



**CARI FAVOLE, PMP<sup>®</sup>**  
**MARKETING, PR, & CONTENT CREATION PORTFOLIO**

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# Correspondence Assessment –CRISP Video Group –1/3

Below are real-life samples of situations and clients' emails. I was asked to draft my ideal response.

1. When telling the client that 10 interviews are too many for a standard 8-hour shoot, and with no previous sign of discontent, he responded with the following: "Additionally, the 8 hour time restriction was set by you. I feel like I'm getting excuses before the shoot even starts. I don't care if you take 15 hours. You're the ones trying to squeeze everything into eight hours. FYI I expect the shoot to look like your others. That's why I chose you and am paying \$50k plus! As you can tell I'm a little upset."

1. [Client Name], I understand your frustration that your investment will not be used to its full potential; you chose Crisp Video because you admired the content we have produced and you want to ensure you get the same treatment. Your utmost satisfaction is my highest goal. It is our policy to restrict the shoot duration to 8 hours, so that our team and your associates will not be overworked or strained and we have experience in efficiently obtaining the necessary shots within that time frame. Our team has fully dedicated ourselves to your video and we have planned out every second of footage real-estate to achieve your vision.

**REASONING:** While I do not know Crisp's actual policies, I feel that the 8hr restriction is realistic and should be illustrated to the client why pushing for a 15hr shoot is unrealistic. At the same time, I do not want to diminish the client's feelings of frustration as he is understandably putting a lot of faith into the team to produce a great video. I want to make sure he understands that I am listening to him and while we aren't going to "give in", it is not because we don't care but rather that we know our model works.

# Correspondence Assessment –CRISP Video Group –2/3

2. Dan is an attorney in Texas. For his shoot, a remote/freelance cinematographer was used to shoot the video --no team member from Crisp attended. However, please note that we treat remote/freelance cinematographers as arms of Crisp and as part of the team. This was the client's response after he was sent the first edit of the video: 1. " I mean, I can tell you I'm really unhappy with the job the cinematographer did now that I've seen it. He filmed me from a lot of really unflattering angles and just clearly didn't give me enough direction in general with what I needed to be doing with my face and hands. Like isn't it his job to tell me a shot doesn't look that great or we need a better soundbite somewhere? And considering your cinematographer took like 10 minutes with my second testimonial, I would've figured he must've been pretty pleased with the soundbites he got or otherwise he would keep at it. The video is put together pretty well, but clearly, he didn't do a good job at getting good footage and soundbites I'm really pretty furious about that. I would've done whatever he asked me to do, and he kept telling me the footage was good. But yeah, my wife is gonna leave me when she finds out that that's what 12k got me, I'm not even sure I'd even wanna use that video at all. I'm just getting myself more and more upset just thinking about it, so I'm just gonna stop typing...."

2. Thank you for your email, Dan. I understand your concerns; you want strong soundbites that will really impact your potential clients and I know exactly how an unflattering angle can make me feel. We are our own toughest critics. I am constantly worrying if I said the right thing and I take about a dozen selfies just to choose a single one. But please rest assured that we would never show our clients in an unflattering way; your satisfaction is my main priority. This video is a wise investment. Video Marketing is a necessity in today's market; it will help you improve search rankings and attract better cases. Trust in your decision to go with Crisp because you know we will work diligently to make sure you and your Law Firm are shown in the best light. Please feel free to call me to discuss this further; sometimes it's harder to express yourself fully in text and I want to be certain that your mind is fully at ease.

**REASONING:** Once again, I wanted to let the client know that I am listening to his concerns and I do care about what he is feeling. At the same time, I recognize that he is speaking from a place of insecurity and I wanted to reassure him that his perception of the situation is not the reality. I did not feel that mentioning the cinematographer in any way would be the right course of action, as the exercise instructed that he is treated as part of the Crisp team and a team stands united in all things. However, I would want to see the video myself as the concerns the client mentioned are consistent throughout his email and depending on the situation, it may require an additional response to review the cinematographer's method.



# Correspondence Assessment –CRISP Video Group –3/3

3. Paloma is the new marketing coordinator for a dental office in NY. She was not the originator of the contract and has been a difficult client ever since inception. Her feedback from edit 1 to edit 2 was completely incorporated. Upon sending her the second round of edits, she replied with the following email. Please keep in mind that the fixes we did (adding Dr. Ferranti laughing) was her idea from round 1 going into round 2; none of these edits were aforementioned in feedback round 1. Below is an excerpt from an email after the second round of edits:

1. "We are very disappointed in the quality of these videos. We expected greater things from Crisp Video, especially with its known associations and portfolio. We will need a third round of edits from how disappointed we are."

2. "For the Invisalign Video, Dr. Ferranti Laughing in the beginning and then it just cuts into another shot is so incredibly awkward. It's not even a smooth transition with some relation to the following clip. My suggestions to use "some" of the footage from videos 00027, 28, 29, 30 was taken literally and that's the majority of the video. No artistic conceptualization and judgment was used on this. Some of the clips don't actually relate to what the DR is talking about at that particular moment in the video. They're not coordinated at all. The clip of Dr Ferranti with the patient at the end showing a model of the teeth really had nothing to do with anything. It was wasted time. However, In the Cerec video, you took the clip of Dr Ferranti's patient getting impressions with trays in her mouth and used it as DR Piton was stating that with the Cerec machine "no impressions are needed"....in what world does that make sense? That clip was not coordinated and was in the wrong video. It seems as though no one is actually paying attention when editing these videos. This is very disappointing for the amount of money we have contributed. For Invisalign, DR Ferranti looks very serious in every clip you use of her interview. I noticed in videos 00012 & 13 that she does smile a little and sounds less rigid. Maybe you guys could use parts of it. Please pay attention to the transitions between clips, they are not as smooth as they should be. We will also send you a "clin-check" video that shows the 3-D model of the teeth with them moving from A-Z throughout the Invisalign process for you to use."

3. Paloma, thank you for your feedback. I feel that there has been some miscommunication during this process that has caused your disappointment with the quality of the video we have submitted and I would like to take this time to assure you that your satisfaction is very important to me. I have noted every suggestion in your email and would like to schedule a time to speak with you at your earliest convenience to further clarify your requests. I will then itemize these in bullet points for you to confirm via email, to ensure I correctly understand your vision. With this additional step, I am confident that we will meet your expectations and deliver the quality content Crisp Video is known for.

**REASONING:** Knowing that Paloma is not the originator of the contract, I feel that her vision for the videos will naturally not line up with what was already discussed and therefore I would try to take careful consideration to align what she expects with the footage we have. I wanted to very badly include the below explanation: "For the specific example of Dr. Ferranti's obtaining impressions while Dr. Piton states "no impressions are needed", this was used to illustrate the convenience the patients would have at skipping this step in the procedure, rather than to illustrate the words of Dr. Piton directly. " But in my experience, an angry customer is not a listening customer. Furthermore, I feel knowing the situation a bit better myself would help diffuse the frustration the client is showing. Without seeing the actual content, it sounds like there might be legitimate errors made in the editing process of this video; were Dr. Ferranti and Dr. Piton supposed to have two separate videos? Did Paloma enter the contract at the time Edit 1 was sent out or was she there for the shoot? I also feel that we should have already been given the 3-D model clip and her suggesting its use at this stage in the game shows that the client's vision for what the video should express, is not at all confirmed. I am unfamiliar with how many edits a client is allowed to request but having Paloma agree to specific changes in writing will force her to commit to one finalized direction.

# Press Release –Dept. of State visit at CCA

DESIGN:

TEXT:



Contact:  
Cari Favole  
Engagement Marketing Manager  
404-920-7759  
[cfavole@ccatlanta.org](mailto:cfavole@ccatlanta.org)

## NEWS RELEASE

### Catholic Charities Atlanta Welcomes Department of State Site Visit

On Thursday June 24th, 2021 representatives from the Bureau of Population, Refugees and Migration (PRM) and the Department of State visited Atlanta for a site visit in honor of World Refugee Day 2021. Essence Vinson, the Resettlement Director at Catholic Charities Atlanta (CCA), led the visitors on a tour of the Refugee Services Office. The participants then discussed CCA's services and programming.

#### Notable guests in attendance:

- Brian McKeon, Deputy Secretary of State
- Nancy Izzo-Jackson, Senior Bureau Official, PRM
- Holly Herrera, Program Officer for Domestic Resettlement, PRM

#### Co-Facilitators:

- Essence Vinson, Resettlement Director, Catholic Charities of Atlanta
- Bahadur Subba, Resettlement Manager, Catholic Charities of Atlanta
- Justin Howell, Executive Director, The IRC in Atlanta, Miami & Tallahassee; Co-Chair of the Georgia Coalition of Refugee Stakeholders

#### *About Catholic Charities Atlanta (CCA)*

*Catholic Charities Atlanta provides supportive services that enable families to overcome barriers and achieve self-sufficiency. We provide a holistic combination of accredited social services and offer those services for the unique circumstances of the people we serve. We value the dignity and individuality of each person, compassionate service, advocating for social justice, and a partnership with the community, including the Archdiocese and its parishes.*

For more information about Catholic Charities, please visit <https://catholiccharitiesatlanta.org>.

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# “In The News” Article –Dept. of State visit at CCA –1/2

After much anticipation, the President’s Emergency Presidential Determination on Refugee Admissions raised the admissions ceiling from 15,000 to 62,500 on May 3rd, 2021 for the fiscal year 2021. Although the numbers have not been released for fiscal year 2022, President Biden has committed his support to welcome families to the United States that have been forced to leave their homes due to famine, war and persecution.

According to the [Refugee Processing Center Admissions and Arrivals May 2021 report](#), the top 10 origin countries for refugees admitted to Georgia are: Afghanistan; Burma; Democratic Republic of the Congo; El Salvador; Eritrea; Ethiopia; Guatemala; Honduras; Iran; Liberia. Georgia has consistently held 10th place for the most refugees resettled in a state.

The United Nations High Commissioner for Refugees (UNHCR) released its Projected Global Resettlement Needs 2022 Report on June 24th, 2021 that estimated 1.47 million refugees will be in desperate need for resettlement in 2022 as persecutions continue making their countries unsafe.



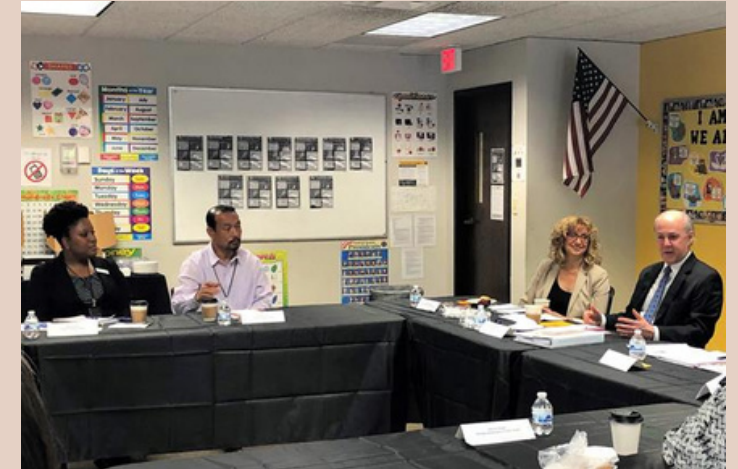
*(Pictured Left to Right: Justin Howell, Nancy Izzo-Jackson, Brian McKeon, Essence Vinson, Vanessa Russell) Photo by Me.*

The Refugee Resettlement Agencies in Georgia are preparing their responsiveness and flexibility to meet the needs of as many people assigned to the state. Catholic Charities Atlanta (CCA) is joined by the International Rescue Committee, New American Pathways, and Inspiritus, among other agencies, in collaboration efforts to extend the reach of their services. Such efforts can be seen through the Georgia Coalition of Refugee Stakeholders, the Coalition of Refugee Service Agencies resettlement educational program, and the Georgia Welcome Co-op. Most recently, this collaboration has partnered with Mercer University’s health students to link mental health services to newly resettled refugees.



# “In The News” Article –Dept. of State visit at CCA –2/2

Recently, Brian McKeon, Deputy Secretary of State, and Nancy Izzo-Jackson, Senior Bureau Official at the Bureau of Population, Refugees and Migration (PRM) along with Holly Herrera, Program Officer for Domestic Resettlement at PRM, visited Atlanta to learn and discuss how CCA and the Coalition work collaboratively to welcome refugees. They also expressed their desire to learn directly from resettlement agencies, community stakeholders, and former refugees on how the State Department can better support newcomers and the communities that support them – all in efforts to honor the President’s commitment to rebuild the United States’ refugee program. McKeon and Izzo-Jackson both took a moment to express their gratitude and lent their support to the work that CCA does for refugees.



(Pictured Left to Right: Essence Vinson, Bahadur Subba, Nancy Izzo-Jackson, Brian McKeon) Photo by Me.



(Pictured Left to Right: Nancy Izzo-Jackson, Refugee Mother, recent arrival daughter)  
Photo by Jackie Holcombe.

Izzo-Jackson and Herrera witnessed a family reunification at the Hartsfield Jackson Airport putting a face to the statistics of refugee migration. They brought flowers and a very warm welcome to the newly united mother and daughter travelling directly from Ecuador, but who were both born in Colombia.

#### SOURCES:

- <https://www.wrapsnet.org/admissions-and-arrivals/>
- <https://www.state.gov/the-presidents-emergency-presidential-determination-on-refugee-admissions-for-fiscal-year-2021/#:~:text=Today%2C%20the%20President%20affirmed%20the,62%2C500%20for%20Fiscal%20Year%202021.&text=The%20United%20States%20continues%20to%20be%20a%20global%20leader%20in%20supporting%20refugees>
- <https://immigrationforum.org/article/fact-sheet-u-s-refugee-resettlement/>
- <https://www.wrapsnet.org/documents/Refugee%20Arrivals%20by%20State%20and%20Nationality%20as%20of%2031%20May%202021.pdf>
- <https://www.ajc.com/business/impact-immigration-georgia-economy-not-huge-but-wide/R5Q6jFDIEA9ErX7JYhNnJ/>
- <https://www.welcomingrefugees.org/sites/default/files/documents/resources/CRSA-RefugeesInGATheFacts.pdf>

# Sample e-newsletter for Cari Favole. Fairy Tale Voiceover.



As you head into the Holiday Season and New Year, I hope you are filled with Peace and Inspiration!

Speaking of Peace and Inspiration, I invite you to check out my newest endeavor a [Mindful ASMR Series](#) where I explore natural stress-relieving techniques through tranquil voiceover and soothing visuals. My hope is to bring serenity to my viewers as they go about the hardships of the day or are settling in for the evening.

## Hear what others have to say about working with me -

**Cari is the paramount professional. Easy to work with and very flexible to the project and client needs.  
She has a large range of voice capabilities from storytelling to corporate narration. Great talent!**

*- Audrey De Guzman, Project Manager at Crisp Video Group*

**She was delightful and the audios sound awesome.**

*- Ricardo Godoy, Writer/Producer at Turner Broadcasting System (Cartoon Network LA)*

**"An absolute LEGEND!!! Another amazing job."**

*- Kristy Micallef, Production Manager at Creswick Creative (Shopkins Shoppies)*



**Cari Favole. Fairy Tale Voiceover.**  
MAGICAL TALENT. FANTASTIC RESULTS.

Hear why so many agree that my Fairy Tale Voiceover is pure listening magic for children's education and entertainment [RIGHT HERE.](#)



**Audition or Book**

[contact@carifavole.com](mailto:contact@carifavole.com)



# Sample e-newsletter for Catholic Charities Atlanta –1/4



May 2021

*In this issue....PC Virtual Wine Gathering, the Leadership Graduates PC Family Members, Soirée and a November Event*

## A note from our CEO, Vanessa Russell

[Please click here to view the video.](#)

Prayers for good health,



## Your Gifts At Work

### ***2021 CCA Soirée: Thank you for funding our new AI Mental Health Application.***

The 2021 CCA Soirée: At Home Edition was broadcasted this year via YouTube from the Encyclomedia Studio in Atlanta. Vanessa joined by MC Russ Spencer and auctioneer Seth Weiner broadcasted live to raise funds to support our mission. Thank you for opening your homes to gather with friends and share the mission of the work we do here at CCA. We exceeded our goal for the evening including \$15,000 for our new Artificial Intelligence (AI) mental health coping skills application. Monifa Holman, Director of Family Stabilization Services, shared, "The new AI technology allows individuals to stay anonymous but still get the help they need. It guides you along a path to resources. We are one of 5 Catholic Charities organizations across the country to pilot this new application. We are very excited to be able to bring these resources to Georgians."



*Pictured: Mike Dowdle (CCA Board Vice Chair) and his wife, Chmaine, entertained from their home during CCA Soiree: At Home Edition.*

# Sample e-newsletter for Catholic Charities Atlanta –2/4

## Supporter Spotlight



The CCA Leadership Class, in its 10<sup>th</sup> year, graduated 32 active Catholic business leaders on March 24th. This 9 month experience, anchored around the 7 pillars of

servant leadership, allowed these honorees to grow spiritually and professionally as servant leaders through education events, service opportunities, networking, mentoring and stewardship with CCA.

We are pleased to congratulate PC Supporter– **Mike Guynn** on this accomplishment as well as **Katie Johnson** (daughter of PC Supporters Neil and Carolyn Johnson), **John Nichols** (son of PC Supporters Jack and Jane Nichols) and **Tim Scollo** (son of PC Supporters Joe and Sue Scollo).

Many make this class a memorable experience. A special thank you to PC

Members **Barry McCarthy, Bill Spalding** and **Vanessa Russell** for anchoring the Executive Panel Discussion on Growth and Vision. It was a memorable experience for all class members. Also, thank you to PC Members **Lisa and Ken Menendez** for sharing a personal reflection with this year's class and the CCLC experience would not be complete without the strong mentorship relationship



from prior class members to current members - many of whom are in our PC Family. Thank you, to our 2020-21 PC mentors: **Xavier Balderas, Bryan Harrison, Ken Menendez, Steven Russell and Joe Scollo.**

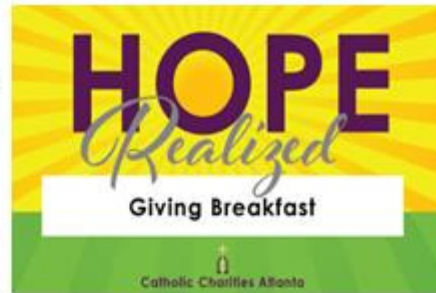
[Click here to hear why Tim Scollo joined this year's class.](#)

If you know of a Catholic professional who would like to walk this journey of servant leadership or if you would like to consider mentoring a class member, please contact Lisa McLean at [emclean@cctlanta.org](mailto:emclean@cctlanta.org) or Jacqueline Walker at [jwalker@cctlanta.org](mailto:jwalker@cctlanta.org) for assistance with the nomination process.



# Sample e-newsletter for Catholic Charities Atlanta –3/4

CCA is hosting a virtual giving breakfast on Tuesday, May 11<sup>th</sup> from 8:30-9:00 AM to introduce friends and family to our mission and work. A heartfelt thank you to the following PC Members who have volunteered to serve as “table captains” and invite others to attend the virtual event: **Steve Crim, Robert Laarhoven, Lisa Menendez, John Riordan, Dave Markert, Lori Clos-Fisher, Keith Donnelly, Mike Flanagan, and Cricket Harrison.** To learn more about this year’s Hope Realized Virtual Giving Breakfast, contact Pauline Battaglia at [pbattaglia@ccatlanta.org](mailto:pbattaglia@ccatlanta.org).



Here is a beautiful display of the newest baby afghan’s created by Elizabeth Etoll. Elizabeth’s heart for CCA and her talented handiwork continue to provide warmth and comfort to babies of families in our parenting program...we are thankful to Elizabeth for sharing her special gifts with CCA!



## PC Virtual Wine Tasting - What a great time!



We had a great time together *virtually* on Wednesday, March 31<sup>st</sup> for our first ever PC *virtual* wine tasting via Zoom!. 32 couples joined CEO Vanessa Russel and her husband, Steven along with sommelier Sherri Bowen from Chateau Montelena Winery in Napa Valley. It was a fun evening of wine tasting, education and fellowship. We were also blessed with a surprise visit from Fr. Kevin Peek. For those who couldn’t make it – we hope to see you at our next President’s Circle Social event in November – save the date info below.

# Sample e-newsletter for Catholic Charities Atlanta –4/4

## Save The Date - November 4th, 2021

All President Circle couples will be invited to a special evening event of fellowship and gratitude on Thursday, November 4<sup>th</sup>, 2021. Please, mark your calendars now and stay tuned. Details will be coming soon in the next President's Circle Newsletter.

Click here to view our new whiteboard animation piece about the services your gifts provide: <https://vimeo.com/542777702/f284e5bc28>

### Ways to Get Involved:

- Become a virtual mentor for a Refugee teenager for a year
- Virtually tutor 3rd graders for a school year  
*Contact Christie Crane at [ccrane@cctlanta.org](mailto:ccrane@cctlanta.org)*
- Invite friends to a virtual fundraising breakfast on May 11th  
*Contact Pauline Battaglia at [pbattaglia@cctlanta.org](mailto:pbattaglia@cctlanta.org)*



[www.catholiccharitiesatlanta.org](http://www.catholiccharitiesatlanta.org)

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# INFOGRAPHIC FROM CATHOLIC CHARITIES ATLANTA

## REFUGEE IMPACT

To the Georgia economy

1/3



.About one third of immigrants in Georgia have at least a bachelor's degree.



Refugees are more likely to start businesses.

13% ▶ 39%



Immigrants represent about 13% of the US Population but accounted for 39% of net growth homeownership between 2000 and 2010.

20%



More than one in five of the active physicians in Georgia are graduates of international medical schools.



20%

About one in five Georgia workers in STEM – science, technology, engineering and math – are foreign born.

10%



About one of every 10 Georgia residents are foreign born.

### Statistics taken from:

<https://www.ajc.com/business/impact-immigration-georgia-economy-not-huge-but-wide/RSQ6jFDIEA9ErX7JYNhNnJ/>

<https://www.welcomingrefugees.org/sites/default/files/documents/resources/CRSA-RefugeesInGATheFacts.pdf>





Catholic Charities Atlanta helps the most vulnerable and at-risk; more than 12,000 of your neighbors last year alone.

People battered by homelessness and job loss.

Strained by a lack of resources and education.

This year on #GivingTuesday there are **two** ways to offer the gift of *help & hope*.



# CAMPAIGN AD FROM CATHOLIC CHARITIES ATLANTA

# One-Page Program Flyer for Catholic Charities Atlanta



*Catholic Charities Atlanta provides supportive services that enable families to overcome barriers and achieve self-sufficiency.*

## VOLUNTEER RESOURCES



### Mission Statement - Catholic Charities Atlanta Volunteer Resources

Volunteers are essential for CCA to accomplish our mission. They bring unique experiences and skills that augment the work of our staff and serve our clients. Volunteers are critical advocates for our mission in the community; they influence others to serve and support us. We are a better organization because we involve volunteers.



### Mission Statement - Catholic Schools in the Archdiocese of Atlanta

Our schools are committed to providing an excellent education in an environment of spiritual, intellectual, physical, and moral formation in accordance with the teachings of the Roman Catholic Church. The Catholic Schools in the Archdiocese of Atlanta serve a vital role in the educational ministry of the Church.

### CURRENT PARTNERSHIPS

Each year, Catholic schools participate in activities that help CCA serve their mission and clients by:

- Volunteering with the Christmas Connections program and other CCA hosted events
- Engaging in Service Projects, such as creating activity and food bags
- Collecting gift cards for groceries

Schools also conduct drives, often times multiple ones, throughout the year for specific items for our clients. This includes but is not limited to: snack bags for the After School Program; backpacks; toys; books; coats; household items; and warm accessories.

Below is a list of specific items collected:

FY 20 CATHOLIC SCHOOL DONATIONS TO CCA		
School	Items	Number/Amount
Blessed Trinity	Backpacks and school supplies	39
Our Lady of the Assumption	Activity kits (whiteboard, markers, flashcards, colored pencils)	136
Immaculate Heart of Mary	Toys	125+
Our Lady of Mercy	Blankets, hygiene products, socks, gloves	98
Notre Dame Academy	Socks, gloves, hats	100+
Notre Dame Academy	Clothing for two refugee families	40+
Our Lady of Victory	Gloves, scarves, children's coats	50
St. Jude	Boxes of popcorn & granola bars	70
St. Jude (girls volleyball)	Food baskets (canned & boxed items)	29
St. Pius	Snack bags (2 snacks & a drink)	40

### NEW PARTNERSHIP OPPORTUNITIES

1. Host additional in-kind drive for CCA clients, such as:
  - a. "Welcome Home" supplies for refugee families and seniors
  - b. "Spring Cleaning" supplies
  - c. Children's books and English dictionaries
  - d. Chest of Drawers for families filled with clothing for children
  - e. Laundry supplies for seniors
2. Participate in a refugee mock camp
3. Participate in Scotts Run by hosting school run and posting pictures
4. Assist with service projects, such as:
  - a. Easter baskets for children
  - b. Welcome Home Packages for our Refugee families
  - c. Wreaths for doors for seniors at St. Joseph Place
5. Host a guest speaker from CCA (i.e. plight of refugees, immigrants, veterans)
6. For Catholic Schools Week, nominate a teacher from each school who receives 2 free tickets to our Soiree (or other event)
7. Brainstorm with Volunteer Resources team on how to get involved!



# PEER-TO-PEER FUNDRAISING LANDING PAGE

## MAIN IMAGE



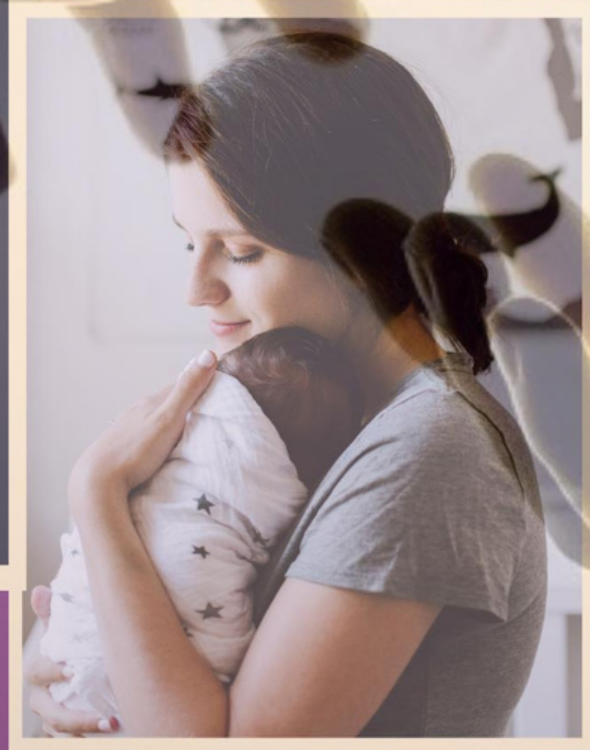
Immigration  
Legal Services




Refugee  
Resettlement Services



Family Stabilization  
Services




# Social Media Posts Examples – Self LINKEDIN

 **Caroline Favole**  
Production Assistant with a track record of enhancing video editing and leadin...  
1mo • 🌐


As a host of my own new podcast, this makes me happy to hear!

If you'd like to try my podcast, search "Reading with Cari" on whichever app you use or visit: [www.carifavole.com/podcast](http://www.carifavole.com/podcast)

#podcast #podcasting #mindful #mindfulnessmeditation #asmr #sleepbetter #storytime


 **Entercom**  
37,846 followers  
1mo • 🌐

"Over time people have been slotting podcasts back into their lives," From the latest **Edison Research**, time spent listening to #podcasts have normalized and in some cases exceeded pre-pandemic. #audio #advertising #media ...see more

 **Edison: Podcast Listening Time Rose In Second Quarter, Despite Pandemic Lockdowns.**  
insideradio.com

👍 Like   💬 Comment   ➦ Share   ↵ Send


📈 45 views of your post in the feed

 **Caroline Favole**  
Production Assistant with a track record of enhancing video editing and leadin...  
3mo • 🌐

I am so happy and excited to announce that my Podcast has officially premiered! I would really appreciate you checking out an episode or two on Spotify, Stitcher, or:

[https://lnkd.in/g7v\\_MHz](https://lnkd.in/g7v_MHz)

or  
[www.carifavole.com](http://www.carifavole.com)  
#spotify #podcasts #podcasting #meditation #stitcher #audio #podcast #Mindfulness #ASMR #bedtime #STORY #storyteller #sleep #relaxation



**Reading With Cari**  
readingwithcari.buzzsprout.com • 1 min read

🌐 🌍 🍷 9 • 3 Comments

👍 Like   💬 Comment   ➦ Share   ↵ Send

📈 481 views of your post in the feed



# Social Media Posts Examples – MCNE Studios

## FACEBOOK & TWITTER

**Naiah and Elli** · July 24, 2018 · 🌐

The girls are surprised by the Toy Genie with a surprise toy, Pomsies! The Toy genie grants their toy wish for a toy pet. Mommy also decides to bring them a surprise toy of her own. This is an ad by Pomsies.



0:09 / 13:42

👍❤️👍 53      21 Comments 2 Shares 748 Views

**Naiah and Elli** · July 23, 2018 · 🌐

Time for the ultimate Lemonade Showdown!

#kids #youtube #funny #comedy #lemonade #stand #summer



0:08 / 0:36

👍❤️👍 24      6 Comments 288 Views

**Mami CrayCray** @mamicraycray · Jul 24, 2018

Sometimes it's nice to take a moment to acknowledge where you've been and prepare for where you will go.

#paintwithallthecolorsofthewind

#mom #momlife #advice #inspiration #motivation...  
[instagram.com/p/Blnj8NNF8hs/...](https://www.instagram.com/p/Blnj8NNF8hs/)

🗨️ ↻️ ❤️ 1 📤

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**Mami CrayCray** @mamicraycray · Jul 23, 2018

Change is good sometimes!

#mom #momlife #advice #inspiration #jimmydean #motivation #motivationmonday  
[instagram.com/p/BlIB670FwzT/...](https://www.instagram.com/p/BlIB670FwzT/)

🗨️ ↻️ ❤️ 1 📤

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**Mami CrayCray** @mamicraycray · Jul 18, 2018

"Obstacles don't have to stop you. If you run into a wall, don't turn around and give up. Figure out how to climb it, go through it, or work around it." - Michael Jordan

#mom #momlife... [instagram.com/p/BIYHPgMlt1L/...](https://www.instagram.com/p/BIYHPgMlt1L/)

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# Social Media Posts Examples –MCNE Studios (Photos edited by me)

## INSTAGRAM



# St. Joseph's Place – Giving Tuesday Campaign-1/5

## SCOPE

- **CAMPAIGN:** Post every hour, for 24hrs, the Tuesday after Thanksgiving
- **PLATFORM:** Facebook Only (Per client request; created just for this campaign)
- **BUDGET:** None
- **RESOURCES:** Marketing Manager (me) using Social Media
- **TAGS:** CathMediaAssoc, catholicculture, GoodDayAtlanta, usccb
- **DONATION LINK:** <https://atlanta.igivecatholic.org/campaigns/st-joseph-s-place>

## HASHTAGS

#inthistogether #givingtuesday #GAGivesday #igivecatholic #charityevent #donatenow #gagives #hope #supportnonprofits #AprioGivesBack #BeAFuelForGood #AlignedWithYou #poverty #givingtuesdaynow #nonprofit #donate #charity #covid #givingback #community #giveback #fundraising #philanthropy #giving #donations #donation #support #fundraiser #love #volunteer #socialgood #dogood #charitytuesday #helpingothers #help #give #nonprofitorganization #volunteering #donatetoday #bethechange #communityservice #volunteers #donors #causes #supportlocal #tuesdaymotivation #change #art #goodcause #socialimpact #transformationtuesday #payitforward #tuesdaynight #sponsorship

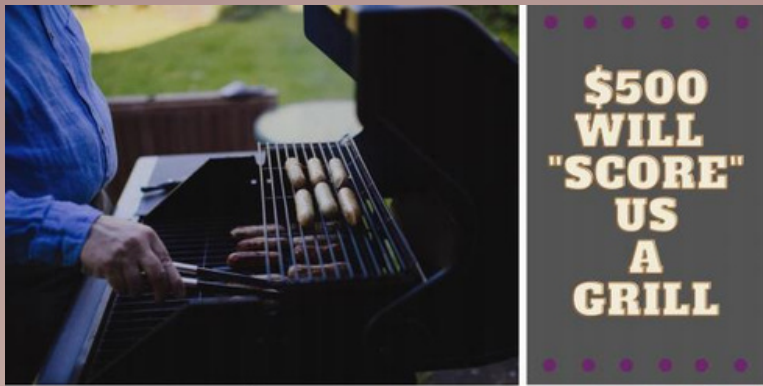






Our community consists of 47 independent living, low income seniors. Due to the pandemic, we had to close our community center.

As this room is in need of remodeling, we wanted to take this unfortunate event and turn it into a positive opportunity.



**\$500 WILL "SCORE" US A GRILL**



#IGIVECATHOLIC



St. Joseph Place welcomes men and women of all faiths. Residents must be at least 62 years of age and income restrictions apply.



If we raise \$2,000, we will be able to update our tables and chairs for game nights and group dinners.



**St. Joseph's Place** is comprised of 47 one-bedroom apartment homes grouped within 11 brick buildings to form an attractive, welcoming neighborhood.

In a survey, our residents stated the areas most in need of attention in their community are Recreation, Entertainment, and Companionship.





At St. Joseph Place, each unit comes equipped with an efficient, fully equipped kitchen, full bath, separate bedroom, and living area.



#1 TOPIC RESIDENTS WANT:

EXERCISE CLASSES OPPORTUNITIES



Our apartment homes feature wall-to-wall carpeting, window blinds, and individual heating/air conditioning control, smoke detector and hook up for cable television.



Our residents have expressed interest in improving their basic computer skills.

With \$500, we would be able to purchase training programs and software that would be used to raise their proficiency.



A separate building on our property houses a furnished community room, information center, coin-operated laundry facilities, and a management office.

This community room is what we are raising money for today!







We are officially halfway through this Day of Giving. We want to thank you for your new and continued support.

If you are unable to support St. Joseph's Place monetarily, consider volunteering; we always welcome a heartfelt note! Please reach out to Christie Crane, Manager of Volunteer Resources, at: ccrane@catalanta.org or 404-920-7785 and make someone's day!



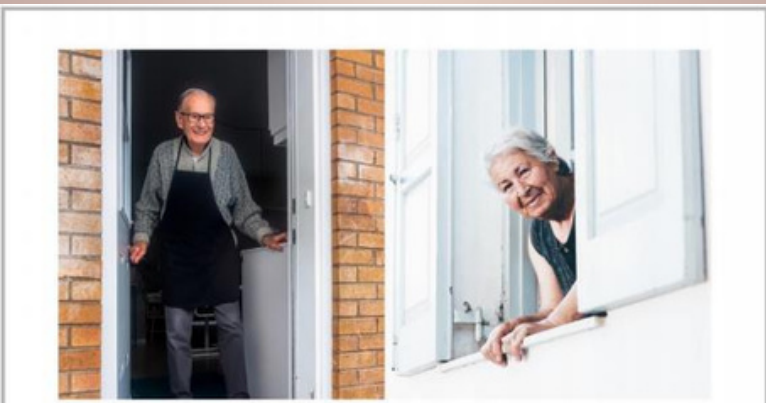
With \$2,000, We could create a library nook full of endless adventures!



Our community is nestled in a peaceful, wooded area that provides us with peace and tranquility.



For \$600, the Community Room would have a full paint refresh!



95% of our residents rate their quality of life as being good or very good with 2% rating it excellent.



**\$1,200**

Would help us remodel the Kitchen area in our Community room.







St. Joseph Place encourages independent living:  
77% of our community drives their own car.  
20% ride public transportation.



Help us replace  
the community  
room appliances  
with newer models

Like this  
Stainless Steel  
Refrigerator  
with ice maker  
for \$1,200.



The average age of our community residents is 64 years old;  
the average length of residence currently sits at 7 years.



Help St. Joseph Place update their game shelf  
for community nights of Bingo, Trivia, Scrabble, and more!



St. Joseph's Place  
welcomes volunteers to  
spend time with our  
community. Although  
becoming involved is  
more difficult in this  
current time, if you are  
interested, please reach  
out to Christie Crane  
at: [ccrane@c atlanta.org](mailto:ccrane@c atlanta.org)  
or 404-920-7785 for more  
information.



Thank you so much for joining us  
in our first participation in  
Giving Tuesday.



We appreciate all of your  
donations and prayers as we  
look forward to the holidays.



# Supporter Tiers –What a Dollar can Buy -1/2



**\$50**

Provides one hour of case management support to link a mental health client to supportive services.



**\$125**

Provides a single trauma session with a counselor.



**\$250**

Provides toys to be used in play therapy to serve children who have experienced trauma.



**\$500**

Provides 10 sessions with a mental health counselor. The minimum recommended sessions for most individuals.



# Supporter Tiers –What a Dollar can Buy -2/2





# Content Creation Samples

## DESTÄINURE - ONE FILM SCENE



Destäinure is a short creative writing project that I was invited to write for an event hosted by Bob Carter with The Neighborhood Studio in Norcross, GA. I produced a rough-cut of this short scene which you can [watch by clicking here](#) or scanning the QR Code to the left.

## DOLL STORY: AMBER'S MONOLOGUE - MONOLOGUE



**CONCEPT:** It was based off the idea of a Barbie doll stuck forever smiling, which was an obstacle I had to overcome while working with them at a former job as a Content Creator. I also mixed relatable concepts and a confession from a real-life friend of mine regarding a friend of hers. I played with the concept of having someone you genuinely love outshine you in every way.

[Watch this uniquely performed monologue by clicking here](#) or scanning the QR code to the left.

## CASUAL ELEARNING / EXPLAINER VIDEO INTRODUCTION



In addition to my experience of writing onboarding and training materials for 4 companies I have worked for, I have also narrated over 40 eLearning videos and over 400 explainer or Whiteboard animation videos. I decided to create my own sample of this genre to illustrate my skills and capabilities. [Click here to watch](#) or scan the QR Code to the left.

FOR MORE CONTENT CREATION SAMPLES, VISIT:  
[HTTPS://CARIFAVOLE.CO/](https://carifavole.co/) OR SCAN THIS QR CODE:



# WRITING SAMPLES - ARTICLES

## *Click Title To Read the Article:*

- [How You Can Help The Refugees From Afghanistan](#)
- [Remember: The Client Comes First](#)
- [Distinguishing a Career from a Hobby](#)
- [Demos: The Digital Business Card](#)
- [Casual Explainer Sample](#)



BLOG WEBSITE: [HTTPS://CARIFAVOLE.CO/](https://carifavole.co/)

# Creative Writing Sample - 1



## CECILY THE DISTINCTIVE - CHILDREN'S STORY

This collection of stories was put together by Cari Favole for the initial purpose of her podcast "Reading With Cari: Stories To Fall Asleep To", a Mindfulness Podcast series designed to be used as a Sleep Aid or to ease your anxiety and relieve your stress. She then added additional stories, so this would be a unique experience! If you have chosen to purchase the audiobook, all of the stories are read by Cari Favole herself, over the course of several years. After all, it was fate that drew her to this project as "Favole" is Italian for "Fairy Tales."

[Listen to the audio sample of the text below by clicking here](#) or scan the QR code to the left.

**PROLOGUE (written by me)** Once upon a time, there lived a family of fairytales. Yes, you heard that right! Living, breathing, fairytales. There was a daddy fairytale, a mommy fairytale, and three daughter fairytales.

The Daddy Fairytale was one of travel, filled with winding paths and the promise of great treasure should he solve the riddle "In the Marsh where alders grow, Take Courage the Free Man." Though his tale be too long to share presently, rest assured he solved the test and upon his mantle he rested a beautiful gouache who bore him three girls.

This painting was none other than the Mommy Fairytale; a watercolor romance. Her words flowed on the page like the oil of paints on a canvas. Delicate and ethereal, she swayed with each brushstroke of time until at last, she caught the eye of a suitor none could rival.

The Oldest Fairytale Daughter was a domestic ecopoem. She would wake up very early to bake pies and cakes for her family and spend all day out on the marsh waters telling her stories of nature and the earth. Upon sunset, she would return home to her little hollow where she would discuss the days of her husband and children and discover new lessons to be learned.

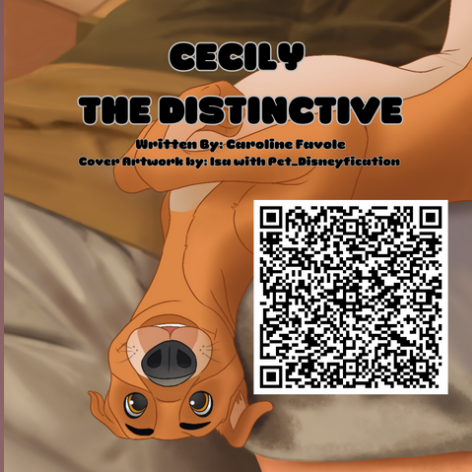
The Middle Daughter was a fable filled with flight and fancy! Buzzing bees stole succulent sweets from sunflowers surrounding cats comfortably cuddling upon her lap as she napped in the midday sun, deflated by the daring detour her dragon dived into that morning. She may be full of short tales of creature comforts but so numerous are her stories, you'd be wise not to begin to count them.

The Youngest Daughter was a whimsical book of fairytales. This very book, to be precise! She loved hearing the stories of her fairy tale family and would drift off to sleep imagining her very own. Once she was full-grown, she shuffled her pages neatly, adding in new tales she'd never heard before, and re-inking the pages of the ones that were read many, many times. Finally, once they were all together and looking quite dapper, if she were to be asked her opinion, she set about to share her life's passion with the world.

And that is where you come in! Settle into bed, tuck in the covers, and snuggle up as you read this collection of stories from the Voice of Fairy Tales!



# Creative Writing Sample - 2



## CECILY THE DISTINCTIVE - CHILDREN'S STORY

### DESCRIPTION:

This short story explores the idea of staying true to who you are while being cognizant of how to communicate and collaborate with others.

### SYNOPSIS:

Cecily, the Italian Greyhound puppy, loved her cuddle time with Mommy; there was always time for snuggles! But Cecily also loved her play time. Her mind would race with exciting day dreams and make-believe. Such grand, daring, high-stakes adventures! And she, the brave heroine, was champion of all! Unfortunately, her cat family didn't quite enjoy how Cecily played.

Does that mean Cecily needs to change who she is?

Listen to the **FULL AUDIOBOOK** by clicking this link: <https://www.buzzsprout.com/1120100/episodes/13599576>

A gentle blue light filled the room. As she opened her eyes, images appeared hazy and difficult to make out, but she wasn't scared by it at all. She rolled onto her back and wiggled a bit, enjoying the way her paws flopped around when she did that. A warm, wet nose tickled her belly, making her sneeze in delight! She rolled onto her side and snuggled into the soft, black fur. There was a comforting, musky smell that lulled her to sleep.

"Hello, little one," a chipper voice rang out as hands reached down to pat her on the back. "Your mother is very excited to see you soon! She goes on and on about her little Cecily."

"Oh!" She thought. So she was "Cecily."

This news didn't change very much of Cecily's life. She could still run and play and bite the ears of her littermates. Cecily soon learned that they were called Roxanne and Luigi. They looked so much like her yet seemed so different!

They were sweet and gentle when they played, while Cecily pounced and conquered. She squealed when she was scolded, and snorted with content when she pulled off a successful prank.

Finally, the time had come. For what? She wasn't sure.

# Creative Writing Sample - 3



## THE TOOTH AND THE CRAWLSPACE - CHILDREN'S SHORT STORY

**DESCRIPTION:** Genevieve (Vivi) had been hoping for a fun weekend after a hard week at school but things take a very unexpected turn when she finds a large animal tooth on the floor in her home. What creature did it belong to and... what was that shadow? Magic, Mystery, and a bit of Mayhem awaits just through the crawlspace.

**[Listen to the audiobook sample by clicking here](#)** or scanning the QR Code to the left.

Surprisingly, Vivi hadn't given the tooth another thought the rest of the evening. When it got a bit too late, she stretched out in the comfort of her bed, feeling the cool sheets surround her as she bundled herself into a cocoon, with only her head visible on the pillow. Eyes closed, she sank into a peaceful slumber. She had just started on a rather unusual dream where her school had become a large gingerbread house, when she awoke suddenly with a start. Eyes opening wide, she looked around, not sure why she was breathing so quickly. 'I wasn't having a bad dream' she thought, propping herself up on her elbow. She reached out a hand for the glass of water by her bed and froze - there was a shadow moving in the hallway.

Vivi was too old to need a nightlight but she preferred to sleep with her bedroom door open, a rollover habit from when Hunter would visit her in the night. What was moving was not a memory-shadow of a dog, nor was it an actual shadow of her parents. This silhouette was tall and hunched over and creeping up the stairs slowly. Not knowing what else to do, Vivi pulled her out-stretched arm back to her, moving inch by inch so as not to make any sound or shadow movement of her own. She opened her mouth and sucked in air so slowly she wasn't even sure it could be called breathing.

Was she still asleep? Or was this what had woken her?

The figure had reached the landing of the second floor now and was rounding the corner - in a mere moment, Vivi would have eyes on whatever it was that caused such a shadow; her heart was pounding so hard it hurt.

And there. There it was.

# THANK YOU FOR YOUR CONSIDERATION

Please send any Custom Demo Requests to:  
[contact@carifavole.com](mailto:contact@carifavole.com)

## IMPACT FAST FACTS

- Led the planning and execution of fundraising event efforts and media campaigns to raise \$1,245,000 of the annual departmental goal of \$1,900,000.
- Designed, developed, and executed a completely virtual fundraising event that successfully raised over \$140,000 in donations, exceeding our goal by \$20,000.
- Managed all aspects of marketing and communications for a \$6 Million agency including press releases, public statements, collateral materials, program flyers, event invitations, volunteer opportunities, and services to be utilized agency-wide.
- Fabricated and reported on analysis metrics to the Board of Directors, CEO, and constituents consisting of major donors, on the impact our programs have on our clients, and the success of our marketing efforts.
- Conceptualized, designed, and developed supporting graphics, training materials, and videos for both internal and external usage. Responsible for all website updates and creations of additional pages in WordPress and created Wix and JustGiving landing pages for fundraising efforts, saving the agency an estimation of over \$5,000 within 6 months.