

Katherine Carey Creative

Digital Marketing Case Studies & Portfolio

2023 - 2026

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Educational Booklet



Schwarzkopf

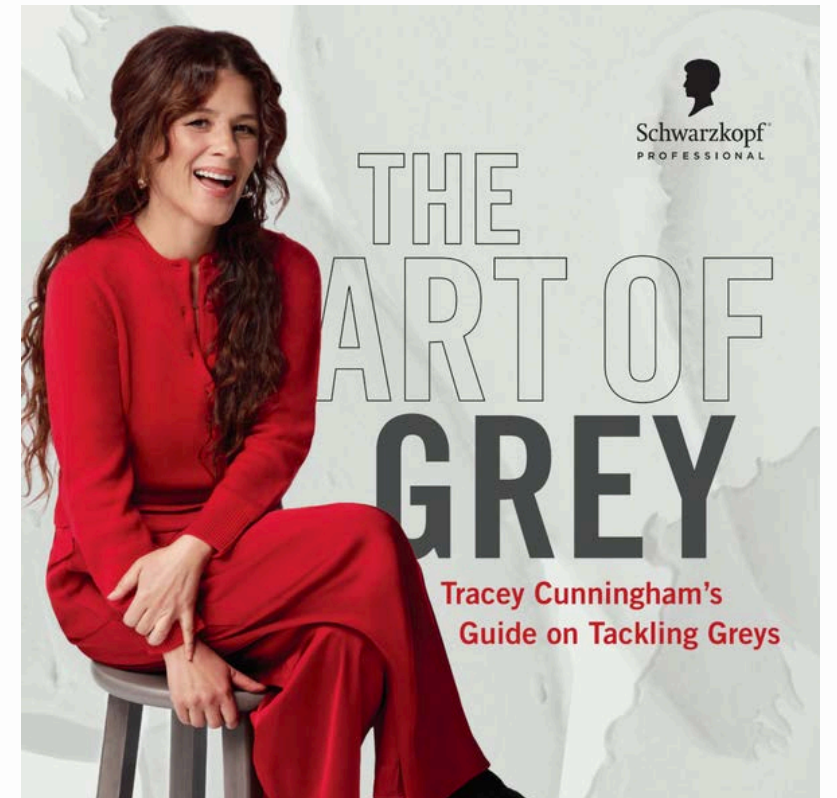
Brand: Schwarzkopf Professional

Website: [Click Here To View](#)

Timeline: February 2026

WHAT:

Partnered with Schwarzkopf Professional to spearhead the product marketing copy and educational narrative for a national CosmoProf campaign booklet featuring celebrity colorist Tracey Cunningham. Bridged R&D formulations, technical chemistry, and salon application into commercially engaging education, authoring precise product messaging focused on advanced grey-coverage methodologies while upholding strict technical accuracy and brand guidelines.



**View Booklet,
Click Here**

Consumer Self-Styling Campaign

SAM VILLA®

Brand: Sam Villa

Website: SamVilla.com

Timeline: February 2023



WHO:

Sam Villa is a professional beauty manufacturer of hair tools specializing in: scissors, blow dryers, flat and curling irons and hair brushes. Their target audience consists of hairdressers worldwide.

WHAT/THE 'CHALLENGE':

Sam Villa tools were perceived as only for professional hairdressers, limiting their market size. The goal was to unlock a massive new revenue stream by targeting the general consumer (D2C) with their irons, blow dryers and brushes.

HOW:

Traditional, overly technical stylist videos are intimidating to everyday consumers. I decided to shift the creative direction to relatable, short-form "self-styling" videos using models who look like the target audience, demonstrating ease of use. I created the vision board and shot list directing the models, managing the photo/videographer and ensuring the visual aesthetic matched consumer trends while maintaining premium brand equity.

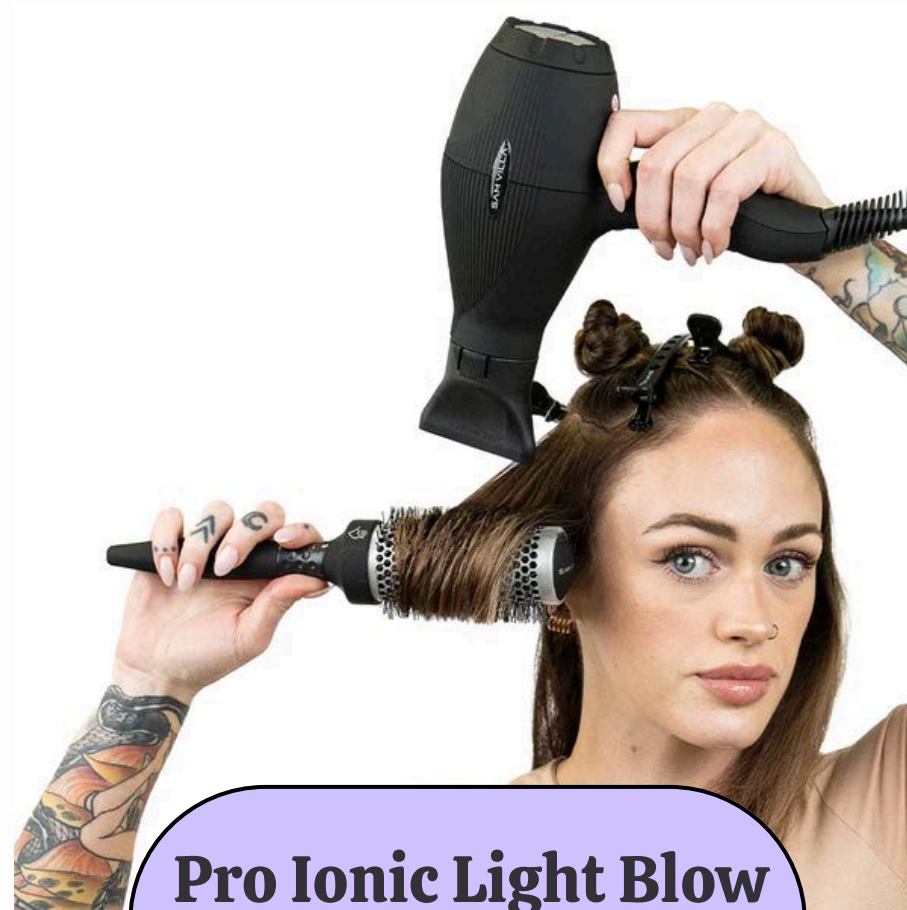
RESULTS:

The ultimate proof of success—the creative was so impactful and drove such strong conversion rates that the brand adopted it as evergreen asset infrastructure for their Shopify and Amazon stores.





Blow Dry Brush,
[view here](#)



Pro Ionic Light Blow
Dryer, [view here](#)

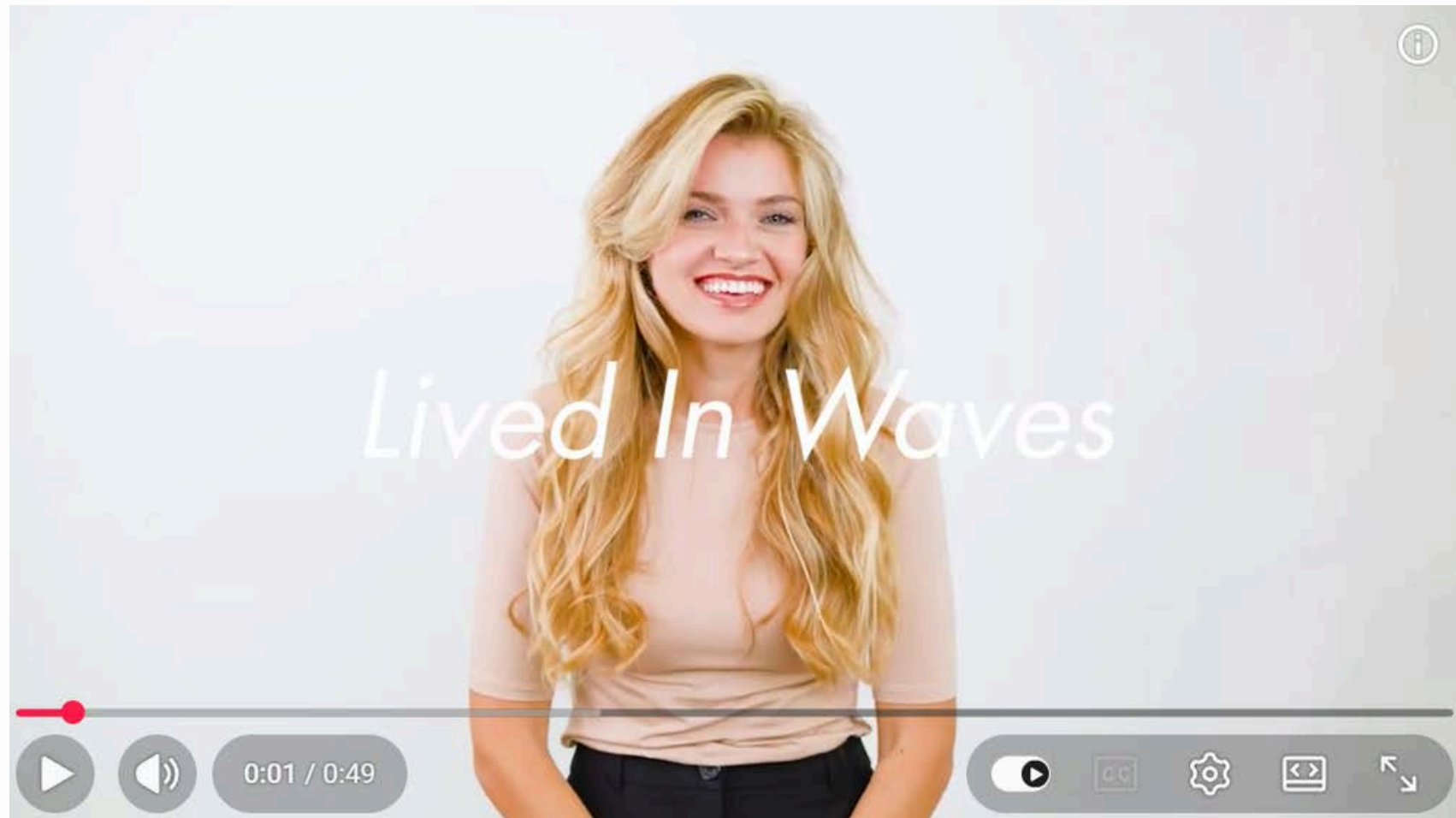


Double Waver,
[view here](#)

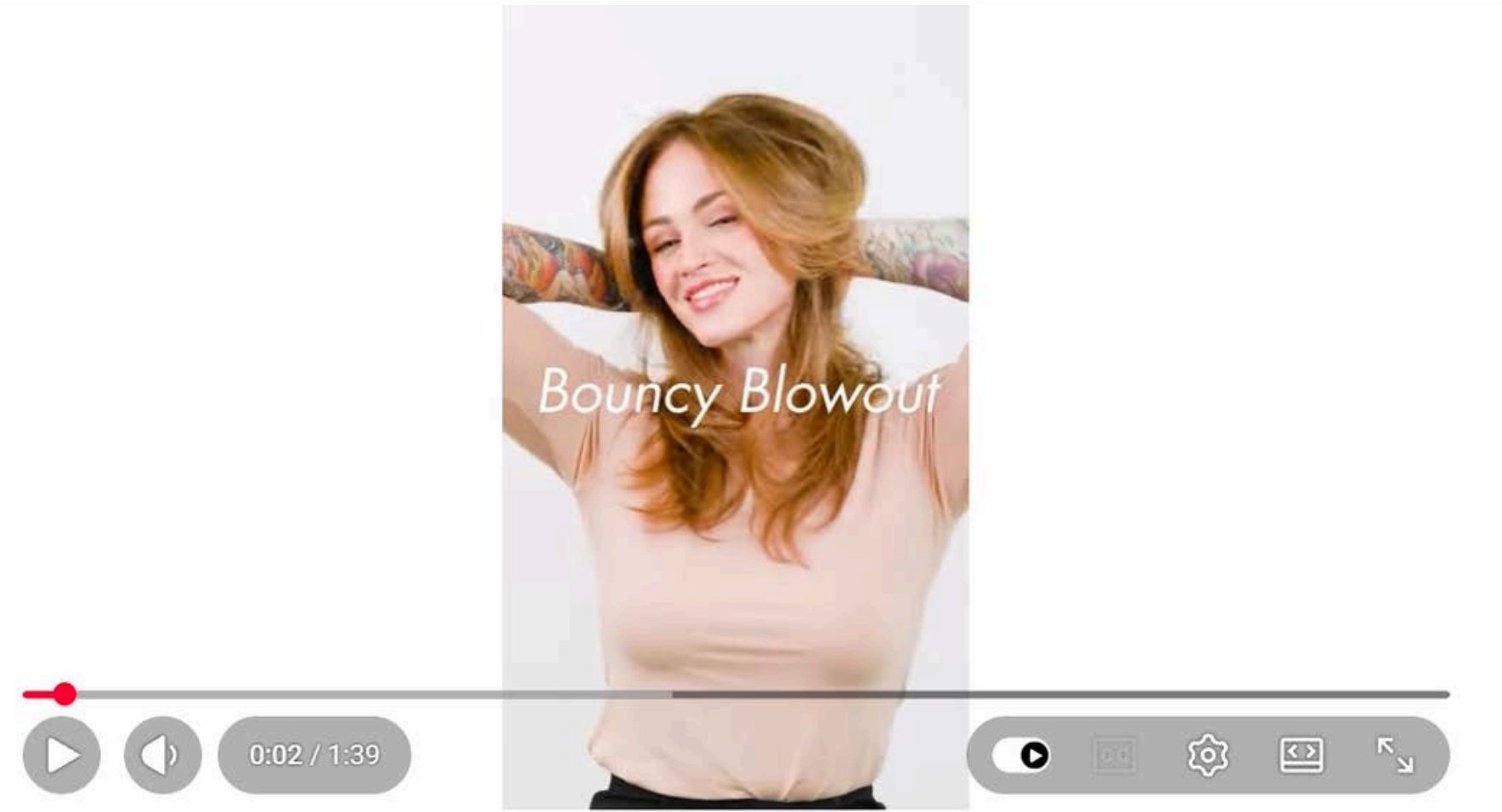


Curling Iron,
[view here](#)





Lived In Waves YouTube Tutorial, [view here](#)



Bouncy Blowout YouTube Tutorial, [view here](#)

Meta Ad

AquaLyna
HAIR EXTENSIONS

Client: AquaLyna Hair Extensions

Website: AquaLyna.com

Timeline: July 2024



WHO:

AquaLyna Hair Extensions is a consumer beauty manufacturer of hair extensions specializing in: clip ins, ponytails and halo extension products. Their target audience consists of beauty-enthusiasts worldwide seeking to to enhance their hair's length and volume.

WHAT/THE 'ASK':

Following a site rebranding, AquaLyna aimed to drive more traffic to their online store to boost awareness and increase purchases.

HOW:

To achieve this, I leveraged photography from their latest photoshoot to create Meta ads. I handled the design, copywriting, and management of these ads on their account.

WHEN:

We ran the ad for 3 weeks from July 15 - 30, 2024

RESULTS:

The Meta ad campaign, which had a budget of \$139, generated 455 link clicks with a CTR of 1.2%, and a cost-per-click of \$0.31. It also resulted in 13 onsite purchases directly attributed to the ad's referral traffic from Facebook. The ROAS was 21:1.



AquaLyna Hair Extensions – Meta Ad

Meta Static Ad – Desktop Carousel Scroll

Concept: utilized a mix of lifestyle imagery along with powerful before and afters with top-selling, trending colors and a simple call-to-action of, “Shop Now”, linking all images to AquaLyna.com

Desktop Feed 2 of 42

AquaLyna
Sponsored

AquaLyna Hair Extensions, born & perfected in salons, brings easy-to-use DIY extensions to the comfort of your home. Available in Clip Ins, Ponytails & Halos 🌟🌟



Ultra Narrow Clip Ins

Shop now



Shade #33 Copper Red

Shop now



Make a Statement 🌟

Shop now



Sleek Celeb-Worthy Hair

Shop now



Instantly Gorgeous Hair

Shop now

AquaLyna Hair Extensions

Results:

Performance overview

Activity types: All ▼

⚙️ Customize

Link clicks ⓘ

455

--

Per Link Click ⓘ

\$0.31

--

CTR (all) ⓘ

1.21%

--

Link clicks



Timeline:

7/15 - 7/30/24

Budget:

\$139

Link Clicks:

455

Reach:

27,857

Impressions:

44,301

Cost per click:

\$0.31

CTR:

1.21%

Order count:

13

Total Sales:

\$3,016

ROAS:

21:1

New Product Launches



Client: Aqua Hair Extensions

Website: [Aquahairextensions.com](https://aquahairextensions.com)

Timeline: April -June, 2024



WHO:

Aqua Hair Extensions unveiled a number of new product launches and line expansions in the past few months.

WHAT/'THE ASK':

Aqua wanted to bring awareness to these launches and grow onsite web traffic and sales through digital marketing strategies of email and SMS campaigns as well as social media posts and ads.

HOW:

I managed email campaigns, SMS, graphic design and copywriting for these launch campaigns, as well as collaborated with the social team on the cadence to develop synergy in our activations.

RESULTS:

The average email CTR increased +2.2% and from April - June 24' compared to the previous 3 months, and orders placed onsite that were referred by email increased +3% during the same time comparison.

Eblast - Root Tap 24"

Email Creative (Vertical Scroll):



Accentuate the natural beauty of your client's hair with our latest Root Tap Collection.

These natural shades provide depth, dimension & unparalleled elegance.

Now with the added length of 24 Inches!



JOIN OUR SOCIAL FAM

Follow [@AquaExtensions](#) on IG to get daily hair inspo & tag us in your amazing [#HairTransformations](#) for a chance to be featured



Results:

Deployment date: 6/24/24

Subject: "Tap into these Rooty Shades 🎨 + 24" LENGTH 📏"

Opens: 9,444

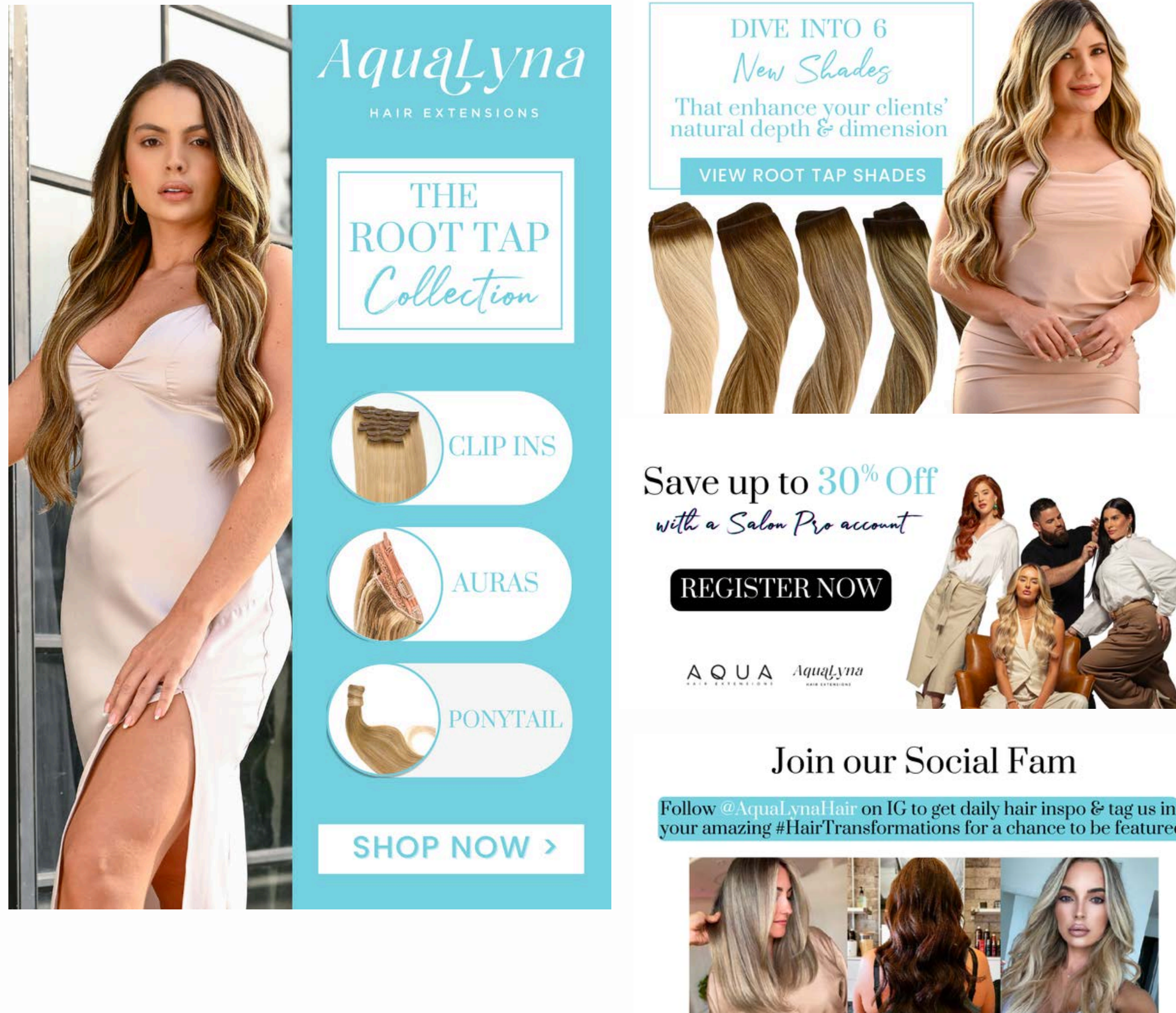
Open Rate: 39%

Clicks: 212

CTR: .89%

Eblast - AquaLyna Root Tap Launch

Email Creative (Vertical Scroll):



The email creative is a vertical scroll layout. On the left is a full-height image of a woman with long, wavy, light brown hair, wearing a white, low-cut, form-fitting dress. The main content area has a light blue background. At the top, it says 'AquaLyna HAIR EXTENSIONS' in white. Below that is a white box with 'THE ROOT TAP Collection' in blue. To the right of this is a white box with 'DIVE INTO 6 New Shades' in blue, followed by 'That enhance your clients' natural depth & dimension' in black, and a blue button that says 'VIEW ROOT TAP SHADES'. Below this are four images of hair extensions in different shades. To the right of these is a woman with long, wavy, light brown hair, wearing a white, low-cut, form-fitting dress. Below the extensions and woman is a white box with 'Save up to 30% Off with a Salon Pro account' in blue and black, followed by a black button that says 'REGISTER NOW'. Below this is the AquaLyna logo. To the right of the logo is a group of four people (three women and one man) posing together. Below the group is a white box with 'Join our Social Fam' in black. At the bottom is a white box with 'Follow @AquaLynaHair on IG to get daily hair inspo & tag us in your amazing #HairTransformations for a chance to be featured' in black. At the very bottom are three small images showing hair transformations: a woman with long, straight, light brown hair, a woman with long, wavy, dark brown hair, and a woman with long, wavy, light brown hair.

AquaLyna
HAIR EXTENSIONS

THE
ROOT TAP
Collection

CLIP INS

AURAS

PONYTAIL

SHOP NOW >

DIVE INTO 6
New Shades
That enhance your clients'
natural depth & dimension

VIEW ROOT TAP SHADES

Save up to 30% Off
with a Salon Pro account

REGISTER NOW

AQUA AquaLyna
HAIR EXTENSIONS HAIR EXTENSIONS

Join our Social Fam

Follow @AquaLynaHair on IG to get daily hair inspo & tag us in
your amazing #HairTransformations for a chance to be featured

Results:

Deployment date: 6/7/24

Subject: "Tap Into These New Shades 🎨 with AquaLyna"

Opens: 9,530

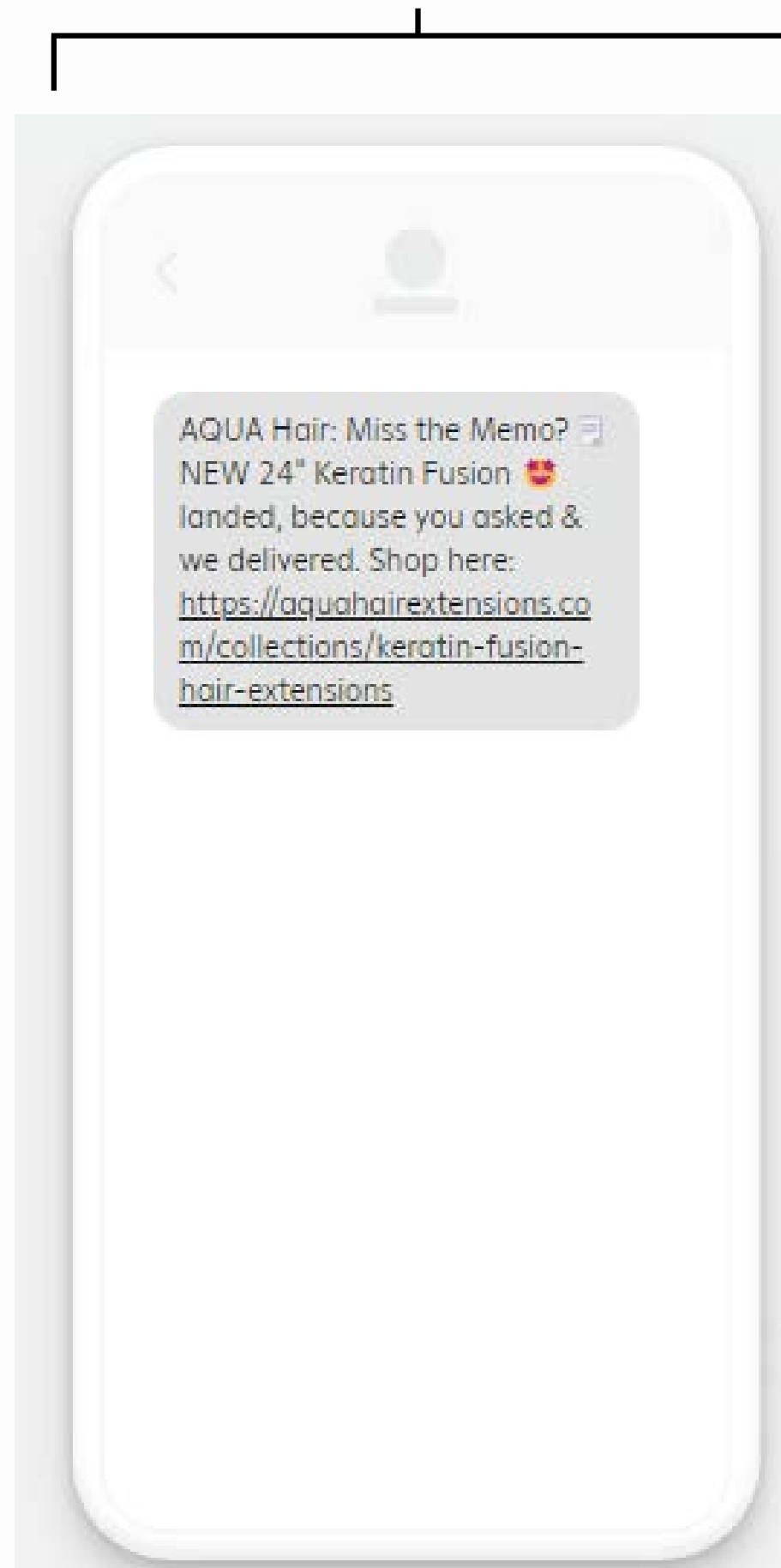
Open Rate: 43%

Clicks: 1,884

CTR: 8.5%

SMS – Keratin Fusion SMS

SMS



Results:

Deployed: 5/17/24

CTR: 1.3%

Delivered: 15,518

Clicks: 210

Orders: 24

Eblast – New Summer Products

Email Creative (Vertical Scroll):



New Product Drop

We're making a splash this summer and unveiling our newest looks for our signature brushes, bags and NEW! Limited Edition Hats!

See below

New Look!
Boar Bristle Brush

- Hygienic, durable & heat-resistant
- Boar bristles provide polish & added shine
- Ergonomic handle designed for comfort

Shop Boar Bristle Brush



New Look!
The Essentials Kit

- 1 x Shampoo 10oz
- 1 x Conditioner 10oz
- 1 x Leave In Spray 8.5oz
- 1 x Cosmetic Bag
- 1 x AQUA Boar Bristle Brush

26% Savings

Shop Essentials Kit



New! Limited Edition
AQUA Trucker Hats

The perfect hat for your lazy hair days that adds style, comfort & practicality.

These hats have a high-profile crown, slightly curved brim & turquoise pin accessory.

Shop Trucker Hat

New Look!
Tape Tabs

- EZ Tape Tabs
- Re-Tape Tabs
- Single Side Tape Tabs

Shop New Tape Tabs



Let's Chat, Text Us

Sign Up For
Education Updates



JOIN OUR SOCIAL FAM

Follow @AquaExtensions on IG to get daily hair inspo & tag us in your amazing #HairTransformations for a chance to be featured



Results:

Deployment date: 6/18/24

Subject: “Secrets Out: New Summer Looks 🕶️☂️”

Opens: 11,367

Open Rate: 37%

Clicks: 2,853

CTR: 9.45%

Social Page Management

- During my tenure at Sam Villa (Jan 2021 - Dec 2023) I spearheaded creating and managing the company's [TikTok page](#) growing it from zero followers to over 60k.
- I handled all content mapping through Later.com including scheduling and copywriting. I also edited video content through Splice and Adobe Premiere Pro, adding trending sounds and captions to make our page accessible for the deaf community.
- Multiple posts during my tenure went viral, [like this one](#) receiving over 3.3 million views and [this cutting tutorial](#) that received over 1.2 million views.



[View TikTok Page, Click Here](#)



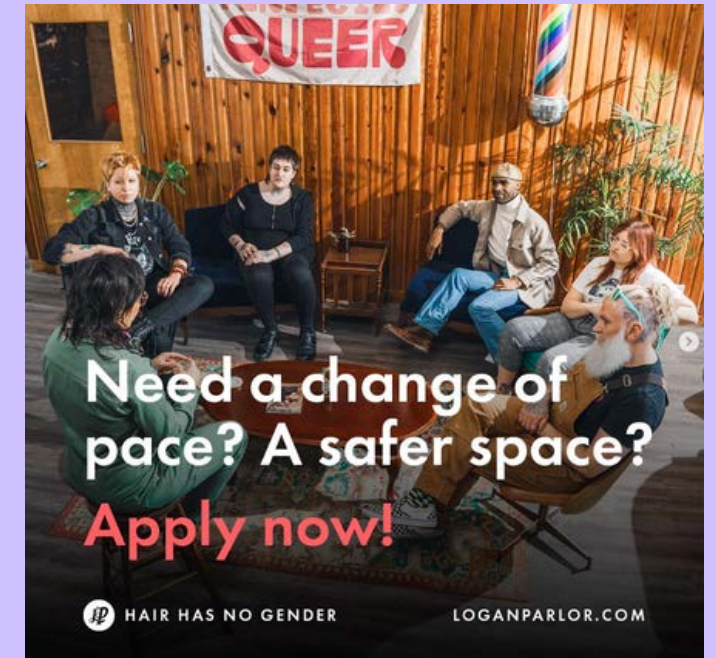
[View Post, Click Here](#)



[View Post, Click Here](#)

Social Page Management

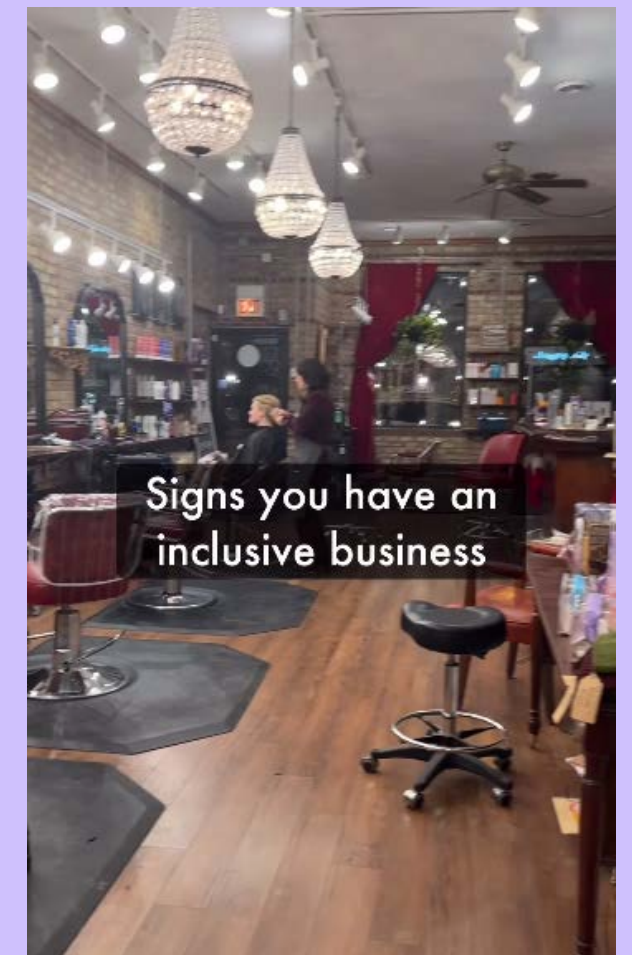
- I am currently freelancing with Jamie DiGrazia, founder of [Hair Has No Gender](#) and Salon Owner of [Logan Parlor](#).
- I am managing her brands' marketing, social strategies and web development.
- I am proud of an influencer relationship I fostered for Jamie. I bartered with a local influencer to promote Jamie's Salon on social for free salon services. These posts went viral and had high levels of engagement for all collaborated accounts.



[View Post Click Here](#)



[View Collab Post, Click Here](#)



[View Post, Click Here](#)

Strategic Timelines

Gantt Charts For Aqua & Aqualyna Managed by Katherine Carey Creative

Marketing for Aqua & AquaLyna		COMPANY NAME		Aqua Extensions																																																				
MANAGER	Katherine Carey	DATE		2/8/24																																																				
Project	DETAILS	Q1					Q2					Q3																																												
		JAN					FEB					MAR					APR					MAY					JUN					JUL					AUG					SEP					OCT									
PROJECT TIMING:		1	8	15	22	29	5	12	19	26	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28											
	- New Product Launches	Product Launch - Root Tap 6 New Colors															AquaLyna Sample Launch clip in 4/5 4/24 Product Launch - 24 in. Keratin Fusion										6/7 AquaLyna Root Tap Shades 6/24 Product Launch - Root Tap Collection 24" Expansion 6/18 New cosmetic bags, board					Bi Monthly: AquaLyna Promo, see here: https://drive.google.com/drive/folders/1WXYqGjl-QX7JZj5dZa6WCFKSM0N46okZ					Bi Monthly: AquaLyna Promo					Bi Monthly: V Light Launch					Bi Monthly: V Light Launch									
	- Educators/Influencers																										Influencers receiving 6/19 items					Shania high bun/conditioning mask videos?																								
	- Promotions																															4th of July Sales Promo (tease on 7/1, ending on 7/5)										Labor Day Sales Promo														
	- Webinar/Livestreams	1/22 Webinar Livestream - Root Tap 6 New Colors					IBS NY Tease FB/IG Live at IBS NY					ABS Tease?					Sunscreen SOS (Jolie Giveaway)					Section Sizes & Why!					Color Fade Tips & Tricks 6/17										Extensions For Fine Hair OR V LIGHT					V Light Webinar Series: 9/25					V Light Webinar Series: 10/9, 10/23									
	- Social Content											Educator testimonial plug 3/29- Emily Duchene					Educator testimonial plug- Lauren Van Noy (q weft) ABS 4/8					Create PBS educator assets - share with Erica					Create PBS educator assets - share with Erica ✓ NEW Summer products					V Lights (method can be used on all extension types)					V Lights					V Lights					V Lights									
	- Email Marketing						Copper #33 Restock Eblast 2/9 IBS NY Blast Elevated Extensionist blast x2					VIP Blast Elevated Extensionist PA Spring Break AquaLyna Root Tap AquaLyna Retail - Salon Pros					ABS 4/8 Blast AquaLyna sample clip in 4/5 2024 Ed. Opps Blast 4/3 Q Weft - 4/18 Bridal - 4/26					Virtual Ed. promo (5/1) ✓ AquaLyna Awareness to AQUA ✓ Webinar promo blast (x5) ✓ Premiere Orlando Eblast ✓					Color Fade Webinar promo blast 6/21 ✓ Virtual/in person education blast + teaser silhouette imagery 6/17 ✓ AquaLyna New Shades - Root Tap 6/23 ✓					4th of July Sales Promo (7/1) multiple emails - see asana ✓ V Light Tease x3 (class promos x3) ✓ V Light class territory (TX, Midwest, South East					Fine Hair Webinar promo blast x4 ✓ Labor Day Sales Promo (48 hr. sale)Day before, & during V Lights (blogs ✓ , what hair) Bridal AquaLyna/retail -					Webinar promo blast Labor Day Sales Promo x2 V Lights FAQ Become a VIP Let your hair speak volumes (hybrid?)					Webinar promo blast Black Friday Tease Sales Promo V ilghts AquaLyna Shop Shades									
	- SMS Marketing																Root Tap SMS Elevated Extensionist PA VIP Welcome					ABS SMS - 4/8 Q Weft - 4/12 Bridal 4/26					Webinar Rewatch ✓ 24" in Keratin Fusion Awareness ✓					Webinar Rewatch 6/21 ✓ Virtual or In-Person education Elevated extensionist OH ✓ New Products (include hat					4th of July Sales Promo (pulse 7/3 ✓ , 7/4 ✓)					Fine Hair Webinar Promo x1 ✓ Labor day Sales Pre-Promo ✓ Elevated Extensionist Boise ID ✓					Bimonthly promo Webinar Promo Labor day Sales Promo					Bimonthly promo Webinar Promo Black Friday tease Promo				