

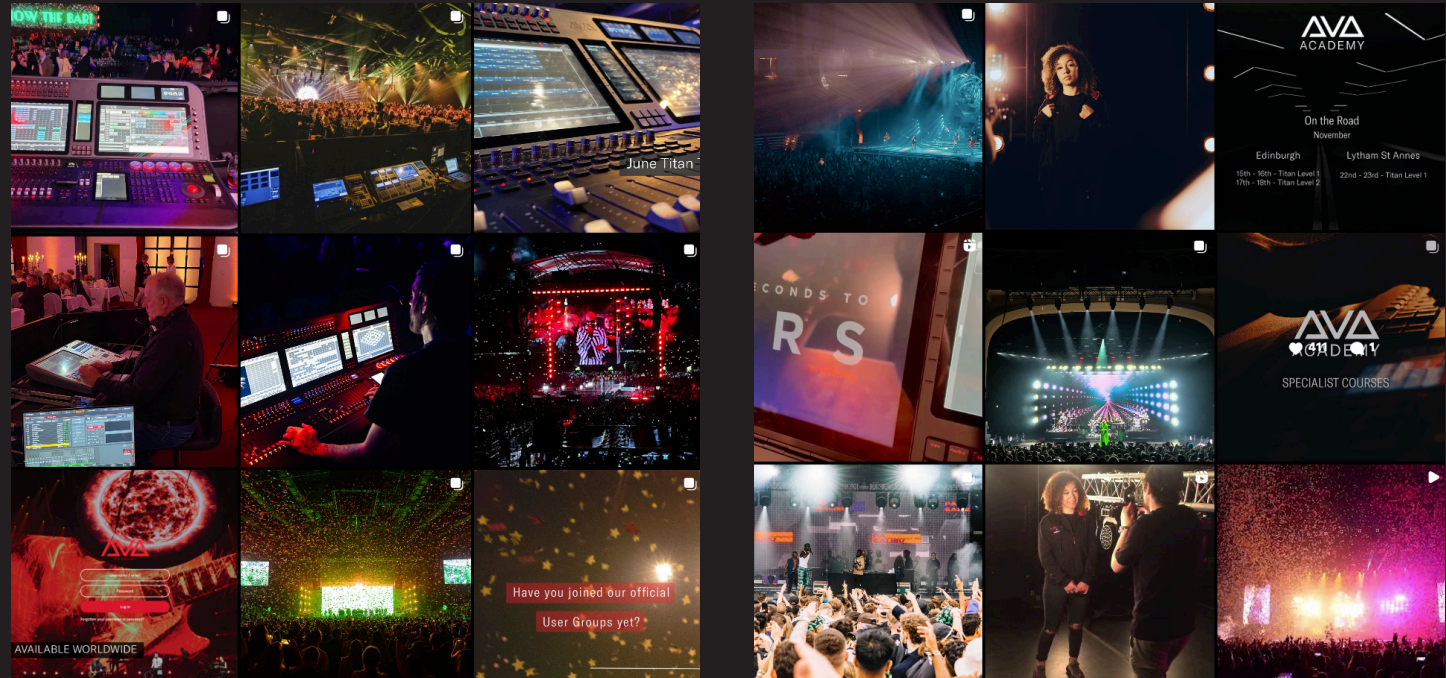


# **FRANCESCA PARRY | PORTFOLIO**

**MARKETING STRATEGY  
CREATIVE DIRECTION  
CONTENT CREATION**

# AVOLITES

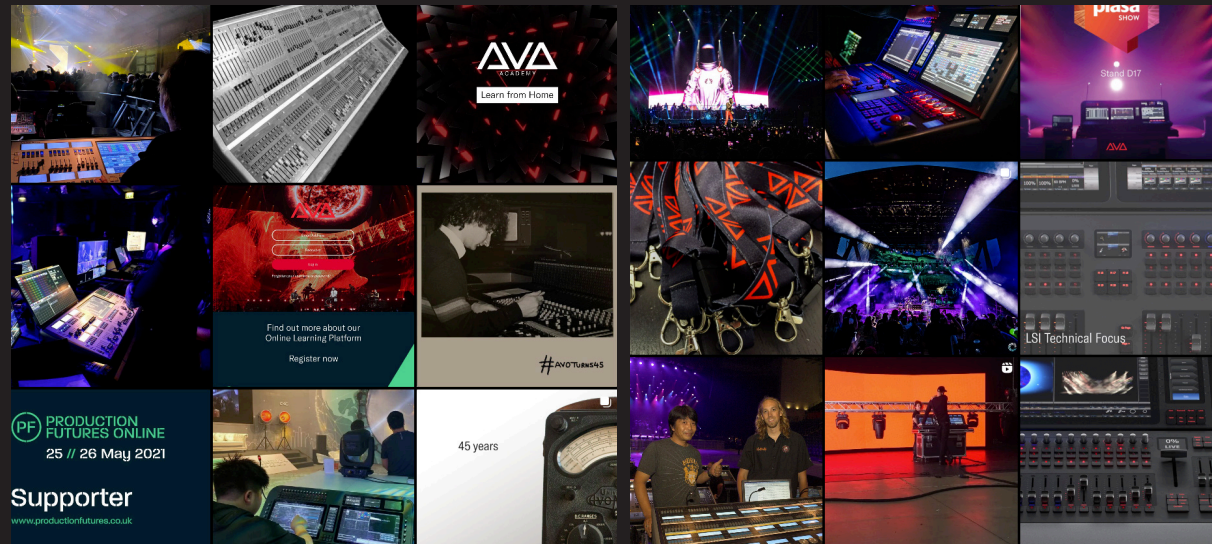
**CREATED INNOVATIVE  
CONTENT AND  
STRATEGIES TO GROW  
DIGITAL PLATFORMS,  
LAUNCH PRODUCTS AND  
DEVELOP NEW REVENUE  
STREAMS.**



**17.5K → 35.5K FOLLOWERS**

**PROJECT | SOCIAL  
MEDIA GROWTH**

**MARKETING STRATEGY  
CONTENT CREATION  
CREATIVE DIRECTION**



# PROJECT | D9 PRODUCT LAUNCH

# CREATIVE DIRECTION CONTENT CREATION



Ultimate performance control.

**THE FINEST TOUCH CONTROL IN INDEPENDENT BANKS OF FS**  
 Motorised and touch-sensitive Penny and Gilec faders. Optical high-rise rotary faders. Short-travel flash buttons with positive haptics for perfect timing.

**INDICATOR COLOURS FOR FLAWLESS PERFORMANCE**  
 Fader and Encoder level indicator colours can be defined to make it even easier to group and quickly recognise controls when it counts.

**11-SEGMENT LEVEL INDICATOR ON EVERY FADER**  
 RGB level indicator on every fader which follows the halo colour of the playback. Especially useful on rotary faders when sweeping pages.

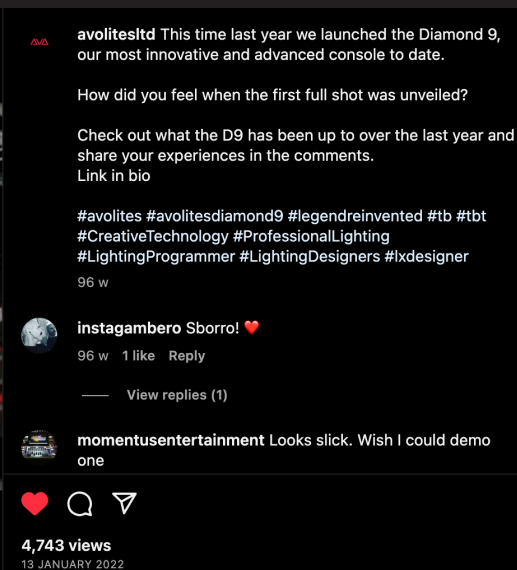
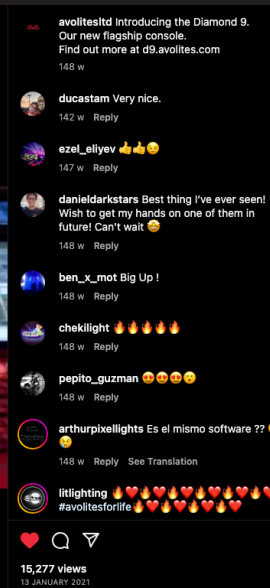
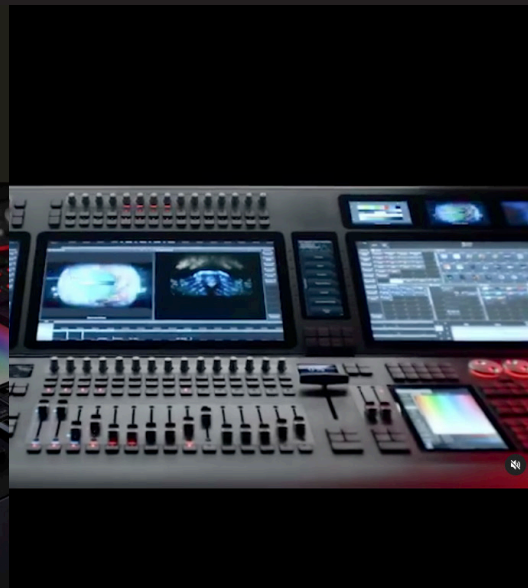
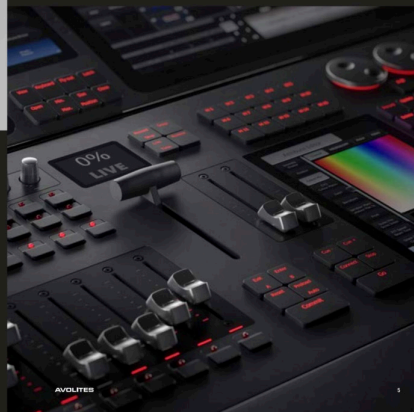
**EVERYTHING IN ITS RIGHT PLACE**  
 Additional Macro buttons with a dedicated screen, right in the playback section. Flash buttons under the faders. Perfectly aligned labelling. Page banks for every section.

AVOLITES

Ultimate sequence control.

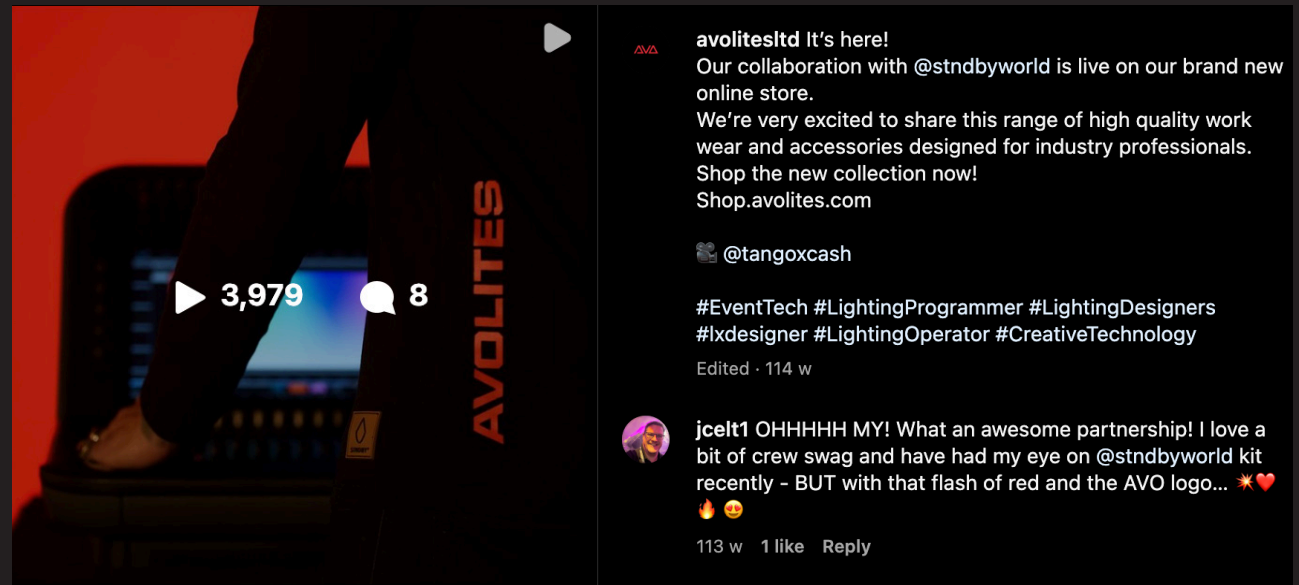
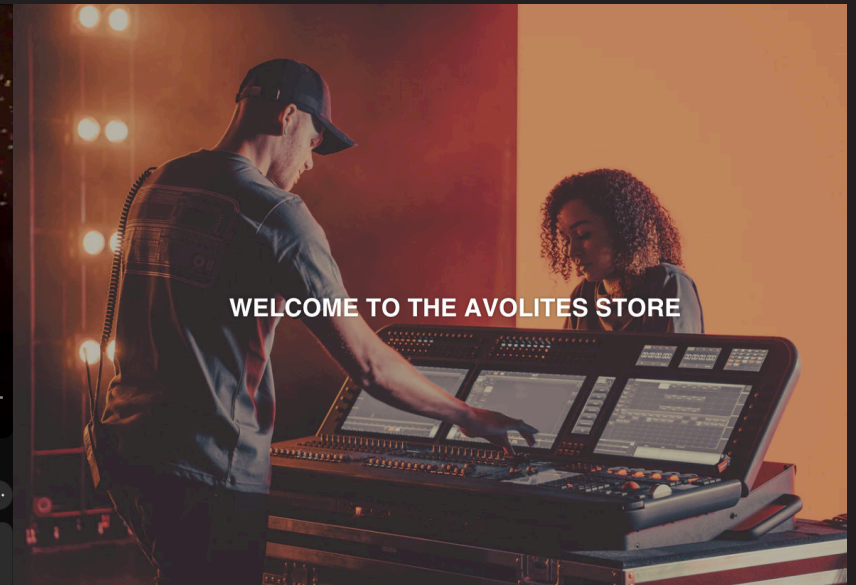
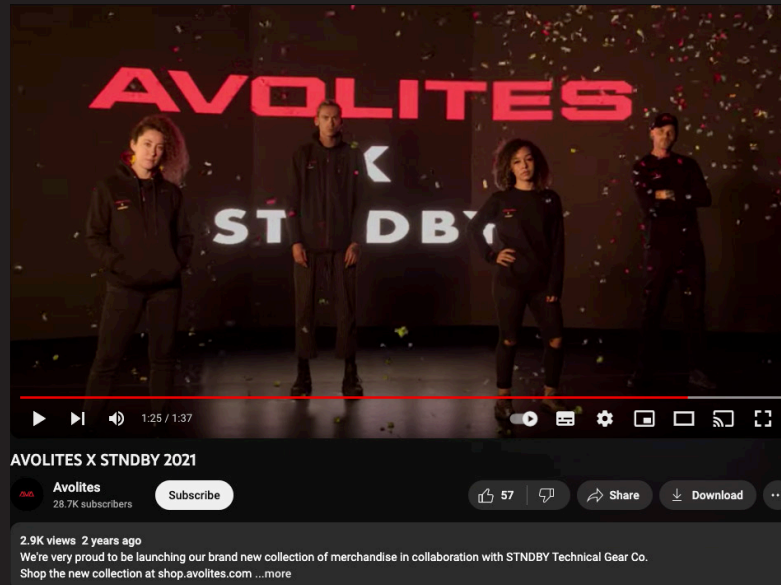
**T-BAR FOR SUPER-SMOOTH TRANSITIONS**  
 The T-Bar delivers more refined control with even smoother manual fades. Paired with our unique Scene Master functionality it brings total professionalism to live creativity.

With its non-contact design, the fader remains as accurate as ever, even after years of use. The scene master function is complemented by a double-width Command button and four further control buttons, plus a dedicated LCD screen for continuous status data.



# PROJECT | MERCHANDISE AND E-COMMERCE PLATFORM LAUNCH

CREATIVE DIRECTION  
MARKETING STRATEGY  
CONTENT CREATION



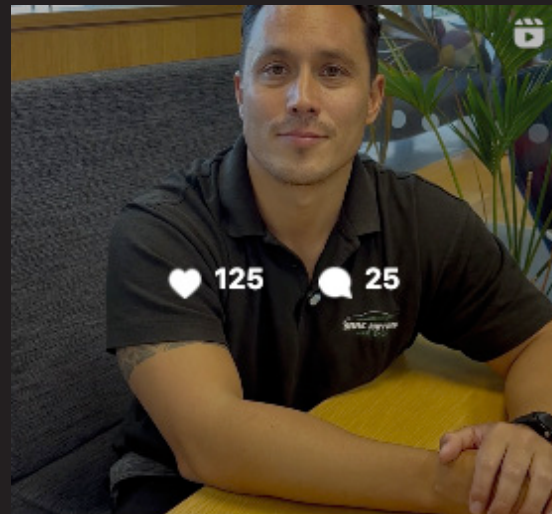
**DEVELOPED EFFECTIVE  
CONTENT STRATEGY,  
TONE OF VOICE AND PAID  
MEDIA CAMPAIGNS TO  
BRING IN NEW BUSINESS  
LEADS.**





**PROJECT | SOCIAL MEDIA  
MANAGEMENT**

**MARKETING STRATEGY  
CONTENT CREATION**



The Kubota logo is displayed in a bold, white, sans-serif font against a dark background. The letters are closely spaced and have a modern, clean appearance. The 'K' is particularly prominent, with a thick vertical stroke and a horizontal top bar that extends to the left.

**Kubota**

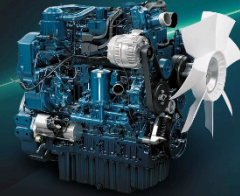
**DELIVERED BESPOKE  
MARKETING STRATEGY  
AND HIGH QUALITY  
MATERIALS TO DRIVE  
BUSINESS LEADS FROM  
NEW SECTORS.**



# THE POWER TO PERFORM

**Emission compliance**  
All the power you need with less emissions

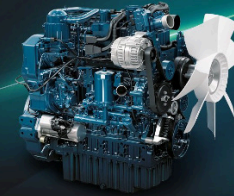
**Kubota**  
The 09 Series



# THE POWER TO PERFORM

**Low fuel consumption**  
achieved through optimized combustion

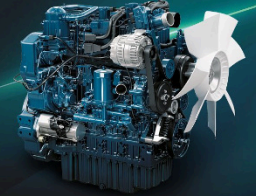
**Kubota**  
The 09 Series



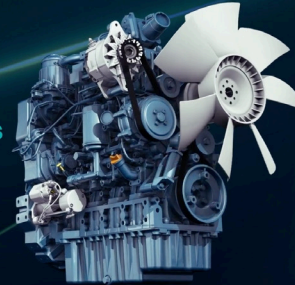
# THE POWER TO PERFORM

**High power density**  
4-cylinder engine offers 157.3 kW high power

**Kubota**  
The 09 Series



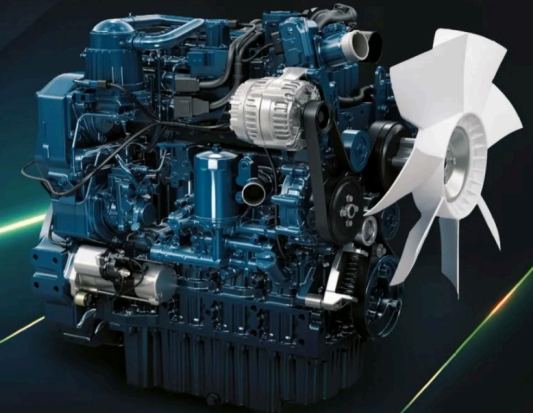
The Kubota 09 Series



# THE POWER TO PERFORM

## The 09 Series Engine

The compact high output, 4 cylinder engine delivers the power you need with less emissions.



The award-winning engine series offers the perfect balance between compactness and performance.

- Low fuel consumption
- High power density
- Easy maintenance
- Emission compliance

[kuk.kubota-eu.com/engine/09series](http://kuk.kubota-eu.com/engine/09series)

For Earth, For Life  
**Kubota**

PROJECT | 09 SERIES  
PRODUCT CAMPAIGN

CREATIVE DIRECTION  
MARKETING STRATEGY

Kubota in Europe  
38,295 followers  
4mo · 🌐  
THE POWER TO PERFORM with Kubota's 09 series engine 🚧  
#easymaintenance ...see more

# THE POWER TO PERFORM

**Easy maintenance**  
One-side maintenance for ease of servicing

**Kubota**  
The 09 Series



👍 44

3 reposts

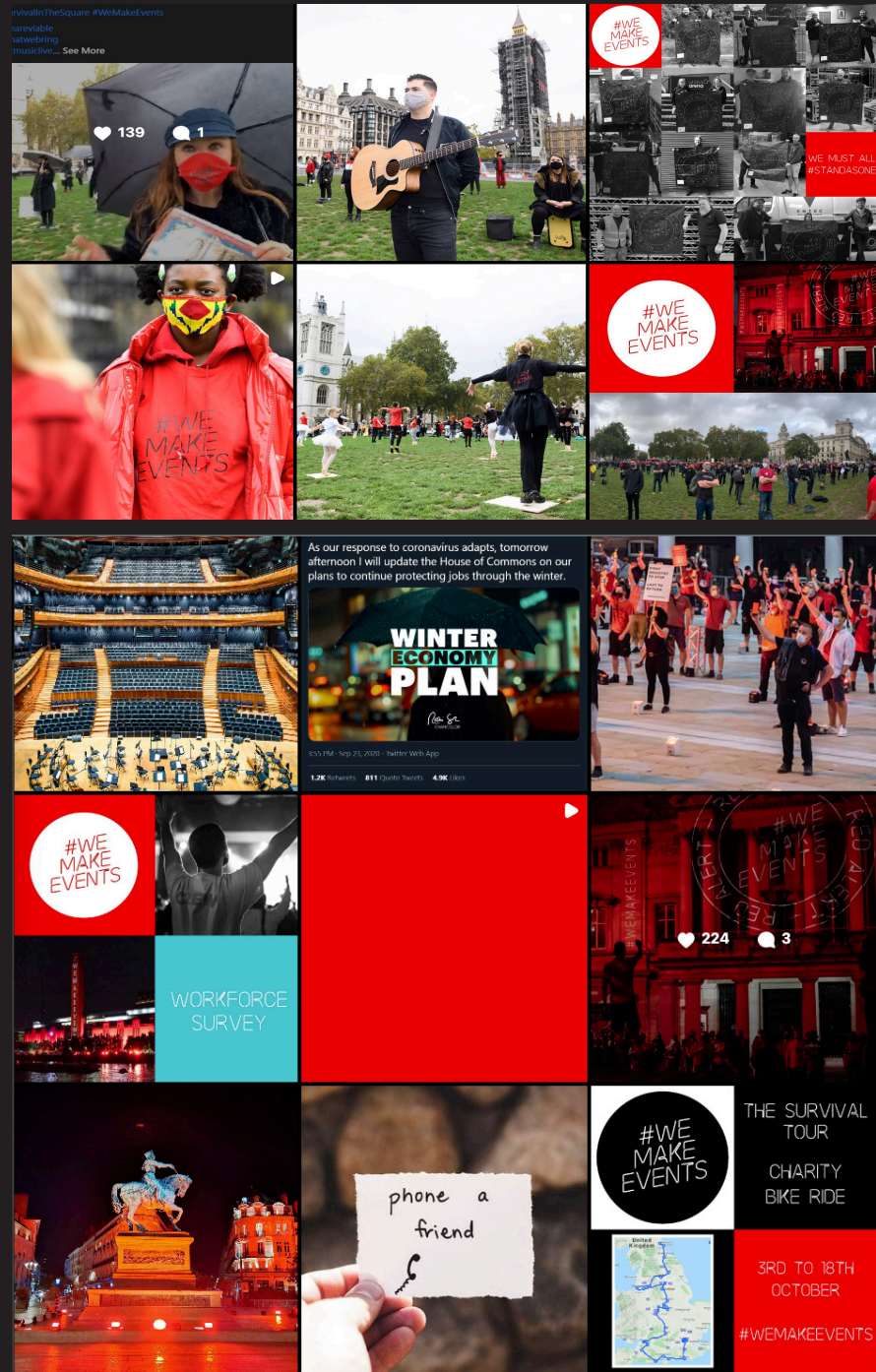
**PRODUCED HIGHLY  
IMPACTFUL CONTENT TO  
RAISE AWARENESS AND  
ENCOURAGE ATTENDANCE TO  
ACTION DAYS.**



#WE  
MAKE  
EVENTS

# PROJECT | SOCIAL MEDIA GROWTH

# CONTENT CREATION MARKETING STRATEGY



The live events, arts, film & TV industries are worth billions in revenue to the UK Economy



WE MAKE EVENTS.  
WE ARE AT RISK. WE NEED HELP.



We have been **banned** from working.

Without immediate support our industry will **collapse**



WE MAKE EVENTS.  
WE ARE AT RISK. WE NEED HELP.



**What we need from the Government:**

1. **Grants** – not loans – made available to businesses in the events supply chain
2. **Furlough scheme extended** until the industry is back to work
3. **Extension of the self-employment scheme**, tailored towards the industry

WE MAKE EVENTS.  
WE ARE AT RISK. WE NEED HELP.

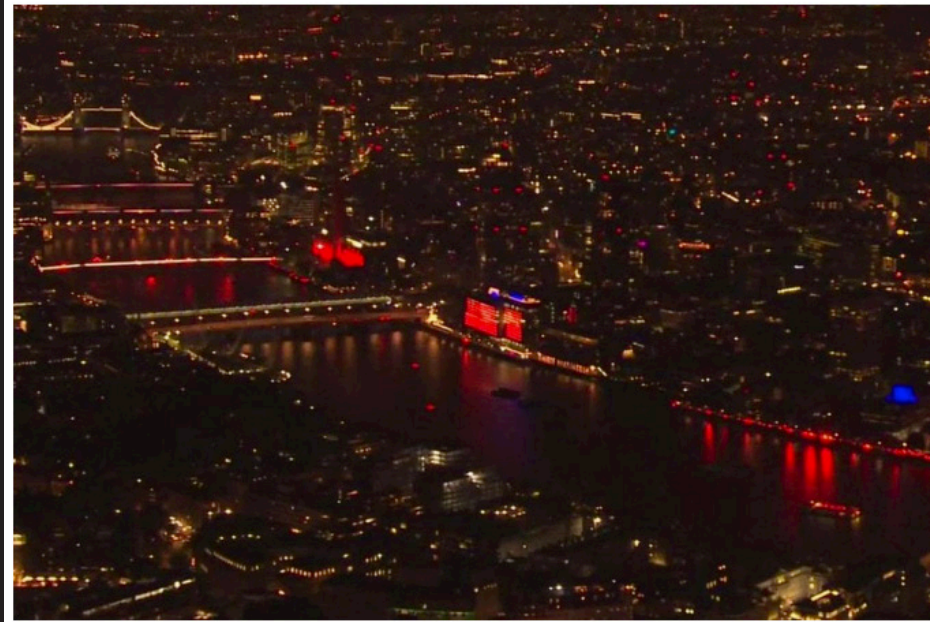


**PROJECT | GLOBAL DAY  
OF ACTION**

**MARKETING STRATEGY  
CONTENT CREATION**

## In pictures: Thousands turn out for #WeMakeEvents Red Alert protest

published by Stuart Wood | August 12, 2020



**FRANPARRYMEDIA@GMAIL.COM**

**07453846546**