

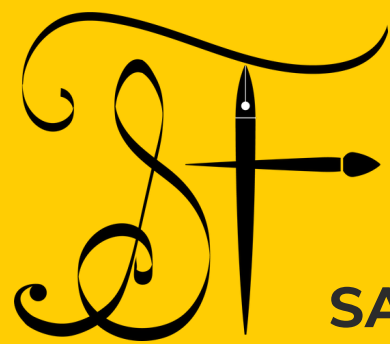
SARA ANN FRANCIS RACITI

# **LEGOLAND® New York**

## **Sara Raciti's Portfolio**

### **August 2021**





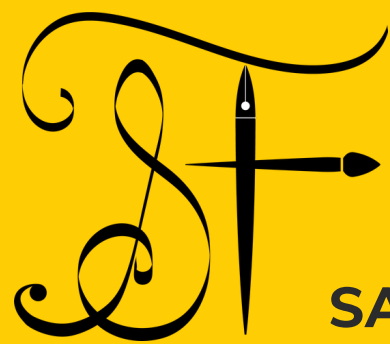
SARA ANN FRANCIS RACITI

These slides provide a look at my favorite campaigns/projects from LEGOLAND® New York Resort -- in chronological order.

In my role as Social Media Producer, I am responsible for

- social media marketing & management
- campaign design and production
- managing teams and crews
- brand consistency
- and more.





SARA ANN FRANCIS RACITI

## Programs used during campaigns

- Adobe Photoshop
- Adobe Premiere
- Adobe Rush
- Adobe Lightroom
- Adobe Illustrator
- Adobe InDesign
- Adobe XD
- Canva
- Umbarco
- Falcon
- Facebook Creator Studio





# APRIL 2019

## 1st to Play Launch

This launch was for the first pass ever to be sold for this park.

- Utilized Facebook events, daily posts, and paid ads to drive in-person visitation
- Assisted in-person at events, providing outstanding guest service
- Handled all photography and live-streams
- Sold a Merlin record of 17,000 passes in less than 3 weeks





# JULY 2019 - FEB 2020

## Road Shows

Road Shows were 3-day in-person Community/PR Events to spread the word about the park coming to Goshen, NY.

- Utilize Facebook events, daily posts, and paid ads to drive in-person visitation
- Assist in-person at events, providing outstanding guest service
- Handle all photography and live-streams
- Produce print and digital ads, including billboards



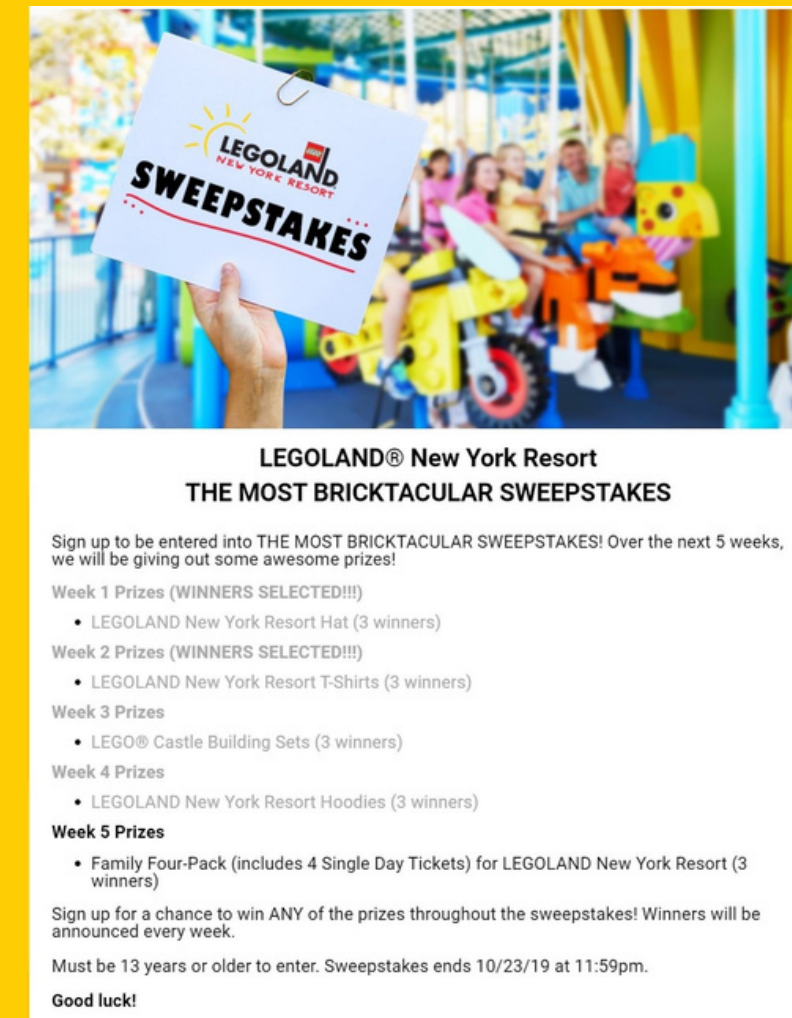


# SEPTEMBER 2019

## 5-Week Sweepstakes

CRM SignUp Campaign focused on organic social reach. 5 winners would receive different prizes through our free email based giveaway.

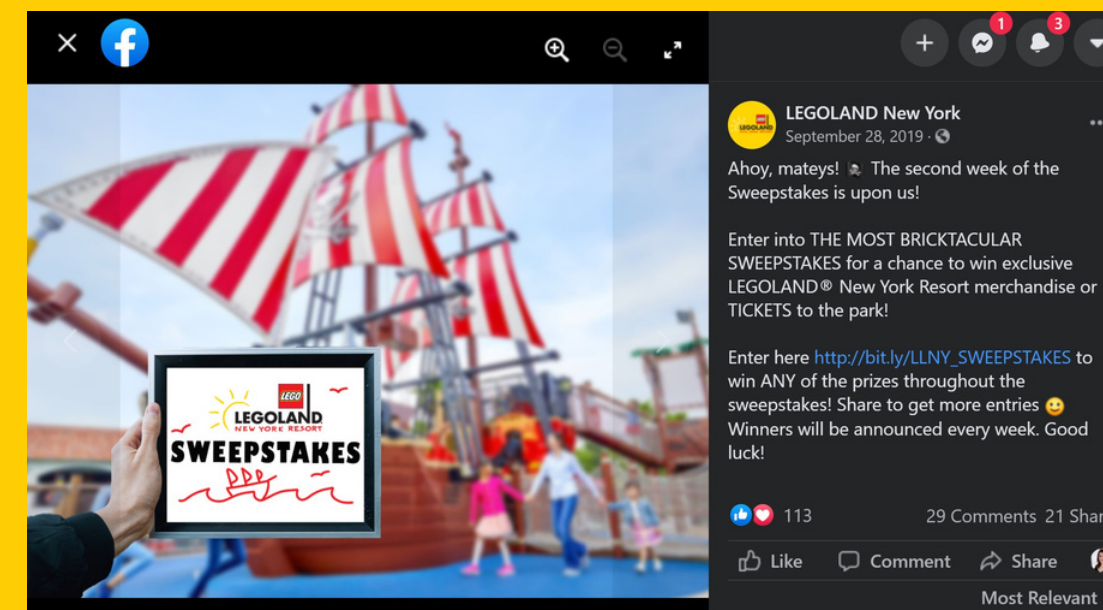
- Managed, strategized, designed, and executed entire campaign
- Produced content and social posts
- Contacted winners and shipped prizes
- Results: 10,698 CRM signups | 33,966 contest page views



**LANDING PAGE**



**SWEEPSTAKES  
BRANDING DESIGN**



**Week 2  
Post**



# OCTOBER 2019

## (1st) Grand Opening Announcement

- Responsible for campaign design
- Managed, strategized, designed, and executed the social media campaign (paid and organic)
- Oversaw Guest Communications team during the announcement
- Engagement rate during campaign was 36% (+414%)
- Followers increased by 12% in <2 weeks



MAIN SOCIAL BANNER



GRAND OPENING  
SOCIAL VIDEO  
(CLICK TO PLAY)

PHOTO COMPOSITE  
TO PROMOTE PASSES





# NOVEMBER 2019

## (1st) Black Friday Campaign

- Responsible for campaign design (digital and print)
- Managed, strategized, designed, and executed the social media campaign (paid and organic)
- Oversaw Guest Communications team during the campaign
- This Black Friday campaign broke Merlin Records with over 30,000 passes sold in less than a week
- Social Media engagement rate was 23% (+155% from previous week)



**PARTNER  
PRINT  
FLYER**



**SAMPLE  
SOCIAL  
POST**

# DECEMBER 2019

## 12 Days of Downloads

CRM Sign-Up Campaign

- Responsible for campaign design
- Developed, strategized, designed, and executed the social media campaign
- Managed design team for download creation
- CRM Signups: 4,000

LEGO LEGOLAND  
NEW YORK RESORT

# 12 Days of Downloads

## Day 2

LEGOLAND® Amy & Mike  
COLORING PAGE

LEGOLAND® Amy

LEGOLAND® Mike

# SWIPE UP



# JANUARY 2020

## Joys of LEGOLAND New York

(UGC Campaign)

- Developed, strategized, designed, and executed the social media campaign
- Managed photo/video content produced by users
- Selected the winner of the contest and produced a video compilation
- Contest Engagement: 13,377



**CONTEST  
LANDING  
PAGE**

*We can't wait to build  
memories with you.*

**CLICK  
TO VIEW  
FINAL  
VIDEO**



# FEBRUARY - MARCH 2020

## Instructional Design

(Internal Content Development)

- Produced 15+ instructional videos for Human Resources, Senior Leadership, and the wider Merlin team
- Wrote instructional scripts, filmed talent, edited footage, and packaged final products for their selected teams (with \$0 additional budget)
- Managed individuals to assist with production

**CLICK ANY  
THUMBNAIL  
TO VIEW**





# AUGUST - NOVEMBER 2020

## GRAPHIC DESIGN & BRAND MANAGEMENT

With the Graphic Designer and Brand Manager still on furlough during the COVID-19 pandemic, I stepped up in the interim while proceeding with my work as the Social Media Producer

- Designed all CRM emails
- Designed all print collateral for internal departments
- Managed Brand Consistency across all print, web, and digital assets



UPDATED WELCOME EMAIL

EMPLOYEE POSTER



# OCTOBER 2020

## Virtual Brick or Treat

During the pandemic, I designed, developed, and managed our first virtual Brick or Treat where guests could play games online featuring the iconic characters from LEGOLAND® New York Resort

- Developed, designed, and managed entire social campaign and game production
- Produced all virtual games using Adobe XD



[CLICK TO VIEW GAME PLATFORM](#)



# NOVEMBER 2020 - JANUARY 2021

## Hot Chocolate Chat - YouTube Series

Featuring our Kid Reporters, I wrote, developed, and produced a YouTube Kids series to generate excitement for the 2021 season. Even though the pandemic prevented them from filming together, I developed the scripts so it would appear they were interacting over a video call!

- Developed, designed, and managed entire social campaign and video production
- Managed Kid Reporters to submit their content on time
- Designed and executed social campaign to promote videos



[CLICK TO VIEW SERIES](#)

# JANUARY - AUGUST 2021

## Opening Year - Social Campaigns

After the pandemic pushed our opening back, our Social Media campaigns had to be re-created. This entire year I have focused my efforts on the campaigns within this new Grand Opening plan. Rather than listing them out in slides, I have uploaded my plan for you to view (this is not the final version) and linked to the social channels where you may view.

- Developed, managed, and executed social campaign for the 2021 season
- Presented campaign to Senior Leadership
- Designed and managed all paid social ad campaigns
- Finalized (and continue to manage) Social Media Influencer program



**GRAND OPENING PLAN  
SOCIAL MEDIA**

Aug 2020 – May 2021

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**CLICK TO VIEW DOCUMENT**



**VISIT SOCIAL MEDIA  
FOR CONTENT EXAMPLES**



# MAY- AUGUST 2021

## PR SUPPORT

With the opening of the Resort, I assisted our PR Manager with more than incorporating our Milestones into our social plan.

- Aligned Social Media campaign with PR efforts
- Acted as Stage Manager for our Satellite Media Tour
- Supported PR activations in NYC such as #TakeMeToLEGOLANDNY sweepstakes
- Connect with News, Media, Reporters, and Influencers



**NYC ACTIVATION  
INFLUENCER CONTENT**



**STAGE MANAGER**



**JOE GATTO  
CELEBRITY VISIT**



**FULL OPENING  
LEGOLAND® HOTEL**

# **SOCIAL MEDIA STATS**

## **(August 2021)**

- **Total Social Following: 165,000**
  - **Current Avg. Weekly Increase: 5.2%**
- **Avg. Weekly Reach: 1,237,780.25**
- **Avg. Weekly Engagement: 57%**



# TESTIMONIALS

"Sara is consistently a positive influence on guests and fellow Model Citizens. She embodies The Merlin Way and truly cares about the quality of her own and others' work. Sara's creativity and resilience has been crucial in driving the business forward and establishing a powerful social media presence."

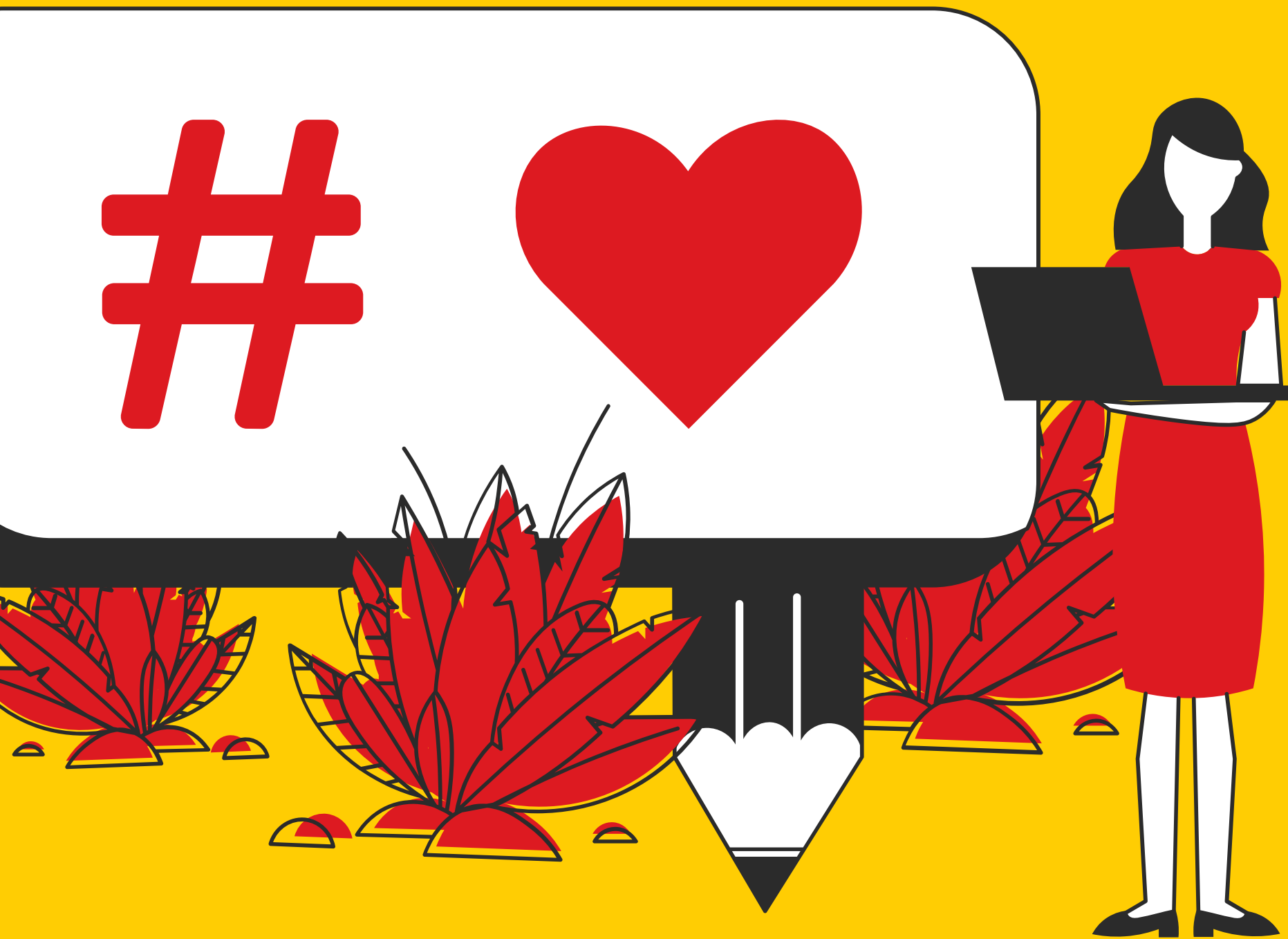
- Dawn Stailey, Head of Marketing for LEGOLAND® New Openings

"Sara is consistently a positive influence on guests and fellow Model Citizens. She embodies The Merlin Way and truly cares about the quality of her own and others' work. Sara's creativity and resilience has been crucial in driving the business forward and establishing a powerful social media presence."

- Connor McCully, Head of Operations for LEGOLAND New York Resort

"When joining this team, Sara was instrumental in helping me to succeed and gain confidence in my position. Her passion, love, hard work, dedication and extensive knowledge about the company/park was and still is something that inspires me. She is always willing to help anyone with whatever they need and is a true team player. Sara is also so easy to work with and well liked/respected by all departments."

- Hannah Jones, Assistant Brand Manager for LEGOLAND New York Resort

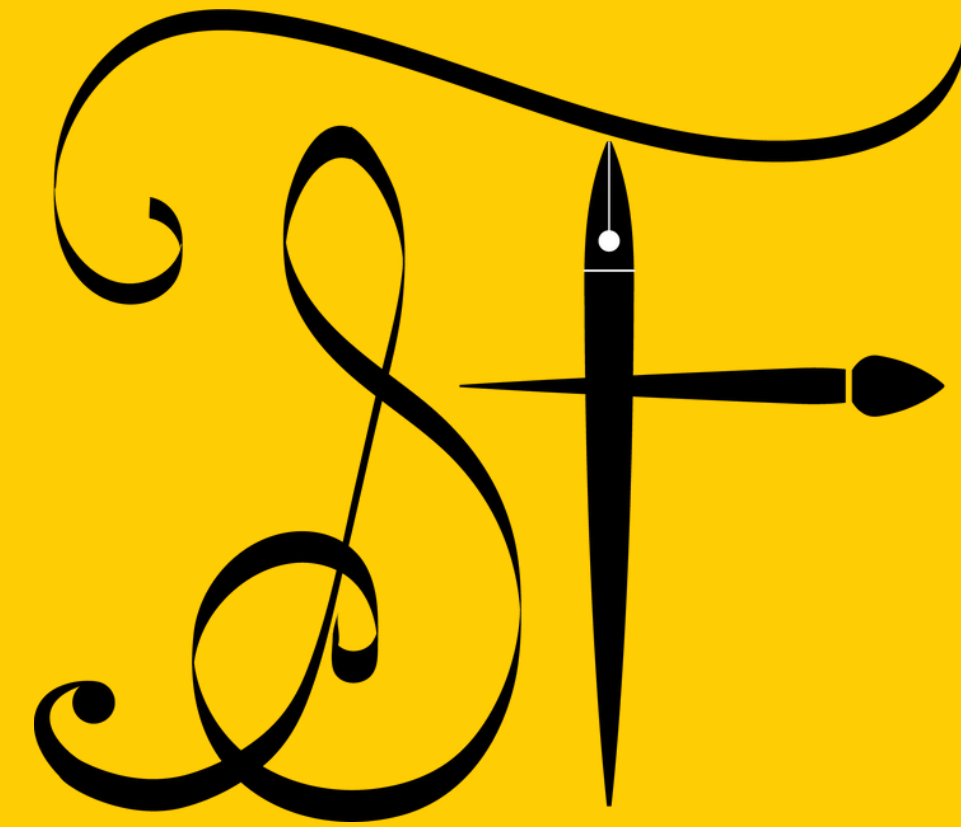


This is only scratching the surface regarding what I do at LEGOLAND® New York Resort in the fields of

- Social Media management
- Public Relations
- Brand Awareness/Consistency
- Graphic Design
- Asset Production
- Instructional Design

If you have any questions, please don't hesitate to reach out to me.





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