



Admin Services
**Creative Project
Management**
Justine Castle

Research

Youtube (popular/trending videos)

Instagram (trending hashtags, reel audio)

TikTok (trending videos and audio)

LTK (upcoming sales, most purchased items)

Amazon Storefront (trending home, fashion, and lifestyle items)

Support Team Contact

1. Monthly analytic submission and reviews
2. Present for meeting with team and creator
3. Note taking for meetings/follow-ups if needed

Strategy + Planning

1. Content planning assistance
2. Management team meetings for trends, reviews, etc.
3. Brand research for future/potential partnership

Travel Assistance

1. Assistance with shoots long/short form content
2. Editing and Posting
3. Day to day contact with management team on planning and scheduling



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Content Production

1. Photoshoot Assistance
 - a. Project brief review
 - b. Loading and unloading outfits for shoot days
 - c. Extra set of eyes during shoot
 - d. Outfit transitions
 - e. Organic video during shoots for reels/long form use
2. Video Assistance
 - a. Prep
 - b. Setting up filming space/camera

Copywriting + Graphics

1. Copywriting
 - a. Captions
 - i. Instagram (in-feed and story frames)
 - ii. LTK
 - iii. Amazon Storefront
 - iv. TikTok
2. Creator Graphics

Content Prep

1. Reviewing project briefs
2. Deadline reviews with management team
3. Content Day Prep
 - a. Outfit preparation
 - b. Set setup

Social Management

1. Instagram
 - a. In feed and story frames
 - b. Engaging with audience for 15 minutes after posting completion
 - c. (if sponsored) submitting obligations to brand or platform (ex. LTK)
2. LTK
 - a. Scheduling posts
3. YouTube (shorts)
 - a. Scheduling posts
4. Amazon Storefront
5. TikTok