

# VANESSA GATLIN

*Content Creator & Copywriter*

SPECIALIZING IN SOCIAL MEDIA MANAGEMENT,  
CONTENT CREATION AND INSTAGRAM STRATEGY



## ABOUT ME

I have been curating my own brand since launching my lifestyle blog in 2012. My blog, [vanessainboston.com](http://vanessainboston.com), has been ranked three times into the top five by The Boston A-List, an on-line aggregate of exceptional, peer-reviewed businesses in the Boston area. I have contributed content, managed accounts and consulted on projects for various channels in the beauty, hospitality, wellness, travel, fashion and government/ political industries. I am a 2011 graduate of Emmanuel College in Boston and am currently accepting clients in the Greater Boston area and beyond.

**AS SEEN ON:** BOSTON VOYAGER, HONOR CODE CREATIVE,  
MOSTLY MORGAN, TEACHABLE.COM & THE BU BUZZ

**36K**

WEBSITE HITS

Data recorded since the beginning of my blog in 2015.

**3.2K**

IG FOLLOWERS

Data recorded since the beginning of my account in 2012.

**26.3K**

TWEETS

Data recorded since the beginning of my account in 2009.

## *About my services*

---

## HIRE ME

ADDITIONAL WRITING,  
STRATEGY SERVICES AND  
DAY RATES AVAILABLE  
UPON REQUEST

- Social Media Management
  - Content audits and strategy review
  - Channel and community management
  - Engagement and growth
- Content Creation
  - Editorial calendar creation
  - Imagery and copy curation
  - Development of palette tone and voice
- Influencer Marketing/ Campaigns
  - Identification of key Influencers
  - Influencer Campaign Coordinator

# EXPERIENCE

## WHO I'VE WORKED WITH

---

Brightside Bogs

**California Pizza Kitchen**

Colleges of the Fenway

Embodied Healing By Hollie

K. Foley Global Pilates

LIVELY

Liz Brunner

Mary Ruth's Organics

Miniluxe

Minot's Candle Co.

Robin Kampmann Gunderson

Summer House Nantucket

Shade Made Creative

The Advisory Guild

The Verse Media



## OTHER PARTNERS AND PREVIOUS CAMPAIGNS

---

**Acaderma** Adelante Shoe Co. **Alder** **New York** Alps & Meters

**Aphorism** Arctic Summer **Beauty By Cayla B** BlushTan

**Brooklyn Botany** Carolyn's Sakonnet **Colette 1924**

Committee To Elect Michael Mecenat **Cosmedix** Daily

Harvest **DiscountGlasses.com** Dove and Donkey **Emily Julia**

**Yoga** First Light Flowers **FOCL** Forme Barre

**F(x) Foods** GlassesShop.com **Good Jane Co.** Grand Ten

Distilling **Hayley Paige** HerCampus **Honor Code Creative**

Intoxicated Cosmetics **Law Office of Michael G. Gatlin** Love

Me Free: A Movement **Lululemon** New England Development

**Nourishing Lab** Nourish Your Soul **Paragon Property Group**

Plant Apothecary **Revtown** **Roze + Quartz** **Salem Style**

SOM Sleep **Stacey Lubets** **Yoga** Tardy Donkey

**The Cure Studios** TOM'S **TwinLab** Type A **Xtend Barre**

*and others upon request*

*Let's work together!*

---

## CONTACT ME

e. [hello@prettycreativeco.com](mailto:hello@prettycreativeco.com)

w. [prettycreativeco.com](http://prettycreativeco.com)

t. [@wearepcco](https://www.instagram.com/wearepcco)

i. [@prettycreative.co](https://www.instagram.com/prettycreative.co)

AWARDS: THE BOSTON A-LIST // BEST FASHION BLOG 2017 - #4, 2016 - #5, 2014 - #5