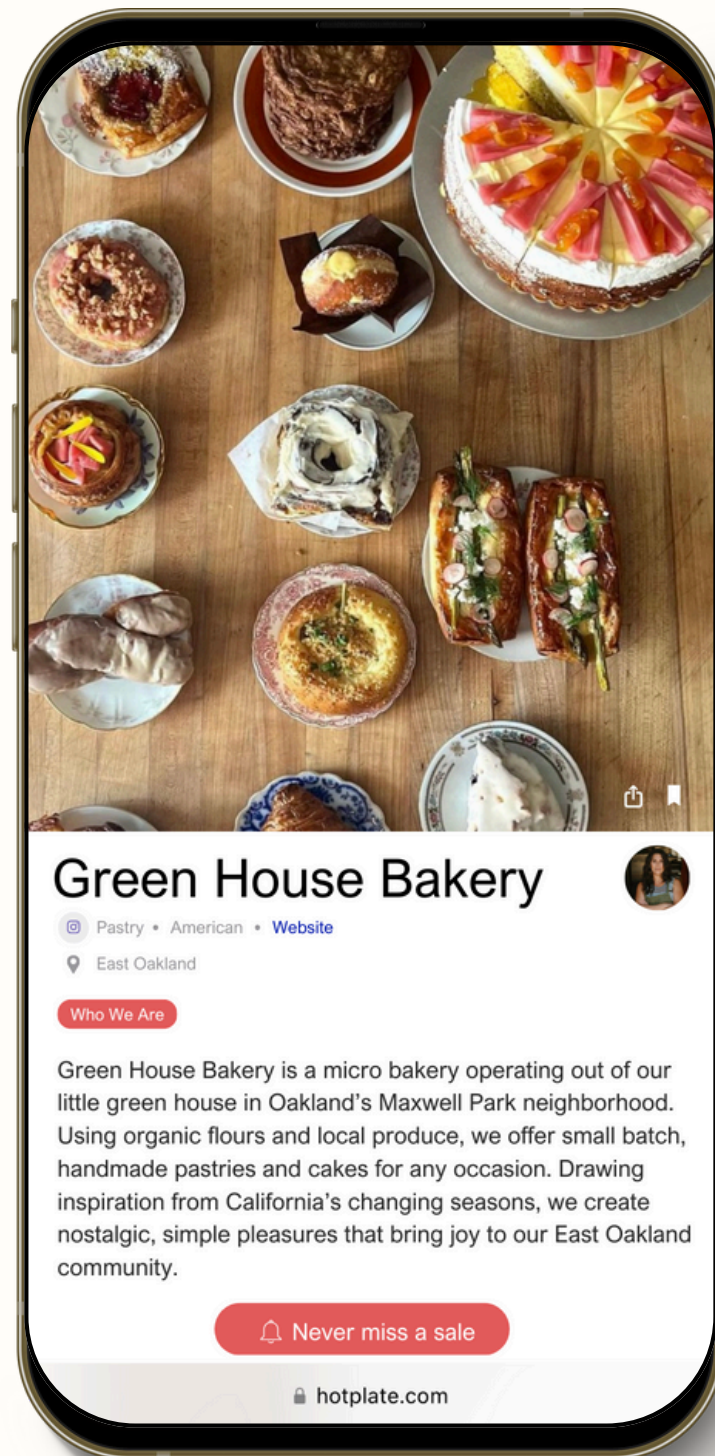
Hotplate is an all-in-one software that provides financial and operational flexibility for thousands of chefs and bakers to sell their food concepts. The growth and marketing role encompasses building the popup market online and offline— including content strategy, strategic analysis of customer flow to product design.



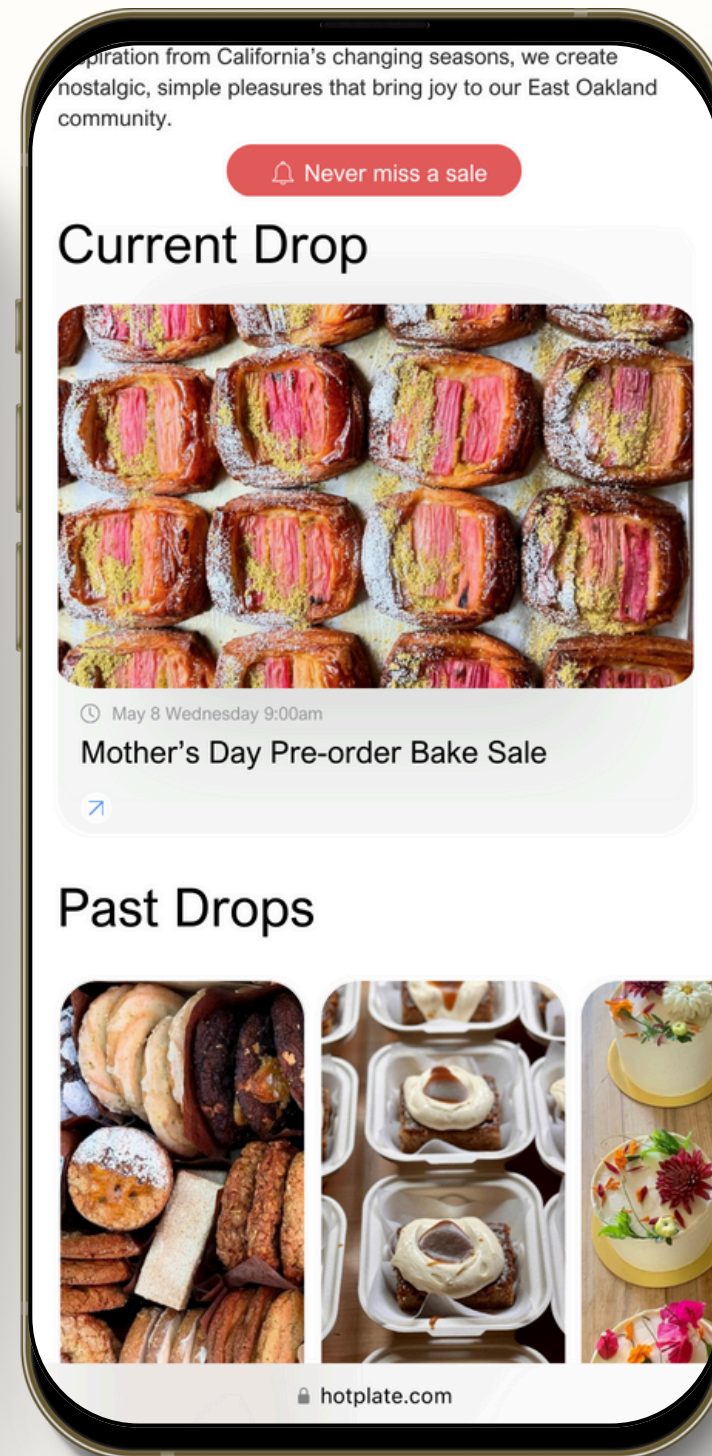
HOTPLATE

# STOREFRONT MOCKUP

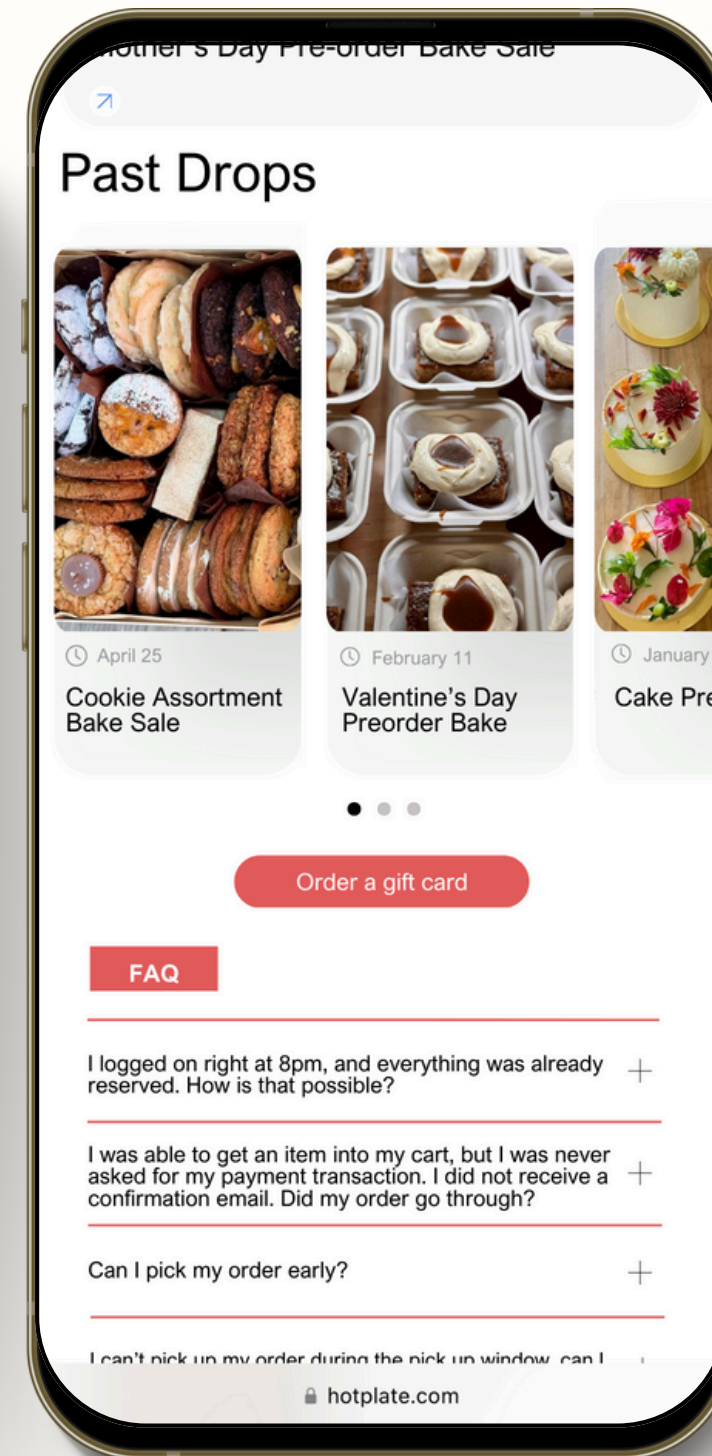




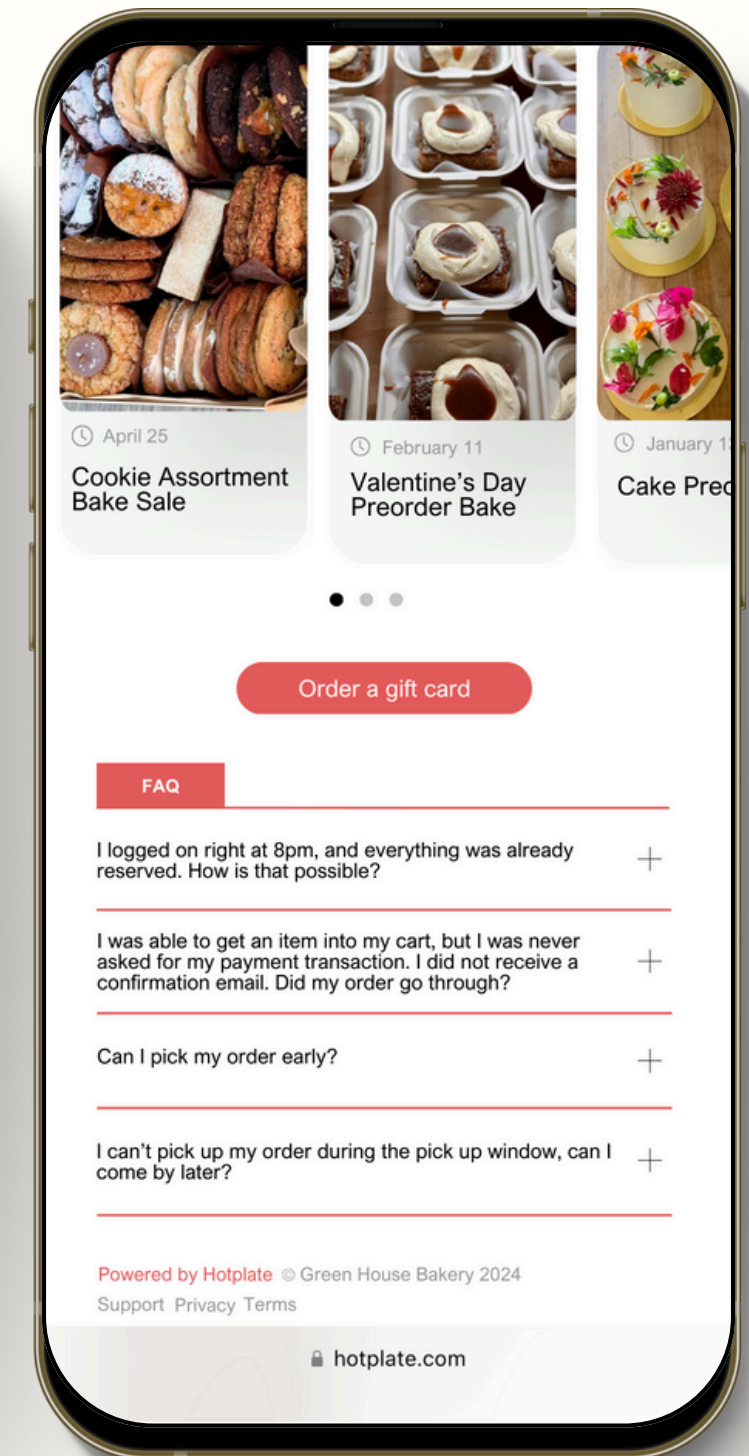
- 01 Bookmark and share function to build traffic for Hotplate chefs and encourage shares



- 02 Display of the product should be at the forefront for chefs



- 03 Standardized photo guidelines for past event drops



- 04 Gift card function moved to the bottom of page as a less priority button feature

# HOTPLATE x SALTED RYE

## CAKE PICNIC EVENT

350 RSVPs on Partiful to grow the concept of popup events. A high conversion event for customer acquisition and growth of the brand.

You're invited to a sweet feast

CAKE  
PICNIC



saltedrye



hotplate

**saltedrye** Elisa Sung is a local Bay Area pastry artist sharing her baked art pieces online. Baking is tucked into all aspects of her life: an expression of creativity, a vehicle for art and style, and a way to share her love and care with those around. She is excited to build a vibrant San Francisco community of friends in sweets and all things good.

[www.saltedrye.com](http://www.saltedrye.com)

@saltedrye

**hotplate** Our software proudly powers thousands of chefs and bakers across the country to sell the food of their dreams. Hotplate is the simplest platform for you to run a popup and preorder business with inventory limits, automated prep lists, SMS reminders, and more. Some chefs even call Hotplate their best employee yet!

[www.hotplate.com](http://www.hotplate.com)

@hotplate

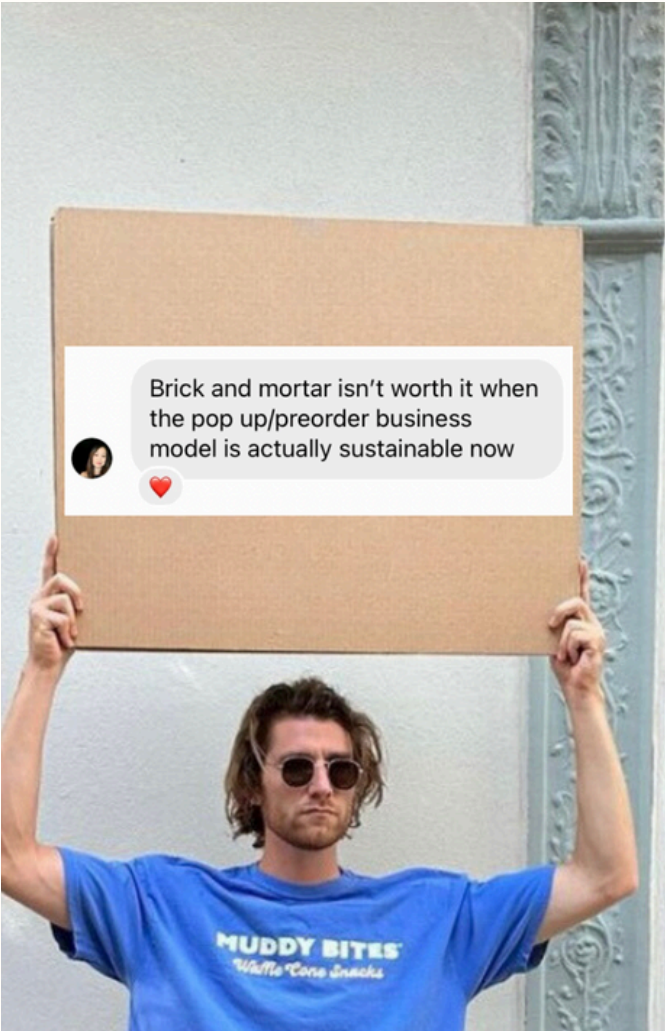
CONTENT

CREATION

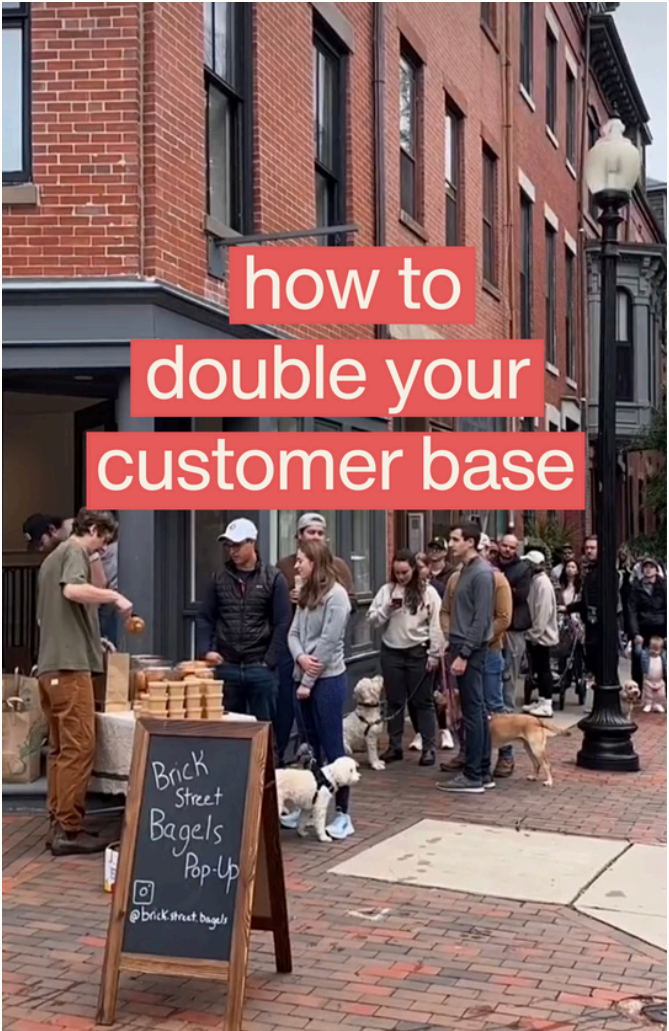


The key to good food photography

6 SAVED  
2 SHARES



5 SAVED  
14 SHARES



how to double your customer base

4 SAVED  
3 SHARES



3 TIPS becoming a successful food pop-up

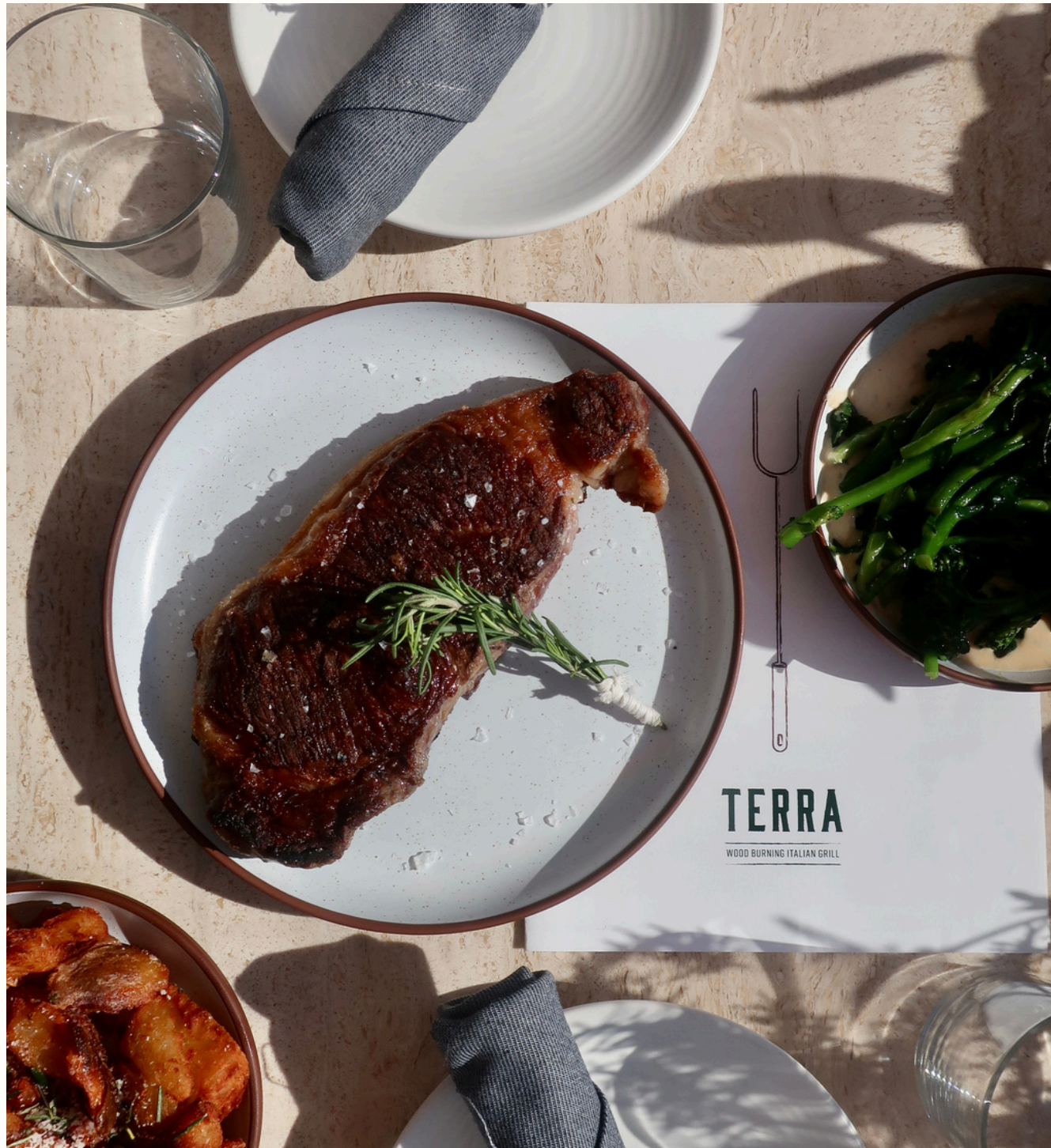
16 SAVED  
11 SHARES

1) Provide tools to current Hotplate chefs 2) Outreach to other popup chefs within our market fit

# EATALY

SILICON VALLEY

SOCIAL MEDIA AND  
COMMUNICATIONS  
MANAGER



Content Pillars: Educational,  
entertaining, promotional, engaging

Increase community engagement  
amongst Bay Area 'foodie lovers' with  
visually engaging content creation in  
support of strategic traffic flow within  
store and overarching events.



# EVENTS

Promotion of events via social media  
to convert ticket sales

01 Lidia Bastianich Book Signing and Private Dinner  
**40 Seats \$6,000 Ticket Sales**

02 Pausa x Terra Grill Takeover  
**Collaboration with San Mateo Restaurant**  
**‘Pausa’ Featuring Exclusive Menu 35 Seats**  
**\$4,530 Ticket Sales**

03 Vino Days  
**Promotional Sale 20% off 6+ Bottles of Wine**  
**and Spirit Profit \$80,000**

04 New Year’s Eve Dinner at Terra  
**112 Seats \$16,800 Ticket Sales**

05 Exclusive Valentine’s Day Menu at *Terra* and  
*La Pizza & La Pasta*  
**600+ Covers at Both Restaurants**

06 Icons of Eataly Pasta Night with Executive Chef  
Antonio  
**32 Seats \$3,040 Ticket Sales**

# CONTENT CREATION

TOP PERFORMING POSTS

Impressions steadily increased  
23% week by week



- 01 Image  
Sold out speciality tiramisu  
croissant during Tiramisu Week  
**438 Likes**
- 02 Reel  
Highlight La Pasticceria Counter  
to drive traffic sales  
**699 Likes | 12.9k Views**
- 03 Reel  
Teaser launch of Terra's first brunch  
fully booked on Open Table  
**307 Likes | 6.2k Views**

PHOTOGRAPHY



MARKETING

CONTENT CREATION

EVENTS

# CHOTTO MATTE

SAN FRANCISCO

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Introduce the London-based global brand to the North American market with a focus on Nikkei cuisine. Chotto Matte represents a pivotal restaurant in partnership with the Union Square Alliance to re-energize the downtown San Francisco community. The marketing role encompasses B2B events ranging from our private dining space to full buyouts.





# EVENTS

Private dining room to full buyouts of the 400 seater restaurant

- 01 JP Morgan  
**75 Guests Cocktail Style Reception \$20,000**
- 02 Poshmark  
**200 Guests Full Buyout \$93,724**
- 03 Bachelorette  
**11 Guests Cocktail Style in DJ Booth \$2,000**

- 04 Netflix  
**15 Guests Private Dining Room \$3,504**
- 05 Convene  
**400 Guests Grand Opening Party \$15,825**
- 06 Supercell  
**40 Guests Cocktail Style \$9,586**

CHOTTO MATTE

# FEATURED ARTICLES

01 *SAN FRANCISCO  
CHRONICLE*

‘Huge rooftop restaurant  
opens with dramatic views in  
downtown S.F.’



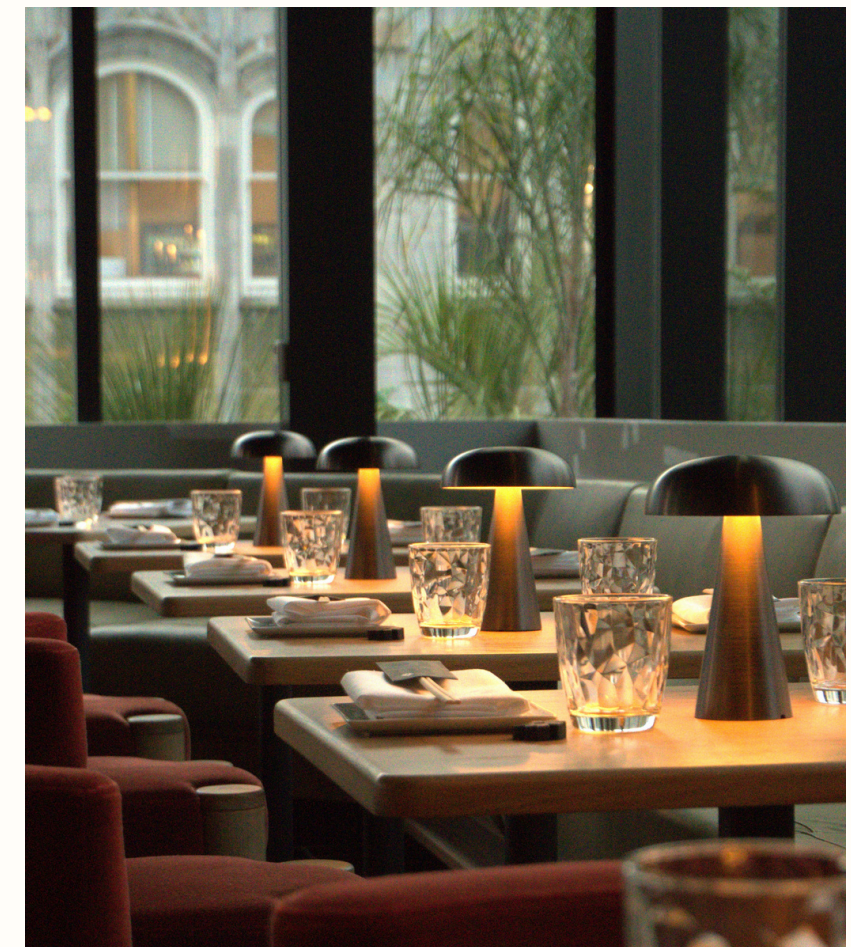
02 *KTVU FOX NEWS*

‘New rooftop restaurant  
brings new buzz to Union  
Square’



03 *SF GATE*

‘This massive new rooftop  
bar is the biggest SF party  
spot in years’





CREATIVE SPECIALIST

# *INK AND PORCELAIN*

Direct photography and video content for various brand partners and product styling for founder Cindy Ngo's in-house line

# BRAND PARTNERSHIPS

JENNI KAYNE

8,200 Impressions 284 Likes



MATERIAL KITCHEN

1,842 Impressions 61 Likes



BEAST HEALTH

3,382 Impressions 92 Likes

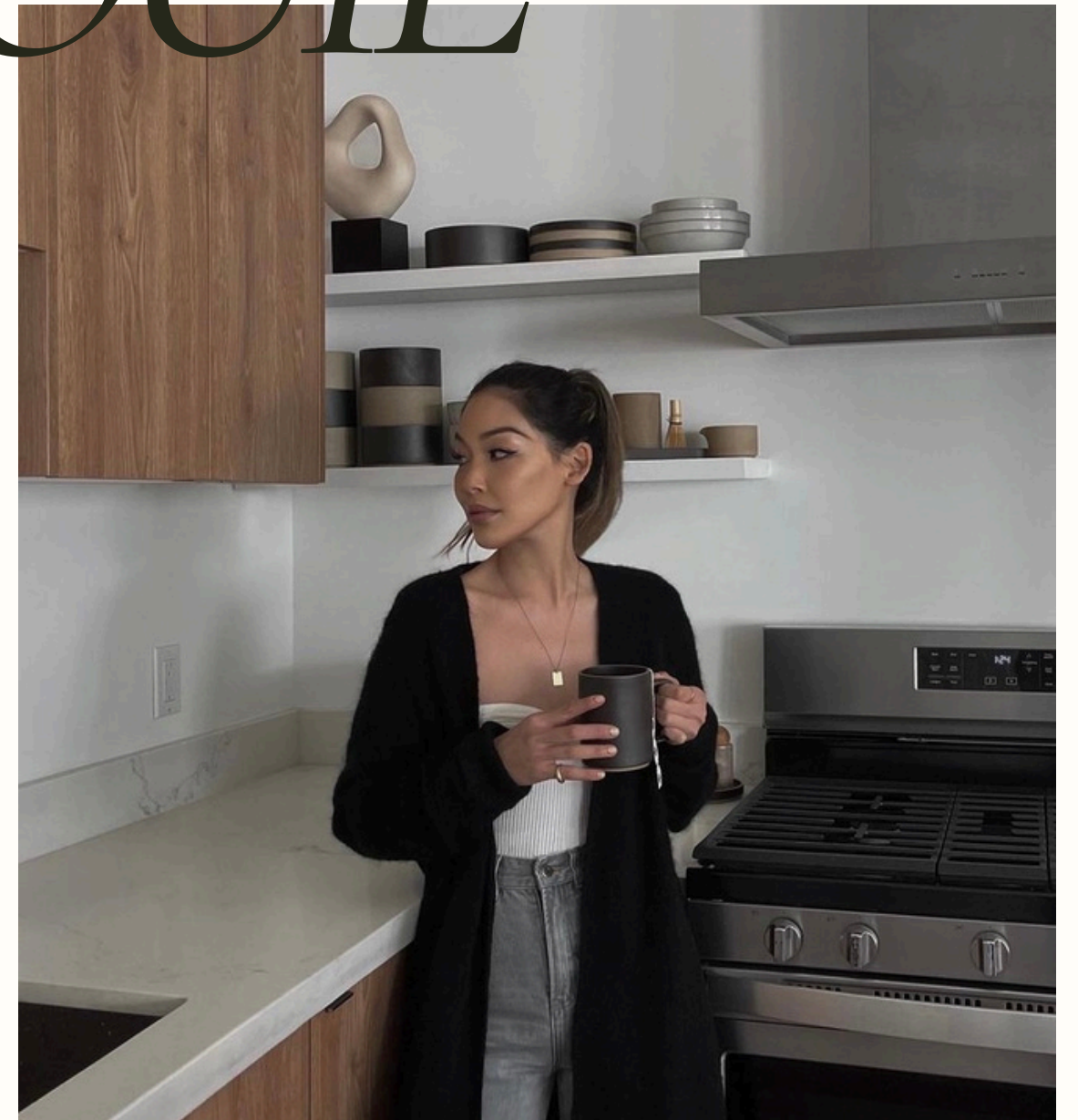


SOCIAL MEDIA ASSISTANT



Shot content of the San Francisco influencer Lindsey Louie for various brand deals including Everlane, Oak + Fort, and Jenni Kayne

*LINDSEY*  
*LOUIE*



## CONTENT



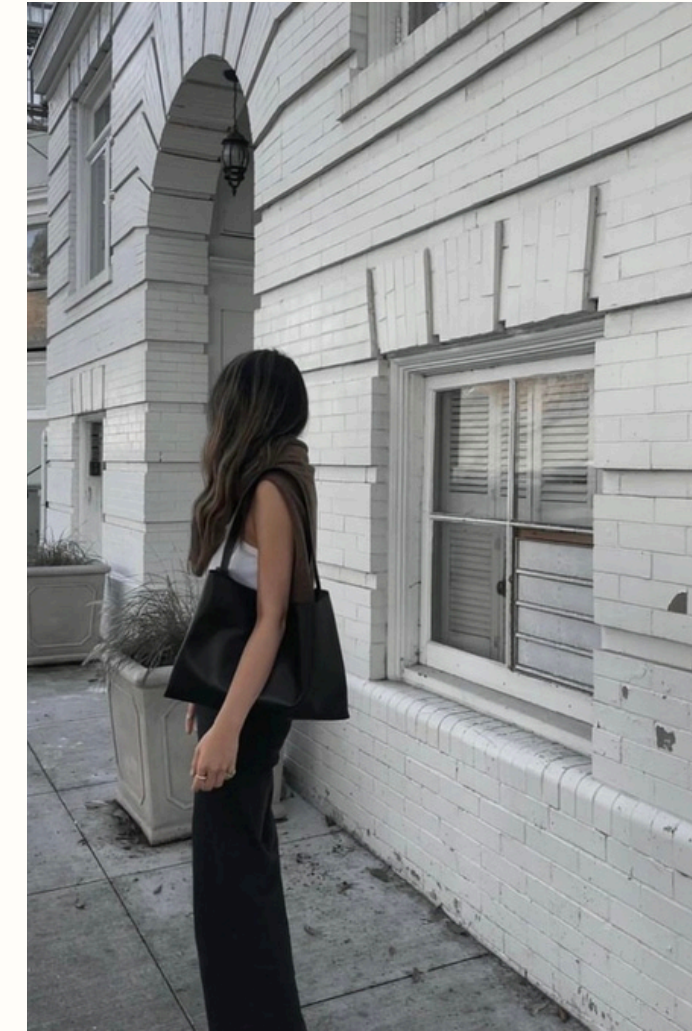
*1,585 LIKES*



*1,091 LIKES*



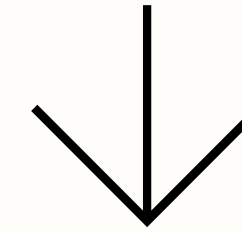
*1,154 LIKES*



*1,058 LIKES*

+ Location sourcing within San Francisco to seamlessly blend into Lindsey's minimalist Instagram feed

# LET'S WORK TOGETHER



## ABOUT

Serena Moy is a growth marketing strategist with experience in product and community management. Specialized in cultivating brand development through media communication to events. In her free time she dabbles in content creation on her personal account and co-hosts community events in San Francisco.

### Email

[serenambermoy@gmail.com](mailto:serenambermoy@gmail.com)

### Phone

415-500-5946

### Website

[serenambermoy.com](http://serenambermoy.com)